

Fifth Edition

Hospitality Marketing Management



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Goeldner, J. R. Brent Ritchie, 2011-09-27 The 12th Edition of *Tourism Principles Practices Philosophies* explores major concepts in tourism what makes tourism possible and how tourism can become an important factor in the wealth of any nation Written in global terms it provides an overview of the principles practices and philosophies that affect the cultural social economic psychological and marketing aspects of human travel and the tourism industry Among the topics given expanded coverage in this edition are B Bs time shares meetings and conventions sustainable tourism climate change social media and mobile marketing

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