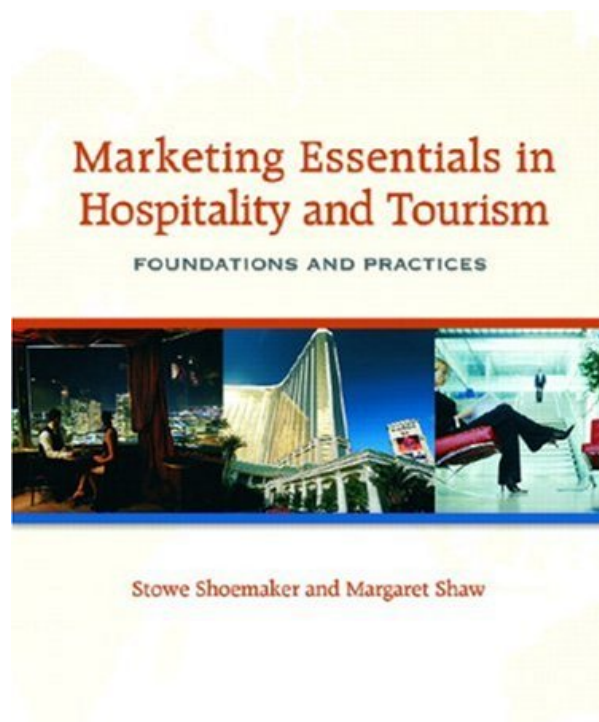


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Marketing Essentials in Hospitality and Tourism

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

About the Author

Margaret Shaw was a mother, a Dr. Hauschka rhythmical masseuse, author, and childbirth and parenting educator. A qualified working physiotherapist, she pioneered training for couples for child birth and trained childbirth educators. In later years she coached families of children with learning difficulties and worked in healing massage.

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