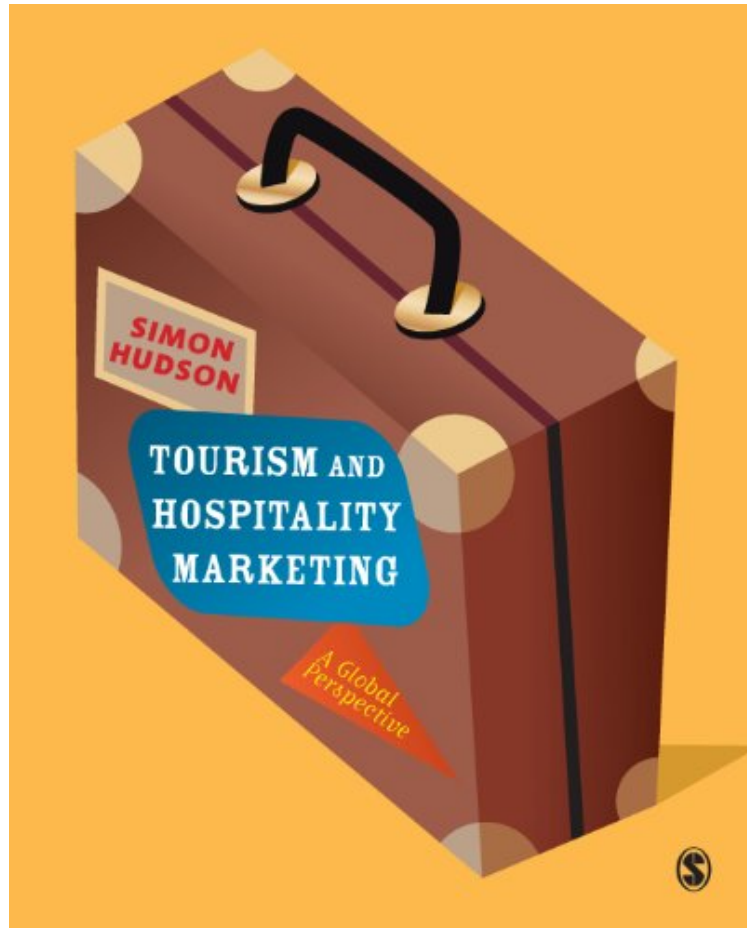


Tourism and Hospitality Marketing: A Global Perspective

Simon Hudson

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With over 70 global case studies and vignettes, this textbook covers all the key marketing principles applied to tourism and hospitality, showing how these concepts work in practice and demonstrating the diverse range of tourism and hospitality products on offer. Chapters are packed with pedagogical features that will help readers consolidate their learning, including:- Chapter objectives- Key terms - Discussion questions and exercises - Links to useful websites - Profiles of successful individuals and organizations Tourism and Hospitality Marketing is accompanied by a website that offers lecturers answers to the discussion questions and exercises in the book, case study questions, a test bank, PowerPoint slides and a list of additional teaching resources.

About the Author Dr. Simon Hudson is a tourism aficionado, exploring the world, spreading his passion for travel, and enlightening audiences on every kind of travel research from winter sports to film tourism. He has written eight books, and over 60 research articles, many of them focused on tourism marketing. He is the Endowed Chair for the SmartState Center of Economic Excellence in Tourism and Economic Development at the University of South Carolina. An impressive title, but it basically means he researches ways to put South Carolina's tourism industry back on the map and into the black. With an eclectic background in the ski industry, retail, and British and Canadian academia, Dr. Hudson is a fount of international experience, amusing anecdotes, and comprehensive business information. He gets his cosmopolitan and creative ideas from a background at the University of Calgary, Canada, and the University of Brighton, England as well as visiting positions he has held in Austria, Switzerland, Spain, Fiji, New Zealand and Australia. What a great job!