



# Marketing Essentials in Hospitality and Tourism: Foundations and Practices

*Stowe Shoemaker, Margaret Shaw*

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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.

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