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Marketing for Hospitality and Tourism

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

A SIXTH EDITION Marketing for Hospitality and Tourism Philip Kotler John T. Bowen James C. Makens PEARSON Boston Columbus Indianapolis New York San Francisco Upper Saddle River

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Author Kotler, Philip Subjects Hospitality industry - Marketing.; Marketing.; Tourism - Marketing. Summary "Philip Kotler, one of the world's foremost authorities on marketing, along with hospitality marketing experts John Bowen and James Makens bring their knowledge of the industry to the pages of Marketing for Hospitality and Tourism, Fourth Edition.

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