

marketing for hospitality and pdf

A SIXTH EDITION Marketing for Hospitality and Tourism Philip Kotler John T. Bowen James C. Makens
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SIXTH EDITION Marketing for Hospitality and Tourism

hospitality and service and the provision of facilities that enable social behaviour, such as picnic areas, adequate table sizes in restaurants, family menus and other supplier-led processes.

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The Importance of Marketing in the Hospitality Industry

ory in the context of marketing the hospitality industry. Examples from the industry are provided to illustrate real-life practice and give you a better understanding of hospitality marketing.

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