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                        bidirectional causal relationship between destination image and
                        experiential value

   Sommario/riassunto   This ebook is prepared from the research works presented at the 3rd
                        Advances in Hospitality and Tourism Marketing and Management
                        Conference (AHTMMC). It presents works focusing on technology (e.g.,
                        blogs, GPS), innovation, and innovative forms of tourism (e.g., nostalgic
                        tourism).