

TAL002-3: Tourism and Hospitality Marketing

View Online



Cooper, Chris. (2012). Essentials of tourism. Pearson Financial Times/Prentice Hall.

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

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

DISCOVER: resource discovery service. (n.d.). <http://lrweb.beds.ac.uk/discover>

Holden, Andrew. (2006). Tourism studies and the social sciences. Routledge.

Holloway, J. Christopher. (2004). Marketing for tourism (4th ed). Financial Times/Prentice Hall.

Kotler, P., Bowen, J., & Makens, J. C. (2014). Marketing for hospitality and tourism [electronic resource]: Vol. Pearson custom library (Sixth edition). Pearson.
<https://www.dawsonera.com/guard/protected/dawson.jsp?name=https://idp.beds.ac.uk/ent-ity&dest=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9781292033556>

Kotler, Philip, Bowen, John, & Makens, James C. (2010). Marketing for hospitality and tourism (5th ed). Pearson.

Laws, Eric. (2002). Tourism marketing: quality and service management perspectives. Continuum.

Middleton, Victor T. C. (2009). Marketing in travel and tourism [electronic resource] (4th ed). Butterworth-Heinemann.
<https://www.dawsonera.com/guard/protected/dawson.jsp?name=https://idp.beds.ac.uk/ent-ity&dest=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780080942957>

Page, Stephen & Connell, Joanne. (2009). Tourism: a modern synthesis (3rd ed). South-Western Cengage Learning.

Pender, Lesley. (1999). Marketing management for travel and tourism. Stanley Thornes.

Rojek, Chris. (1993). Ways of escape: modern transformations in leisure and travel. Macmillan.

Seaton, A. V. & Bennett, M. M. (1999). The marketing of tourism products: concepts, issues and cases. International Thomson Business.

Swarbrooke, John & Horner, Susan. (2007). Consumer behaviour in tourism [electronic resource] (2nd ed). Butterworth-Heinemann.
<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>

Witt, Stephen F. & Moutinho, Luiz. (1995a). Tourism marketing and management handbook (Student ed). Prentice-Hall.

Witt, Stephen F. & Moutinho, Luiz. (1995b). Tourism marketing and management handbook (Student ed). Prentice-Hall.