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Autore	Kozak M (Metin), <1968-, >
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Sommario/riassunto	Destination marketing is more challenging than other goods and services. The basis of competitive advantage shifts from tourism resources only (destination marketing) to a location-based or city-wide integrated management (place marketing). In this book, tourism scholars Metin Kozak and Seyhmus Baloglu discuss and synthesize theories, models, techniques, and principles for strategic marketing and management of tourist destinations, and demonstrate ways in which to further develop the concept of destination competitiveness for

application within these destinations. The authors highlight the

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