

# Marketing Tourism, Events and Food: a customer based approach 2nd edition



Targeted at second year undergraduate students through to masters level post-graduate, Marketing Tourism, Events and Food 2nd edition takes the reader through a logical examination of key marketing debates, theories and approaches and encourages them to explore their own thoughts, ideas and opinions. It analyses areas such as marketplace value and value creation, consumers and consumption, taste and identity, sustainability and power, as well as semiotics and commercial myth making, and offers a contemporary examination of these industry sectors with experiential aspects of marketing and productive consumption playing an important role throughout. Divided into 10 chapters for easy semester teaching it covers issues such as: \* Traditional Approaches to Marketing in THEF (Parts 1 & 2) \* Marketing Perspectives and Value Creation \* Consumers and Consumption of THEF; Making sense of your marketing audience \* Semiotics and Meaning in THEF Marketing \* THEF Experiences \* Taste, taste makers and THEF Marketing \* Social media marketing, brand community and communities of consumption \* Sustainable Marketing in THEF It concludes by offering a fresh approach to marketing within Tourism, Hospitality, Events & Food, synthesising the experiential approach offered within this book and traditional approaches to marketing within the sector.

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