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Module 1

Introduction to Tourism and Hospitality Marketing

DEPARTMENT OF HOSPITALITY MANAGEMENT

Learning Objectives

At the end of the discussion, the student should...

- Define tourism marketing and its functions;
- Differentiate tourism products from consumer products;
- Explain marketing as a management process, and;
- Discuss the evolution of marketing and the integrated marketing approach.

Introduction to Tourism and Hospitality Marketing

Mini-Activity of the Day



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Module Hospitality Marketing

Rachel Sandford



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