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ESSENTIALS OF TOURISM



Pearson Education Limited, United Kingdom, 2016. Paperback. Book Condition: New. 2nd Revised edition. 265 x 195 mm. Language: N/A. Brand New Book. How has a family-run hotel in Jamaica become one of the leading sustainable tourism projects in the world? - and just how has the rise of social media impacted upon tourism market research? - and how effective are crowd-sourced destination strategies? For answers to these and many other contemporary tourism questions, simply turn to the second edition of...

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- Authored by Chris Cooper
- Released at 2016



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