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New York City (May 13, 2020) – NYC & Company, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, today announced the formation of The Coalition for NYC Hospitality & Tourism Recovery.

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Philip R. Cotler: This book takes an
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on social networking, database marketing and
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~~The Importance of Marketing in the Hospitality Industry~~

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~~Journal & News Articles — Hospitality and Tourism ...~~

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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

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The marketing landscape has changed dramatically in recent years, especially for tourism and hospitality practitioners. Marketing for these industries is now a multi-dimensional, collaborative venture driven by technological change and the growing demand for authentic co-created experiences. Marketing for Tourism and Hospitality provides students with a contemporary, accessible and useful resource as they prepare to encounter the complexities and challenges of tourism and hospitality marketing globally. A clear articulation of the changing landscape, a comprehensive introduction to the three underpinning themes of collaboration, technology and experiences, and a plentiful supply of international case material provide students with an enjoyable and digestible resource that is both academically rigorous and practice-oriented, helping them prepare for day-to-day problems in the dynamic world of marketing. This

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contemporary, challenging and highly applied text is an indispensable resource for all students of tourism and hospitality degree programmes.

This hospitality marketing book builds on the authors' expertise to discuss an integrative approach to the major marketing decisions hospitality managers face in today's global marketplace. Experiential exercises and new material on social networking, database marketing and revenue management add to the work's usefulness.

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.

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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 Essentials in Hospitality and Tourism: Foundations and Practices provides readers with an introduction to hospitality marketing and the basics of its many

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different components. With a succinct three-part format, it introduces basic marketing concepts, discusses strategic marketing and the marketplace, and ends with functional strategies that can be used to increase competitive advantage. Tourism applications, interviews with industry executives and case studies provide a glimpse at the real-world of hospitality and tourism, while contemporary examples demonstrate how marketing techniques are used to increase the chances of success.

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

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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.

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 rapidly changing context of the modern tourism and hospitality industry, responding to the needs of increasingly demanding consumers, coupled with the fragmenting nature of the marketing and media environment

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has led to an increased emphasis on communications strategies. How can marketing communication strategies meet the changing and challenging demands of modern consumers, and maintain a company's competitive edge? *Marketing Communications in Tourism and Hospitality: concepts, strategies and cases* discusses this vital discipline specifically for the tourism and hospitality industry. Using contemporary case studies such as South African Tourism, Travelocity and Virgin Trains, it explains and critiques the practice and theory in relation to this industry. Combining a critical theoretical overview with a practical guide to techniques and skills, it illustrates the role that communications play in the delivery and representation of hospitality and tourism services, whilst developing practical skills needed to understand, interpret and implement communications strategies within a management context. This systematic and cohesive text is essential reading for hospitality management students, and an invaluable resource for marketing practitioners in this growing area.

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