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Sommario/riassunto	As in other fields of research, the behaviour of consumers has also received a great deal of attention in tourism research over the past few decades due to its growing importance in the efficient marketing and management of tourism operations. The rapid development of IT applications and the equally swift changes of needs and wants have influenced consumers in terms of the behaviour involved in searching for information and in decision-making processes. As such, this book encompasses a collection of chapters addressing various aspects of tourist behaviour, from need-recognition to post-consump