



Complete 21st Century Travel Marketing Handbook, The (Trade)

Andy M. Vladimir, Bob Dickinson

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Complete 21st Century Travel Marketing Handbook, The (Trade) Andy M. Vladimir, Bob Dickinson
For courses in Hospitality Sales and Marketing. This exciting, interesting book has been well-written by industry leaders speaking out in their own words on their visions for the future. Their contributions to this text consist of exclusive articles describing how they see their industry segments today, what changes they think are coming in the next 5-10 years, and how they intend to deal with them. The premise of this book-marketing being the major determinant in travel for leisure-recognizes the important role sales plays in the big business of tourism.

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