



Heads in Beds: Hospitality and Tourism Marketing

Ivo Raza

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This practical book provides guidelines and tips about travel and tourism marketing that can be put to immediate use. *Heads in Beds* gives insight into achieving best results by demystifying many misconceptions about marketing. Focusing on the practical side of managing hospitality and tourism marketing, this text includes several topics not covered *anywhere else*—marketing to travel agents, COOP marketing with wholesalers, and loyalty marketing. It provides readers with solid advice and strong direction. *Heads In Beds* is a book written for practitioners by a practitioner. So whether you are just starting a new job, a general manager, sales and marketing director, or a seasoned veteran looking for methods to increase your yield, the material in this book will help you manage the marketing function and generate better results. Other relevant job titles include: VPs and Directors of promotions, sales, destinations, and tourism, as well as hotel operators or innkeepers.

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