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TOURISM AND INNOVATION



Taylor Francis Ltd, United Kingdom, 2014. Paperback. Book Condition: New. 229 x 155 mm. Language: English . Brand New Book. Tourism is often described as an industry with high growth rates, and it is subject to radical change in how it is produced and consumed. However, there is still a relatively poor understanding of how such changes are brought about - that is, through innovation. This book is the first to provide a comprehensive review of innovation in tourism, while...

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- Authored by Michael C. Hall, Williams Allan
- Released at 2014



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