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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
