## Marketing in Tourism, Hospitality, Events and Food

**A Critical Approach** 

**Second Edition** 

**Craig Hirst and Richard Tresidder** 





British Library Cataloguing in Publication Data: a catalogue record for this title is available from the British Library.

Library of Congress Catalog Card Number: on file.

ISBN: 978-1-910158-32-6

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Design and typesetting by P.K. McBride, www.macbride.org.uk

Cover design by Cylinder

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## Acknowledgements

I would like to thank Emmie for all support and understanding during the production of this book.

RT

Faye, Ralph and Felix, thanks for allowing me the time to work on this project. Once again your patience has been immeasurable.

CH

Additionally we would like to thank Tim and Sally at Goodfellow Publishers for their continued support in producing this second edition.