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Description. For courses in Hospitality Marketing, Tourism Marketing, Restaurant Marketing, or Hotel Marketing. Marketing for Hospitality and Tourism, 7/e is the definitive source for hospitality marketing. Taking an integrative approach, this highly visual, four-color book discusses hospitality marketing from a team perspective, examining each hospitality department and its role in the marketing mechanism.

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The 'My Kind of Toon' campaign is targeted at residents in NewcastleGateshead and the wider North East, encouraging them to support the region's tourism and hospitality businesses. Destination marketing organisation NewcastleGateshead Initiative (NGI) is behind the campaign, which will utilise customer-generated content to raise the profile of tourism businesses and inspire residents to visit new places.

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