

## TAL002-3: Tourism and Hospitality Marketing

View Online



1.

Kotler P, Bowen J, Makens JC. Marketing for Hospitality and Tourism [Electronic Resource]. Vol Pearson custom library. Sixth edition. Pearson; 2014.  
<https://www.dawsonera.com/guard/protected/dawson.jsp?name=https://idp.beds.ac.uk/entity&dest=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9781292033556>

2.

Kotler, Philip, Bowen, John, Makens, James C. Marketing for Hospitality and Tourism. 5th ed. Pearson; 2010.

3.

Page, Stephen, Connell, Joanne. Tourism: A Modern Synthesis. 3rd ed. South-Western Cengage Learning; 2009.

4.

Holden, Andrew. Tourism Studies and the Social Sciences. Routledge; 2006.

5.

Cooper, Chris. Essentials of Tourism. Pearson Financial Times/Prentice Hall; 2012.

6.

Holloway, J. Christopher. Marketing for Tourism. 4th ed. Financial Times/Prentice Hall;

2004.

7.

Laws, Eric. Tourism Marketing: Quality and Service Management Perspectives. Continuum; 2002.

8.

Middleton, Victor T. C. Marketing in Travel and Tourism [Electronic Resource]. 4th ed. Butterworth-Heinemann; 2009.

<https://www.dawsonera.com/guard/protected/dawson.jsp?name=https://idp.beds.ac.uk/entity&dest=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780080942957>

9.

Pender, Lesley. Marketing Management for Travel and Tourism. Stanley Thornes; 1999.

10.

Rojek, Chris. Ways of Escape: Modern Transformations in Leisure and Travel. Macmillan; 1993.

11.

Seaton, A. V., Bennett, M. M. The Marketing of Tourism Products: Concepts, Issues and Cases. International Thomson Business; 1999.

12.

Swarbrooke, John, Horner, Susan. Consumer Behaviour in Tourism [Electronic Resource]. 2nd ed. Butterworth-Heinemann; 2007.

<https://www.dawsonera.com/guard/protected/dawson.jsp?name=https://idp.beds.ac.uk/entity&dest=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780080466958>

13.

Witt, Stephen F., Moutinho, Luiz. Tourism Marketing and Management Handbook. Student ed. Prentice-Hall; 1995.

14.

Witt, Stephen F., Moutinho, Luiz. Tourism Marketing and Management Handbook. Student ed. Prentice-Hall; 1995.

15.

DISCOVER: resource discovery service. <http://lrweb.beds.ac.uk/discover>

16.

Databases and journal indexes for Tourism.  
<http://lrweb.beds.ac.uk/travel-and-tourism/databasesstravl/index>

17.

Databases and journal indexes for Business Studies.  
<http://lrweb.beds.ac.uk/bus-studies/busdbases>