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The book covers all the marketing techniques for the hospitality industry. It can used for teachers and students as well. On the other hand, I think the book needs a new edition, even though I read the last one (6th edition), I missed more content on the Digital Marketing for Tourism, or at least a whole chapter to treat the subject more deeply.

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Editions for Marketing for Hospitality and Tourism: 0131193783 (Hardcover published in 2005), 0132784025 (Hardcover published in 2013), 0132453134 (Paper Marketing for Hospitality & Tourism, 5th Edition

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