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## Background and Development

Products, Services, and Market Situation Governance; Conclusion; Questions; Case 6 Bad Gögging; Introduction; Establishment of Relations and Trust; Facts about the Destination; Historical Background and Development; Products, Services, and Market Situation; Governance; Conclusion; Questions; PART III: AUSTRIA; Overview; Case 7 Stubaital; Introduction; Communication and Relational Management; Historical Background and Development; Products, Services, and Market Situation; Governance; Conclusion; Questions; Case 8 Ötztal; Introduction; Network Formation and Destination Merger Historical Background and Development Products, Services, and Market Situation; Governance; Conclusion; Questions; Case 9 Seefeld; Introduction; Community and Corporate Model Destinations; Historical Background and Development; Products, Services, and Market Situation; Governance; Conclusion; Questions; PART IV: ITALY; Overview; Case 10 Tisens/Tesimo; Introduction; Destination Governance In Change Corridors; Historical Background and Development; Products, Services, and Market Situation; Governance; Conclusion; Questions; Case 11 Naturns/Naturno; Introduction; Embedded Entrepreneurship Historical Background and Development Products, Services, and Market Situation; Governance; Conclusion; Questions; Case 12 Passeiertal/Val Passiria; Introduction; Cooperation In Leading Firm Destinations; Historical Background and Development; Products, Services, and Market Situation; Governance; Conclusion; Questions; PART V: AUSTRALIA; Overview; Case 13 Tourism and Events Queensland; Introduction; Destination Governance at a State Level; Facts about the Destination; Historical Background and Development; Products, Services, and Market Situation; Governance; Conclusion; Questions Case 14 Gold Coast, Queensland

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