

TOURISM AND HOSPITALITY MARKETING

CHESTER DAVE G. ARENAS

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Tourism and Hospitality Marketing

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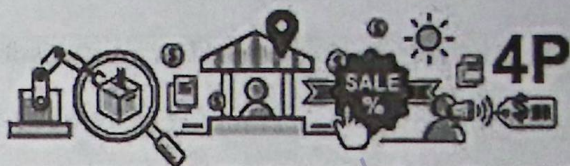
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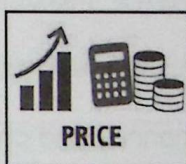
Tourism and Hospitality



MARKETING



PRODUCT



PRICE



PLACE



PROMOTION

Chester Dave G. Arenas

❧❧❧ Foreword ❧❧❧

This book presents a variety of practical application tools, skills, practices, models, approaches, and strategies that are proving themselves effective in tourism marketing. Tourism is one of the fastest-growing industries, and in the next few decades, it will play a role in many fields, such as human resources, national economic growth, and more.

This book contains an overview of marketing in the hospitality industry, analysis of the company's marketing environment, marketing-mix management process, product mix strategies, pricing strategies, aspects of distribution channels and physical distribution, and elements of promotion.

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