

TAL002-3: Tourism and Hospitality Marketing

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@book{Cooper, Chris_2012, address={Harlow, England}, title={Essentials of tourism}, publisher={Pearson Financial Times/Prentice Hall}, author={Cooper, Chris}, year={2012} }

@book{Holden, Andrew_2006, address={London}, title={Tourism studies and the social sciences}, publisher={Routledge}, author={Holden, Andrew}, year={2006} }

@book{Holloway, J. Christopher_2004, address={Harlow}, edition={4th ed}, title={Marketing for tourism}, publisher={Financial Times/Prentice Hall}, author={Holloway, J. Christopher}, year={2004} }

@book{Kotler, Philip_Bowen, John_Makens, James C._2010, address={Boston}, edition={5th ed}, title={Marketing for hospitality and tourism}, publisher={Pearson}, author={Kotler, Philip and Bowen, John and Makens, James C.}, year={2010} }

@book{Kotler_Bowen_Makens_2014, address={Harlow, Essex}, edition={Sixth edition}, title={Marketing for hospitality and tourism [electronic resource]}, volume={Pearson custom library}, url={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}, publisher={Pearson}, author={Kotler, Philip and Bowen, John and Makens, James C.}, year={2014} }

@book{Laws, Eric_2002, address={London}, title={Tourism marketing: quality and service management perspectives}, publisher={Continuum}, author={Laws, Eric}, year={2002} }

@book{Middleton, Victor T. C._2009, address={Oxford}, edition={4th ed}, title={Marketing in travel and tourism [electronic resource]}, url={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}, publisher={Butterworth-Heinemann}, author={Middleton, Victor T. C.}, year={2009} }

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@book{Pender, Lesley_1999, address={Cheltenham}, title={Marketing management for travel and tourism}, publisher={Stanley Thornes}, author={Pender, Lesley}, year={1999} }

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@book{Seaton, A. V._Bennett, M. M._1999, address={London}, title={The marketing of tourism products: concepts, issues and cases}, publisher={International Thomson Business}, author={Seaton, A. V. and Bennett, M. M.}, year={1999} }

@book{Swarbrooke, John_Horner, Susan_2007, address={Oxford}, edition={2nd ed}, title={Consumer behaviour in tourism [electronic resource]}, url={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}, publisher={Butterworth-Heinemann}, author={Swarbrooke, John and Horner, Susan}, year={2007} }

@book{Witt, Stephen F._Moutinho, Luiz_1995a, address={New York}, edition={Student ed}, title={Tourism marketing and management handbook}, publisher={Prentice-Hall}, author={Witt, Stephen F. and Moutinho, Luiz}, year={1995} }

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@misc{DISCOVER: resource discovery service, url={http://lrweb.beds.ac.uk/discover} }
@misc{Databases and journal indexes for Tourism,
url={http://lrweb.beds.ac.uk/travel-and-tourism/databases/travl/index} }

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