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those all needs
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Tourism has often been described as being about 'selling dreams', tourist experiences being conceptualized as purely a marketing confection, a socially constructed need.

However, the reality is that travel for leisure, business, meetings, sports or visiting loved ones has grown to be a

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very real sector of the
global economy,
requiring sophisticated
business and
marketing practices.
The ...

The Routledge Handbook of Tourism Marketing - 1st Edition ...

The tourism sector,
which has garnered
much interest in the
last few months, is
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income earners. This
first Liberia Marketing
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Workshop provided an
international platform,
through an in-room
and zoom online
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stakeholders in tourism
met and identified
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The impact on tourism destinations and businesses, as well as on traveler behavior, will be significant.

Recent events require further analysis not only of how travel safety may be improved but also how security issues may be seen in terms of tourism marketing and management so that the industry is able to

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better respond to such
challenges.

Safety and Security in Tourism | Taylor & Francis Group

Philip Kotler, S.C.

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Right now, there is a focus on returning to tourism in a sustainable way, and these videos put Thailand front and center.. The films were shot in Chiang Mai in Northern Thailand and the Andaman Coast in Southern Thailand and highlight experiences that support the environment, local tourism and rural communities, including health and wellness,

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community-based
tourism, animal welfare
and ...

Thailand's First Video Marketing Campaign Focused on ...

Evaluation Type

Learning Outcome

Marks 1 In-Class Tests

(3 @ 15%) 1 - 8 45% 2

Quizzes (using

MindTap) 3 @ 5% 1 - 8

15% 3 Retail Scan

Assignment 2, 5, 6

10% 4 Case Study

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15% 5 In-Class 1st

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Dr. Vicky Katsoni is an Assistant Professor at the Tourism Department of the Technological Educational Institute (TEI) of Athens, Greece and she is also teaching at the Greek Open University at the MSc program of Tourism Management. She holds a PhD in Tourism Marketing Management and ICT Applications in Tourism, an MBA and a

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