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Altri autori (Persone)	ZinsAndreas H DolnicarSara
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Nota di contenuto	Cover; Table of contents; Guest editorial; Informing destination recommender systems design and evaluation through quantitative research; One legacy of Mazanec: binary questions are a simple, stable and valid measure of evaluative beliefs; Measuring the resemblance between pictorial and verbal city image spaces; Non-response bias in internet-based advertising conversion studies; Extensions on the conceptualization of customer perceived value: insights from the airline industry; Forecasting tourism demand by fuzzy time series models Mapping segments accessing user-generated content and website applications in a joint spaceBook review
Sommario/riassunto	This ebook is dedicated to the significant contribution made by Josef Mazanec to tourism research and knowledge throughout his academic career. It offers a cross-section of areas where significant progress has been observed, and areas where more work is required to advance knowledge and decision-making quality in tourism. We also offer some insights into the areas where Mazanec contributed by applying concepts and methods of management science, and deepening our

understanding through critical reflection on popular approaches in  
marketing research.

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