



# Marketing in Travel and Tourism

*Mike Morgan, Ashok Ranchhod*

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*Marketing in Travel and Tourism* aims to guide and support readers through the complexities of tourism marketing in the 21st Century. It sets out clear explanations of marketing principles and concepts adapted from mainstream services marketing, and goes on to illustrate the range of applications currently practised in the modern visitor economy.

Now in its fourth edition, and reprinted almost every year since 1988, each chapter of the book has been updated to include current evaluations of all the key developments in marketing, especially *consumer centric* marketing and the now focal role of the Internet in the *marketing mix*. The chapters on communicating with customers have been extensively rewritten to take account of e-marketing and related marketing developments in tourism that are pulled together in a forward looking Epilogue.

This fully revised edition includes:

- full colour interior with pedagogic features such as discussion questions and exercises to encourage further exploration of key areas
- new material on the role of e-marketing, motivations and consumer behaviour
- five in-depth international case studies, including Tourism New Zealand and Agra Indian World Heritage Site, along with 17 mini cases to contextualise learning

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