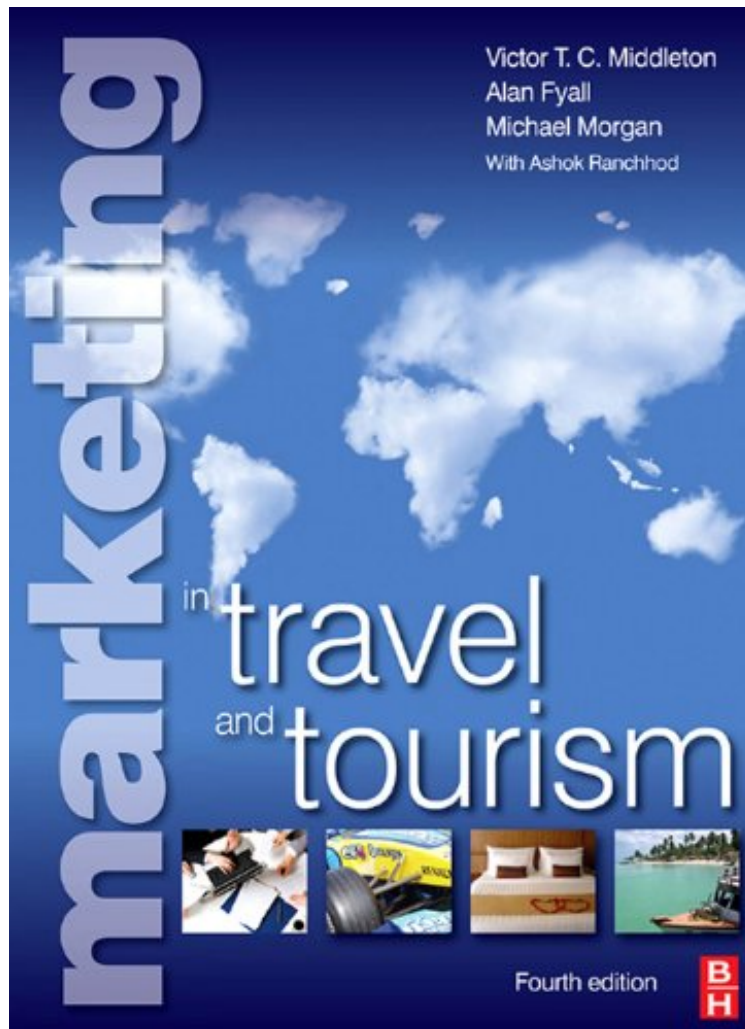


Marketing in Travel and Tourism

Mike Morgan, Ashok Ranchhod

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Marketing in Travel and Tourism aims to guide and support readers through the complexities of tourism marketing in the 21st Century. It sets out clear explanations of marketing principles and concepts adapted from mainstream services marketing, and goes on to illustrate the range of applications currently practised in the modern visitor economy. Now in its fourth edition, and reprinted almost every year since 1988, each chapter of the book has been updated to include current evaluations of all the key developments in marketing, especially consumer centric marketing and the now focal role of the Internet in the marketing mix. The chapters on communicating with customers have been extensively rewritten to take account of e-marketing and related marketing developments in tourism that are pulled together in a forward looking Epilogue. This fully revised edition includes: full colour interior with pedagogic features such as discussion questions and exercises to encourage further exploration of key areas new material on the role of e-marketing, motivations and consumer behaviour five in-depth international case studies, including Tourism New Zealand and Agra Indian World Heritage Site, along with 17 mini cases to contextualise learning

from the third edition: "Students, lecturers and practitioners alike will welcome the 3rd edition of this classic text. The authors explain the complexities of travel and tourism marketing lucidly and in the context of a logical and effective structure. Each edition gets better. I highly recommend it." Prof. Brian King, School of Hospitality, Tourism and Marketing, Victoria University, Australia. "A welcome third edition of this highly readable and hugely informative text that constitutes a 'classic' treatment of the subject area." Prof. John Lennon, Moffat Centre for Travel and Tourism Business Development, Glasgow Caledonian University, UK. From the Back Cover Marketing in Travel and Tourism aims to guide and support readers through the complexities of tourism marketing in the 21st C. It sets out clear explanations of marketing principles and concepts adapted from mainstream services marketing, and goes on to illustrate the range of applications currently practised in the modern visitor economy. Now in its fourth edition, and reprinted almost every year since 1988, each chapter of the book has been updated to include current evaluations of all the key developments in marketing, especially consumer centric marketing and the now focal role of the Internet in the marketing mix. The chapters on communicating with customers have been extensively rewritten to take account of e-marketing and related marketing developments in tourism that are pulled together in a forward looking Epilogue. This fully revised edition includes: Full colour interior with pedagogic features such as discussion questions and exercises to encourage further exploration of key areas New material on the role of e-marketing, motivations and consumer behaviour Five in-depth international case studies, including Tourism New Zealand and Agra Indian World Heritage Site, along with 17 mini cases to contextualise learning A companion website:

www.elsevierdirect.com/9780750686938, packed with extra resources such as Power Point slides and interactive multiple choice questions to aid teaching and learning Marketing in Travel and Tourism provides a truly international and comprehensive guide to marketing in the global travel industry, an indispensable text for all students and lecturers. Victor T.C. Middleton, Independent Management Consultant; Visiting Professor, Oxford Brookes University and University of Central Lancashire, UK Alan Fyall, Reader in Tourism Management in the International Centre for Tourism Hospitality Research and Deputy Dean Research and Enterprise in the School of Services Management, Bournemouth University, UK. Mike Morgan, Senior lecturer in Leisure and Tourism Marketing and program leader for MA European Tourism Management, Bournemouth University, UK. With Ashok Ranchhod, BSc, MBA, PhD., Faculty Research Professor, Southampton Business School, UK, FCIM, Senior Examiner for the Strategic Marketing in Practice module and Visiting Professor at Napier University, Southampton University, University of Angers (France) and MICA (India). About the Author Victor T.C. Middleton, Independent Management Consultant; Visiting Professor, Oxford Brookes University and University of Central Lancashire, UK Alan Fyall, Reader in Tourism Management in the International Centre for Tourism Hospitality Research and Deputy Dean Research and Enterprise in the School of Services Management, Bournemouth University, UK. Mike Morgan, Senior lecturer in Leisure and Tourism Marketing and program leader for MA European Tourism Management, Bournemouth University, UK. Ashok Ranchhod, BSc, MBA, PhD., Faculty Research Professor, Southampton Business School, UK, FCIM, Senior Examiner for the Strategic Marketing in Practice module and Visiting Professor at Napier University, Southampton University, University of Angers (France) and MICA (India). nbsp;