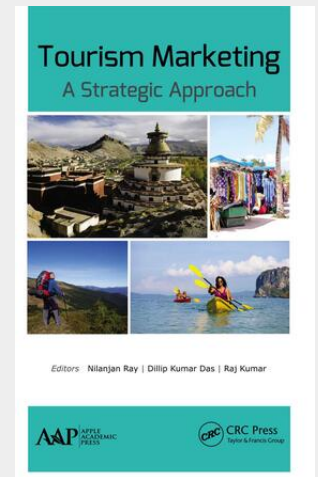


Tourism Marketing

Tourism Marketing: A Strategic Approach presents a variety of practical application tools, skills, practices, models, approaches, and strategies that are proving themselves effective in tourism marketing. The volume considers overall infrastructure, socioeconomic conditions, and modern tourism business infrastructure in discussing the efficiency of good strategies and practices and their impact on business and economic growth. Tourism is one of the fastest growing industries, and in the next few decades, it will play a role in many fields, such as human resources, national economic growth, and more.



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