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16 Identification of important service factors in group package tours; Part V: Consumer experiences and perceptions; 17 Holiday resort visitor motivations and their relationship with satisfaction; 18 Building a tourist typology based on motivations for visiting a cultural city; 19 Effect of complaint management on loyalty versus probability of ending relationship; Index

Sommario/riassunto

This volume provides original insight into the operational opportunities, challenges and constraints in managing Tourism Destination Marketing. It explores how the various tourist destination systems including tourist, places (as seen by the tourist), public and private tourism organisations and the social and physical environment can effectively communicate and co operate together at a profit for each. Advances in Destination Marketing offers a comprehensive review of a wide range of aspects related to marketing tourism products including networks in destinations, consumer
