



Managing the Tourist Destination: A Practical Interactive Guide (Tourism)

By Frank Howie



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Fully illustrated with case studies, this book introduces both the theory and practice of destination management and related professional and academic areas. With student exercises, questions and discussion points throughout, Managing the Tourist Destination provides comprehensive textbook coverage for students on higher education and professional courses.

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Bibliography**

- Sales Rank: #16846084 in Books
- Published on: 2003-05-29
- Original language: English
- Number of items: 1
- Dimensions: 10.00" h x 6.75" w x .75" l,
- Binding: Paperback
- 256 pages

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About the Author

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