

TAL002-3: Tourism and Hospitality Marketing

[View Online](#)

Cooper, Chris. Essentials of Tourism. Harlow, England: Pearson Financial Times/Prentice Hall, 2012. Print.

'Databases and Journal Indexes for Business Studies'. N.p., n.d. Web.
<<http://lrweb.beds.ac.uk/bus-studies/busdbases>>.

'Databases and Journal Indexes for Tourism'. N.p., n.d. Web.
<<http://lrweb.beds.ac.uk/travel-and-tourism/databasesstravl/index>>.

'DISCOVER: Resource Discovery Service'. N.p., n.d. Web.
<<http://lrweb.beds.ac.uk/discover>>.

Holden, Andrew. Tourism Studies and the Social Sciences. London: Routledge, 2006. Print.

Holloway, J. Christopher. Marketing for Tourism. 4th ed. Harlow: Financial Times/Prentice Hall, 2004. Print.

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

Kotler, Philip, John Bowen, and James C. Makens. Marketing for Hospitality and Tourism [Electronic Resource]. Sixth edition. Pearson custom library. Harlow, Essex: Pearson, 2014. Web.
<<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>>.

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

Middleton, Victor T. C. Marketing in Travel and Tourism [Electronic Resource]. 4th ed. Oxford: Butterworth-Heinemann, 2009. Web.
<<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>>.

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

Pender, Lesley. Marketing Management for Travel and Tourism. Cheltenham: Stanley

Thornes, 1999. Print.

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

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

Swarbrooke, John and Horner, Susan. Consumer Behaviour in Tourism [Electronic Resource]. 2nd ed. Oxford: Butterworth-Heinemann, 2007. Web.
<<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. and Moutinho, Luiz. Tourism Marketing and Management Handbook. Student ed. New York: Prentice-Hall, 1995. Print.

---. Tourism Marketing and Management Handbook. Student ed. New York: Prentice-Hall, 1995. Print.