



Marketing and Designing the Tourist Experience

Isabelle Frochot, Wided Batat

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Marketing and Designing the Tourist Experience Isabelle Frochot, Wided Batat

The topic of experience is becoming central to full understanding of consumer behaviour. The book covers the key sectors where it is critical - from resort management and tourist information to destination marketing. International in scope it backs up the theory throughout with relevant case materials, questions and exercises.

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