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Marketing for Hospitality and Tourism, 4th edition Kotler, Bowen, and Makens "Marketing is so basic that it cannot be considered a separate function.

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The book covers all the marketing techniques for the hospitality industry. It can be used for teachers and students as well. On the other hand, I think the book needs a new edition, even though I read the last one (6th edition), I missed more content on the Digital Marketing for Tourism, or at least a whole chapter to treat the subject more deeply.

Marketing for Hospitality and Tourism by Philip Kotler

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