



Marketing in Travel and Tourism, Third Edition (Assessment of Nvqs and Svqs Series)

By Victor T.C. Middleton, Alan Fyall, Jackie R. Clarke

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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.

Explains the concepts and principles of marketing

Extensive use of case histories and examples

A classic work of reference

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Editorial Review

Review

"Marketing theory is an evolving body of knowledge, as much art as science, repaying continuous re-evaluation. Above all it is a learning process that daily redefines the leading edge of business practice. This book reflects that re-evaluation process and I am pleased to commend it to readers." Martin Brackenbury, Director of Airtours, President of IFTO and Chairman of WTO Business Council.

"Students, lecturers and practitioners alike will welcome the 3rd edition of this classic text. The authors explain the complexities of travel and tourism marketing lucidly and in the context of a logical and effective structure. Each edition gets better. I highly recommend it." Prof. Brian King, School of Hospitality, Tourism and Marketing, Victoria University, Australia.

"A welcome third edition of this highly readable and hugely informative text that constitutes a "classic" treatment of the subject area." Prof. John Lennon, Moffat Centre for Travel and Tourism Business Development, Glasgow Caledonian University, UK.

"The extensively revised third edition of the popular Marketing in Travel and Tourism furnishes both the foundation and the superstructure for tourism marketers. Readers will benefit from this refreshingly current approach to successfully navigating the stormy seas that characterize the world of tourism in the opening years of the 21st century." Prof. D.C. Frechtling, Department of Hospitality Management, George Washington University, USA.

"Its structured approach, readability and practical emphasis ensures that neither practitioners nor students will be patronised or disappointed. With its comprehensive and insightful coverage the book is an indispensable reference for anyone involved in the marketing of travel and tourism." Clare Brindley, Business and Management Department, (Crewe and Alsager Faculty) Manchester Metropolitan University, UK.

"Highly relevant to the industry in the new century, the book systematizes the fast growing body of marketing knowledge within this vast field in a clear and convincing way...It demonstrates an eminent insight into the crucial aspects of travel and tourism, covering the characteristics of both larger companies and micro-businesses. "

Jan VidarHaukeland, Institute of Transport Economics, Norway.

"In particular this 3rd edition addresses the critically important impact of information communications technology on the marketing of travel and tourism. As always, a fresh approach to the subject. The epilogue offers much thought provoking information - a "must read" for scholars of the subject." Prof. Alfred Bennett, Business Management Studies, Rand Afrikaans University, South Africa.

Reviews of the 2nd edition:

'The book is a much-needed contribution.' Annals of Tourism Research 'The seasoned travel marketing executive will find new insights in the book, as well as the distinctive requirements of marketing a tourist destination, attraction, hotel, airline or tour package.' Journal of Travel Research

'Marketing in Travel and Tourism puts all past and present offerings on the same subject in the shade and

will surely become the classic work of reference for the next decade.' Tourism Management

....Tourism practitioners, and especially destination marketers should read this classicMiddleton

.... demonstrates a special ability to explain every dimension of the travel & tourism business in an organized, jargon-free way.

This 3rd edition contains much that is new with information and communication technology developments playing a leading role

From the Publisher

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.

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About the Author

After a career starting with Procter & Gamble, followed by the British Tourist Authority and the University of Surrey, Victor Middleton has been an independent management consultant, academic and author since 1984. He has a wide portfolio of international interests in travel and tourism, in marketing, research and sustainability. Over the years he has worked in many parts of the world and holds appointments as Visiting Professor at Oxford Brookes University and the University of Central Lancashire. He is a founder fellow (1977) and former chairman of the UK Tourism Society. A well known author, Victor Middleton has written several books and over one hundred articles and reports.

Alan is Reader in Tourism Management in the International Centre for Tourism & Hospitality Research, and Head of Research for the School of Services Management at Bournemouth University, UK. Alan has published widely with his areas of expertise spanning the management of attractions, heritage tourism and destination management. Alan has co-edited *Managing Visitor Attractions: New Directions* (2003) published by Butterworth Heinemann, while he has co-authored *Tourism Marketing: A Collaborative Approach* (2005) and the third edition of *Tourism Principles and Practice* (2005) published by Channel View and Prentice Hall respectively. Alan has recently completed a number of projects for external clients in the South West of England exploring suitable structures for emerging Destination Management Organisations and has conducted work in the Caribbean and Southern Africa for the Commonwealth Secretariat.

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