



Tourism Marketing: A Collaborative Approach (Aspects of Tourism)

Alan Fyall, Brian Garrod

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This book provides a thorough and detailed understanding of tourism marketing principles and practice within the context of inter-organisational collaboration. The book begins with an overview of existing marketing and strategic marketing theory and practice before introducing concepts, theories and issues central to inter-organisational collaboration. The book then concludes with a series of detailed thematic chapters with contemporary tourism marketing case study material which explores the myriad of collaborative marketing strategies undertaken by tourism organisations across the world.

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