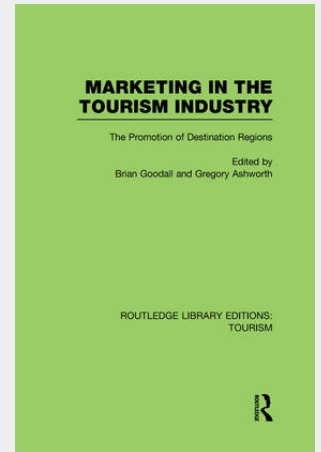


Goodall / Ashworth

Marketing in the Tourism Industry (RLE Tourism)

The Promotion of Destination Regions

This book examines how different sections of the tourism industry attempt to reach their markets. A wide range of distinctive forms of holiday are considered, and the influence their characteristics have on how they are marketed is discussed. But the approach is also comparative, and the relative success each area of the industry has in reaching its market is evaluated.



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