

Marketing For Hospitality Tourism 5th Edition By Kotler Philip R Bowen John T Makens Phd James Prentice Hall 2009 Hardcover 5th Edition

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Marketing for Hospitality and Tourism - Philip T. Kotler 2016-01
For courses in Hospitality Marketing, Tourism Marketing, Restaurant Marketing, or Hotel Marketing. Marketing for Hospitality and Tourism, 7/e is the definitive source for hospitality marketing. Taking an integrative approach, this highly visual, four-color book discusses hospitality marketing from a team perspective, examining each hospitality department and its role in the marketing mechanism. These best-selling authors are known as leading marketing educators and their book, a global phenomenon, is the leading resource on hospitality and tourism marketing. The Seventh Edition of this popular book includes new and updated coverage of social media, destination tourism and other current industry trends, authentic industry cases, and hands-on application activities.

Guide to the Management Gurus 5th Edition - Carol Kennedy 2012-03-31

The fifth edition of the original, best-selling guide to the ideas of leading management thinkers. The ten additional full-length entries range from classic gurus such as Henry Gantt and the Gilbreth time-and-motion pioneers to the latest thinkers influencing 21st-century business, including Clayton Christensen, master of innovation theory, and Karen Stephenson with her ground-breaking insights into human networks. The lives and work of more than 55 gurus are covered in clear and accessible style, along with penetrating analysis of their ideas and influence on management. Guide to the Management Gurus has sold around the world since its first publication in 1991, and has been translated into more than 15 languages, including Russian, Chinese, Korean and Japanese.

Marketing and Managing Tourism Destinations - Alastair M. Morrison 2013-12-03

Marketing and Managing Tourism Destinations is a comprehensive and integrated textbook which uniquely considers both destination marketing and management in one volume. It focuses on how destination marketing is planned, implemented and evaluated as well as the management and operations of destination marketing and management organizations, how they conduct business, major opportunities, challenges and issues they face to compete for the global leisure and business travel markets. This textbook provides students with: A solid introduction to destination marketing strategy and planning, to organization and support planning and then to operations, implementation and evaluation, as well as major issues, challenges and expected new directions for destination marketing, management and Destination Management Organizations (DMOs). A unique systematic model to manage and market destinations. Core concepts are supported with well integrated international case studies to show the practical realities of marketing and managing destinations as well as the need to take a flexible and adaptive approach to managing different destinations around the world. To encourage reflection on main themes addressed and spur critical thinking, discussion questions and links to further reading are included in each chapter. This accessible yet rigorous text provides students with an in-depth overview of all the factors and issues which are important to consider to make a destination successful.

Food and Beverage Management - John Cousins 2022-11-07

This 6th edition has been updated and revised to take account of current

trends within education and the HLT industries, including changes brought about by COVID and Brexit, as well the impact of the increasing use kitchen/service robotics, changes to allergen regulations and issues of sustainability and business ethics.

Understanding Hospitality Law - Jack P. Jeffries 2012-05-30

This comprehensive textbook introduces students to the many legal issues that hotel operations face daily.

Events Marketing Management - Ivna Reic 2016-09-19

This textbook provides students with an essential introduction to the theoretical underpinnings and practicalities of managing the marketing of events. In order to market events effectively, it is vital to consider marketing of events from the organiser's perspective and to link it to that of the consumers attending events. As such, this is the first book on the topic which reflects the unique characteristics of marketing in the Events industry by exploring both sides of the marketing coin - the supply and the demand - in the specific context of events. The book takes the reader from core marketing mix principles to exploring the event marketing landscape to consumer experience and involvement with event marketing and finally strategies and tactics employed to manage the marketing activities related to events. The use of technology, importance of sponsorship and PR are also considered. International case studies are integrated throughout to show practical realities of marketing and managing events and a range of useful learning aids are incorporated to aid navigation throughout the book, spur critical thinking and further students' knowledge. This accessible and comprehensive account of Events Marketing and Management is essential reading for all students and future managers.

Concise Encyclopedia of Science and Technology of Wine - V. K. Joshi 2021-07-22

When asking the question what is wine? there are various ways to answer. Wine is extolled as a food, a social lubricant, an antimicrobial and antioxidant, and a product of immense economic significance. But there is more to it than that. When did humans first start producing wine and what are its different varieties? Are wines nutritious or have any therapeutic values—do they have any role in health or are they simply intoxicating beverages? How are their qualities determined or marketed and how are these associated with tourism? Concise Encyclopedia of Science and Technology of Wine attempts to answer all these questions and more. This book reveals state-of-the-art technology of winemaking, describing various wine regions of the world and different cultivars used in winemaking. It examines microbiology, biochemistry, and engineering in the context of wine production. The sensory qualities of wine and brandy are explored, and the composition, nutritive and therapeutic values, and toxicity are summarized. Selected references at the end of each chapter provide ample opportunity for additional study. Key Features: Elaborates on the recent trends of control and modeling of wine and the techniques used in the production of different wines and brandies Focuses on the application of biotechnology, especially genetic engineering of yeast, bioreactor technological concepts, enzymology, microbiology, killer yeast, stuck and sluggish fermentation, etc. Illustrates the biochemical basis of wine production including malolactic fermentation Examines marketing, tourism, and the present status of the

wine industry Concise Encyclopedia of Science and Technology of Wine contains the most comprehensive, yet still succinct, collection of information on the science and technology of winemaking. With 45 chapters contributed by leading experts in their fields, it is an indispensable treatise offering extensive details of the processes of winemaking. The book is an incomparable resource for oenologists, food scientists, biotechnologists, postharvest technologists, biochemists, fermentation technologists, nutritionists, chemical engineers, microbiologists, toxicologists, organic chemists, and the undergraduate and postgraduate students of these disciplines.

Food and Beverage Management - John Cousins 2019-05-30

Fifth edition of the best-selling textbook updated and revised to take account of current trends such as the experience economy, CSR, connectivity and smart controls, and allergen and data protection laws.

Hospitality Law - Stephen C. Barth 2017-05-10

Hospitality Law: Managing Legal Issues in the Hospitality Industry, Fifth Edition takes an applied approach to the study of hospitality law with its touchstone of compliance and prevention. The book is highly pedagogical and includes many interactive exercises and real world cases that help students focus on the practical application of hospitality laws and model their decision process to avoid liability. As a result, this book does look different than others on the market as the legal information contained is carefully selected to specifically correlate with helping students understand how to do the right thing, i.e., it is not a comprehensive book on the laws. Barth immediately helps readers learn about the legalities of situations and work through exercises – both individually and in groups -- to effectively apply them to hospitality management situations. Many instructors teach their course from a very applied perspective, which aligns with Barth's approach.

Hospitality Sales and Marketing - James R. Abbey 2014-08-18

In today's highly-competitive hospitality market, it is essential to have an understanding of sales and marketing. Hospitality Sales and Marketing goes beyond theory to focus on a customer-oriented and practical approach for effectively marketing hotels and restaurants. The book explores the "four Ps" (price, product, promotion, and place) as they relate to specific market segments, providing a customer-focused perspective. Illustrations and exhibits include industry examples (forms, checklists, advertisements, etc.) that are used by today's industry leaders to effectively market their properties.

Marketing for Hospitality and Tourism, 5/e - Philip Kotler 2018

Hospitality and Travel Marketing - Alastair M. Morrison 2022-09

Fully revised and updated for its fifth edition, Hospitality and Travel Marketing provides students with an international and systematic approach to hospitality and travel marketing structured around planning, research, implementation, control, and evaluation. Written in a user-friendly style and structured in a logical and organized manner to aid learning, students benefit from the ease of communication, practical nature, and excellent use of relevant and up-to-date cases. The author's global experience in the industry is emphasized through content on hospitality and travel marketing and other parts of tourism, along with a plethora of timely and relevant 'real-life' case examples from around the world. This new fifth edition is positioned as a post-COVID-19 text reflecting the new realities of marketing after the pandemic and has been updated to reflect these current trends in the field, including e-marketing, mobile marketing, societal marketing, and destination branding. It specifically has been updated by: - Including three new technology chapters on e-marketing, marketing on social media platforms, electronic customer relationship management (eCRM), and customer co-creation in marketing - New chapter on social responsibility, societal and social marketing - New content on the new realities of the post-COVID era and the increasing competitiveness in hospitality and travel, greater emphasis on branding, disruptive technologies, consumer control, marketing and generations, uses of user-generated content, and globalization - New global case studies throughout with reflective questions to use in class or for self-study - New marketing and e-marketing mini cases throughout the book - New and updated additional resources to aid understanding and teaching, including PowerPoint slides, instructor manual, and test bank This international, accessible, and comprehensive whole-industry textbook, written by a world-renowned author and industry expert, is an invaluable study companion for students of hospitality and travel marketing.

ICTR 2018 International Conference on Tourism Research - Dr Minna Tunkkari-Eskelinen, JAMK University of Applied Science Jyväskylä, Finland 2018-03-22

These proceedings represent the work of researchers participating in the International Conference on Tourism Research (ICTR 2018) which is being hosted by JAMK University of Applied Sciences, Jyväskylä, Finland on 23-24 March 2018.

Handbook of Medical Tourism Program Development - Maria K.

Todd 2011-12-08

Explaining how to develop a patient-centered medical tourism program, the Handbook of Medical Tourism Development is the ideal guide for any hospital, clinic, hotel, spa, or ancillary facility wishing to become a medical tourism provider. From high-cost surgery, transplants, diagnostics, and preventive wellness checkups, to medical and wellness spa

Multidisciplinary Academic research 2013 - Collective of authors 2013-12-02

Conference proceedings: MULTIDISCIPLINARY ACADEMIC RESEARCH 2013 (economy, management and marketing) Price - 250 CZK

Knowledge Management in Hospitality and Tourism - Sungsoo Pyo 2003-09-24

When knowledge is properly managed, it's in the hands of those who need it BEFORE they need it. This greatly improves the speed of business operations by eliminating time-consuming information searching! This book will show you how to make any hospitality or tourism related business more efficient and competitive by using knowledge management concepts and techniques. It provides an essential introduction to the concept of knowledge management plus fascinating case studies, strategic advice, and structural recommendations for its implementation. You'll learn to use knowledge management to avoid the duplication of research, reducing the cost of product research and development and increasing the effectiveness of your overall operation. Helpful charts and figures make the information easy to access and understand. From the editors: "Although tourism and hospitality, with their geographically dispersed units, can profit from enhanced knowledge management, only a small number of firms have implemented knowledge management techniques. A recent study shows that although managers in many hotels consider knowledge management and information transfer to be 'relevant concepts,' they report being confronted with too many—and unclear—knowledge management strategies, activities, and implementation techniques. As a result, they are not sufficiently familiar with knowledge management and reject implementing it. This book will increase understanding of these concepts and help to speed the implementation of knowledge management in the hospitality and tourism industries." This book will show you how to make any hospitality or tourism related business more competitive by using knowledge management concepts and techniques. It provides an essential introduction to the concept of knowledge management, with fascinating case studies as well strategic advice and structural recommendations for its implementation. In addition, you'll find: analyses of various aspects of knowledge management in hotels an examination of an Internet-based knowledge management system and its sources, repositories, taxonomy, services, applications, and user interfaces the advent of the "knowledge café" and what it means to the travel and tourism industries the knowledge supply chain matrix, which combines strategic and operative aspects of knowledge management—with a practical example drawn from the airline industry new developments in software applications for cross-border destination management, with an example drawn from the new "AlpNet" project that demonstrates the importance of cooperation and of member-specific requirements insightful thoughts about mental models as they relate to tourism—what they are and how understanding them can lead to lower degrees of mistrust and more efficient operation of tourism-based businesses essential information about database marketing, data mining, and knowledge discovery, with introductions to decision tree classifiers, regression analysis, induction programming logic, and probabilistic rules **Marketing Tourism and Hospitality** - Richard George 2021-05-08 This textbook explores the fundamental principles of marketing applied to tourism and hospitality businesses, placing special emphasis on SMEs in the international tourism industry. It includes examples from a wide range of destinations, from emerging markets to high-income countries. Taking a comprehensive approach, the book covers the whole spectrum of tourism and hospitality marketing including destination marketing, marketing research, consumer behaviour, and digital and social media marketing. Practical in focus, it gives students the tools, techniques, and underlying theory required to design and implement successful tourism marketing plans. Chapters contain in-depth case studies, including companies like Marine Dynamics Shark Tours (South Africa), Reality

Tours & Travel (Mumbai, India), and Makeover Tours (Turkey). Thematic case studies include 'Halal Tourism in Southeast Asia', and 'Marketing and Branding Rwanda'. These illustrate key concepts and theory, with definitions, key summaries, and discussion questions providing further insights. This textbook is ideal for undergraduate and postgraduate students looking for a comprehensive text with a practical orientation.
Marketing - 2021

Marketing for Hospitality and Tourism - Philip Kotler 2016-05-25
This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. For courses in Hospitality Marketing, Tourism Marketing, Restaurant Marketing, or Hotel Marketing. *Marketing for Hospitality and Tourism, 7/e* is the definitive source for hospitality marketing. Taking an integrative approach, this highly visual, four-color book discusses hospitality marketing from a team perspective, examining each hospitality department and its role in the marketing mechanism. These best-selling authors are known as leading marketing educators and their book, a global phenomenon, is the leading resource on hospitality and tourism marketing. The Seventh Edition of this popular book includes new and updated coverage of social media, destination tourism and other current industry trends, authentic industry cases, and hands-on application activities.

The Routledge Handbook of Destination Marketing - Dogan Gursoy 2018-04-27

This book examines key contemporary marketing concepts, issues and challenges that affect destinations within a multidisciplinary global perspective. Uniquely combining both the theoretical and practical approaches, this handbook discusses cutting edge marketing questions such as innovation in destinations, sustainability, social media, peer-to-peer applications and web 3.0. Drawing from the knowledge and expertise of 70 prominent scholars from over 20 countries around the world, *The Routledge Handbook of Destination Marketing* aims to create an international platform for balanced academic research with practical applications, in order to foster synergetic interaction between academia and industry. For these reasons, it will be a valuable resource for both researchers and practitioners in the field of destination marketing.

Hotel Front Office Management - James A. Bardi 1996-08-26

This Second Edition has been updated to include a brand new chapter on yield management, plus a human resources chapter refocused to cover current trends in training, employee empowerment, and reducing turnover. In addition, you'll discover how to increase efficiency with today's hospitality technology--from electronic lock to front office equipment.

Hospitality Marketing Management - Robert D. Reid 2009-02-09

Completely revised and updated to include more information on Internet marketing, tourism marketing, marketing technology, and international business, *Hospitality Marketing Management, Fifth Edition* is a comprehensive, core marketing text. This popular textbook explores marketing and themes unique to hospitality and tourism, with a focus on the practical applications of marketing rather than marketing theory. It provides readers with the tools they need to successfully execute marketing campaigns for a hospitality business, no matter what their specialty.

Tourism - Roy A.. Cook 2013-11-01

This title views the tourism industry from a business perspective - examining the management, marketing and finance issues most important to industry members. Chapters reveal an integrated model of tourism and address consumer behaviour, service quality and personal selling. Readings and integrative cases close each part and end-of-chapter exercises offer application activities for students.

Marketing in Travel and Tourism - Victor T.C. Middleton 2012-05-23

Now in its third edition, the best-selling text, *Marketing in Travel and Tourism*, explains the principles and practice of marketing as they are increasingly being applied in the global travel and tourism industry. Building on the success of previous editions, the authors have completely revised the text to reflect the changes in the travel and tourism industry in the 21st century. International examples and case studies drawn from recent practice in several countries are used throughout the text. Case studies emphasising the role of ICT include: Microburners, Travel Inn (budget hotels), RCI Europe, the Balearic Islands, and ICT and the role of the Internet in international NTO strategies. With its comprehensive content and user friendly style, *Marketing in Travel and Tourism* third edition takes the reader from an initial definition of the subject matter through to the application of marketing in the travel and tourism

industry, discussing crucial components such as planning strategy and the marketing mix, making it an indispensable text for both students and practitioners alike.

Marketing - James L. Burrow 2003-01

Marketing integrates the full range of DECA competencies for competitive event preparation. It takes advantage of the dynamic and interactive world of marketing today and allows students to experience this first-hand. Built around the National Marketing Education foundations and functions of marketing, this text focuses on professional development, customer service, and technology as the keys to success. With a dedicated web site, new video, updated Internet activities, and contemporary design, *Marketing* is exciting plus informative!

Marketing in the Hospitality Industry - Ronald A. Nykiel 1997

ISCONTOUR 2019 Tourism Research Perspectives - Christian Maurer 2019-03-28

The International Student Conference in Tourism Research (ISCONTOUR) offers students a unique platform to present their research and establish a mutual knowledge transfer forum for attendees from academia, industry, government and other organisations. The annual conference, which is jointly organized by the IMC University of Applied Sciences Krems and the Management Center Innsbruck, takes place alternatively at the locations Krems and Innsbruck. The conference research chairs are Prof. (FH) Mag. Christian Maurer (University of Applied Sciences Krems) and Prof. (FH) Mag. Hubert Siller (Management Center Innsbruck). The target audience include international bachelor, master and PhD students, graduates, lecturers and professors from the field of tourism and leisure management as well as businesses and anyone interested in cutting-edge research of the conference topic areas. The conference topics include marketing and management, tourism product development and sustainability, information and communication technologies, finance and budgeting, and human resource management.

Policy Making after Disasters Helping Regions Become Resilient - The Case of Post-Earthquake Abruzzo - OECD 2013-03-01

This report suggests that Abruzzo should focus on endogenous resources to build its long-term development strategy and, at the same time, to increase the external openness of the regional system to attract more entrepreneurs, students, foreigners and external capital.

Tourism and Hospitality Marketing - Sharron Dickman 1999

Examines contemporary marketing theory and practice in the travel industry. This book reflects the challenges of marketing Australian tourism products and is aimed at all students studying for careers in tourism and hospitality.

Managing Hospitality Human Resources (AHLEI) - Robert H. Woods 2013-04-23

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Hospitality is a people industry, and this textbook will teach readers how to manage the important human resources who provide services within a hospitality operation. They'll learn how to fulfill the requirements of U.S. employment and workplace laws, and discover the latest strategies for attracting employees, minimizing turnover, and maximizing productivity. Topics include: The impact of the post-recession economy on recruiting, selection, retention, and turnover How companies use social media to learn about job applicants The role of technology in performance appraisals The latest trends in effective incentive programs and industry benefits The changing face of unions and new trends in organizing and collective bargaining Social responsibility and sustainability measures, including what companies are doing (and not doing) right

Hospitality Marketing Management, 6th Edition - David C. Bojanic 2016-11-16

Hospitality Marketing Management, 6th Edition explores marketing and themes unique to hospitality and tourism. The 6th edition presents many new ideas along with established marketing principles, exploring not only the foundations of marketing in the hospitality world but also new trends in the industry.

Hotel Management and Operations - Denney G. Rutherford 2006-02-24

This Fourth Edition helps readers develop the wide-ranging knowledge and analytical skills they need to succeed in today's burgeoning and dynamic hotel industry. This comprehensive volume encourages critical thinking by providing different points of view through contributions from sixty leading industry professionals and academics. Within a coherent theoretical structure, this updated edition enables readers to formulate

their own ideas and solutions.

Food and Beverage Management - Bernard Davis 2013-01-11

This introductory textbook provides a thorough guide to the management of food and beverage outlets, from their day-to-day running through to the wider concerns of the hospitality industry. It explores the broad range of subject areas that encompass the food and beverage market and its five main sectors – fast food and popular catering, hotels and quality restaurants and functional, industrial, and welfare catering. New to this edition are case studies covering the latest industry developments, and coverage of contemporary environmental concerns, such as sourcing, sustainability and responsible farming. It is illustrated in full colour and contains end-of-chapter summaries and revision questions to test your knowledge as you progress. Written by authors with many years of industry practice and teaching experience, this book is the ideal guide to the subject for hospitality students and industry practitioners alike.

Hotel Management and Operations - Michael J. O'Fallon 2010-01-12

Hotel Management and Operations, Fifth Edition provides a practical, up-to-date, and comprehensive approach to how professionals across the industry manage different departments within their operation. From the front office to finance, from marketing to housekeeping, this resource offers advanced theory played out in practical problems.

Multidimensional case studies are a notable feature, with complex management problems portrayed from multiple viewpoints; “As I See It” and “Day in the Life” commentaries from new managers provide further real-world perspective. Covering the latest issues affecting the industry, this text gives students and professionals an up-to-date, dynamic learning resource.

Brand Management with Social Media: In Service Industry -

Shahriyar Humbatov 2015-10

It is highly important to highlight that nowadays the digital age drives the enterprises to focus more on the social media platforms, because the social media has enabled the customers to engage with the brand products / services. The social media platform

Tourism - Roy A. Cook 2013

Tourism: The Business of Hospitality and Travel, 5e views the industry from a business perspective—examining the management, marketing and finance issues most important to industry members. Chapters reveal an integrated model of tourism and address consumer behavior, service quality and personal selling. Readings and integrative cases close each part and end-of-chapter exercises offer application activities for students. This edition includes early coverage of geography, more international examples, new case studies and expanded application and web-based exercises.

Handbook of Niche Tourism - Novelli, Marina 2022-09-20

This Handbook provides a critical analysis of the evolution of the contemporary niche tourism phenomenon. By framing discussions around sustainable development thinking, concepts and practical applications, each chapter provides specific reflections on niche tourism

trends, successes and/or failures, and the challenges and opportunities that destinations that pursue tourism as a vehicle for sustainable development face around the world.

Cross-Cultural Aspects of Tourism and Hospitality - Erdogan Koc 2020-09-04

Cross-Cultural Aspects of Tourism and Hospitality is the first textbook to offer students, lecturers, researchers and practitioners a comprehensive guide to the influence of culture on service providers as well as on customers, affecting both the supply and the demand sides of the industry – organisational behaviour, and human resource management, and marketing and consumer behaviour. Given the need for delivering superior customer value, understanding different cultures from both demand and supply sides of tourism and hospitality and the impact of culture on these international industries is an essential part of all students’ and practitioners’ learning and development. This book takes a research-based approach critically reviewing seminal cultural theories and evaluating how these influence employee and customer behaviour in service encounters, marketing, and management processes and activities. Individual chapters cover a diverse range of cultural aspects including intercultural competence and intercultural sensitivity, uncertainty and risk avoidance, context in communication, power distance, indulgence and restraint, time orientation, gender, assertiveness, individualism and collectivism, performance orientation, and humane orientation. This book integrates international case studies throughout to show the application of theory, includes self-test questions, activities, further reading, and a set of PowerPoint slides to accompany each chapter. This will be essential reading for all students, lecturers, researchers and practitioners and future managers in the fields of Tourism and Hospitality.

Hospitality Marketing - Francis Buttle 2016-10-04

This introductory textbook shows you how to apply the principles of marketing within the hospitality industry. Written specifically for students taking marketing modules within a hospitality course, it contains examples and case studies that show how ideas and concepts can be successfully applied to a real-life work situation. It emphasizes topical issues such as sustainable marketing, corporate social responsibility and relationship marketing. It also describes the impact that the internet has had on both marketing and hospitality, using a variety of tools including a wide range of internet learning activities. This 3rd Edition has been updated to include: Coverage of hot topics such as use of technology and social media, power of the consumer and effect on decision making, innovations in product design and packaging, ethical marketing and sustainability marketing Updated online resources including: power point slides, test bank of questions, web links and additional case studies New and updated international case studies looking at a broad range of hospitality settings such as restaurants, cafes and hotels New discussion questions to consolidate student learning at the end of each chapter.

Tourism Management - David Weaver 2016-05-11