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International Journal Of Marketing Studies; Vol. 5, No. 3; 2013 ISSN 1918-719X E-ISSN 1918-7203 Published By Canadian Center Of Science And Education 13 Marketing Management Trends In Tourism And Hospitality Industry: Facing The 21st Century Environment Nuno Gustavol 1 Estoril Higher Institute For Tourism And Hotel Studies, Estoril, Portugal 1th, 2024

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HTM 5423 Course Schedule – Fall 2019** Week Date Topic Class Preparation 1 8/21 Marketing Course Introduction Syllabus Reading And Discussion Assignment: Dilek, E. & Harman, S. (2017). Hospitality Marketing: A Historical Perspective, In Gursoy, Dogan (Ed) The Routledge Handbook Of 1th, 2024

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Lesson 1: Introduction To Hospitality And Tourism

The Word Hospitality Comes From The Latin Word Hospes, Which Means Host Or Guest. Hospitality Has Come To Mean Meeting The Needs Of Guests With Kindness And Goodwill. The Hospitality And Tourism Industry (H &T Industry) Meets The Needs Of People With Kindness And Goodwill While They Are Away From

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