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Nota di contenuto	Intro -- Preface -- Acknowledgements -- Contents -- Notes on Contributors -- Abbreviations -- List of Figures -- List of Tables -- Part I: Destination Attributes and Features -- 1: Nature and Scope of Destination Marketing in Emerging Economies -- Introduction -- The Tourist Destination -- Destination Marketing -- Destination Marketing Mix -- Destination Marketing Organisations -- Features of Emerging Economies -- Tourism Prospects of Emerging Economies -- Challenges of Marketing Emerging Destinations -- Structure of the Book -- Conclusion -- References -- 2: Marketing Mix Strategies of Emerging Tourist Destinations: The Case of Indonesia -- Introduction -- Marketing Mix Elements for Emerging Tourist Destination -- Product -- Price -- Place -- Promotion -- People -- Process -- Physical Evidence -- Partnership -- Packaging -- Programming -- Conclusion -- References -- 3: Special Events and Destination Marketing Strategies in Emerging Economies in Asia -- Introduction -- Destination Marketing Strategies -- Destination Marketing Strategies: Tourism Malaysia -- Special Events -- Local

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