

Marketing Management A Resource Based Approach For The Hospitality And Tourism Industries

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December 9th, 2018 - Tourism has become an important even vital source of income for many regions and even entire countries The Manila Declaration on World Tourism of 1980 recognized

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Services marketing Wikipedia

December 7th, 2018 - Services marketing is a specialised branch of marketing Services marketing emerged as a separate field of study in the

early 1980s following the recognition that

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