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# Module 1

## Introduction to Tourism and Hospitality Marketing

DEPARTMENT OF HOSPITALITY MANAGEMENT

### Learning Objectives

At the end of the discussion, the student should...

- Define tourism marketing and its functions;
- Differentiate tourism products from consumer products;
- Explain marketing as a management process, and;
- Discuss the evolution of marketing and the integrated marketing approach.

Introduction to Tourism and Hospitality Marketing

### Mini-Activity of the Day



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# Module Hospitality Marketing

**Joacim Rocklöv**



## **Module Hospitality Marketing:**

## **Module Hospitality Marketing** Book Review: Unveiling the Power of Words

In some sort of driven by information and connectivity, the energy of words has become more evident than ever. They have the capacity to inspire, provoke, and ignite change. Such could be the essence of the book **Module Hospitality Marketing**, a literary masterpiece that delves deep in to the significance of words and their effect on our lives. Published by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book is key themes, examine its writing style, and analyze its overall impact on readers.

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