



Marketing in Travel and Tourism

By Victor T. C. Middleton

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Drawing together concepts and principles derived from marketing theory and practice, this book applies them to the travel and tourism industry and concentrates in particular on airlines, accommodation, tour operators and tourist organizations.

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Editorial Review

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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