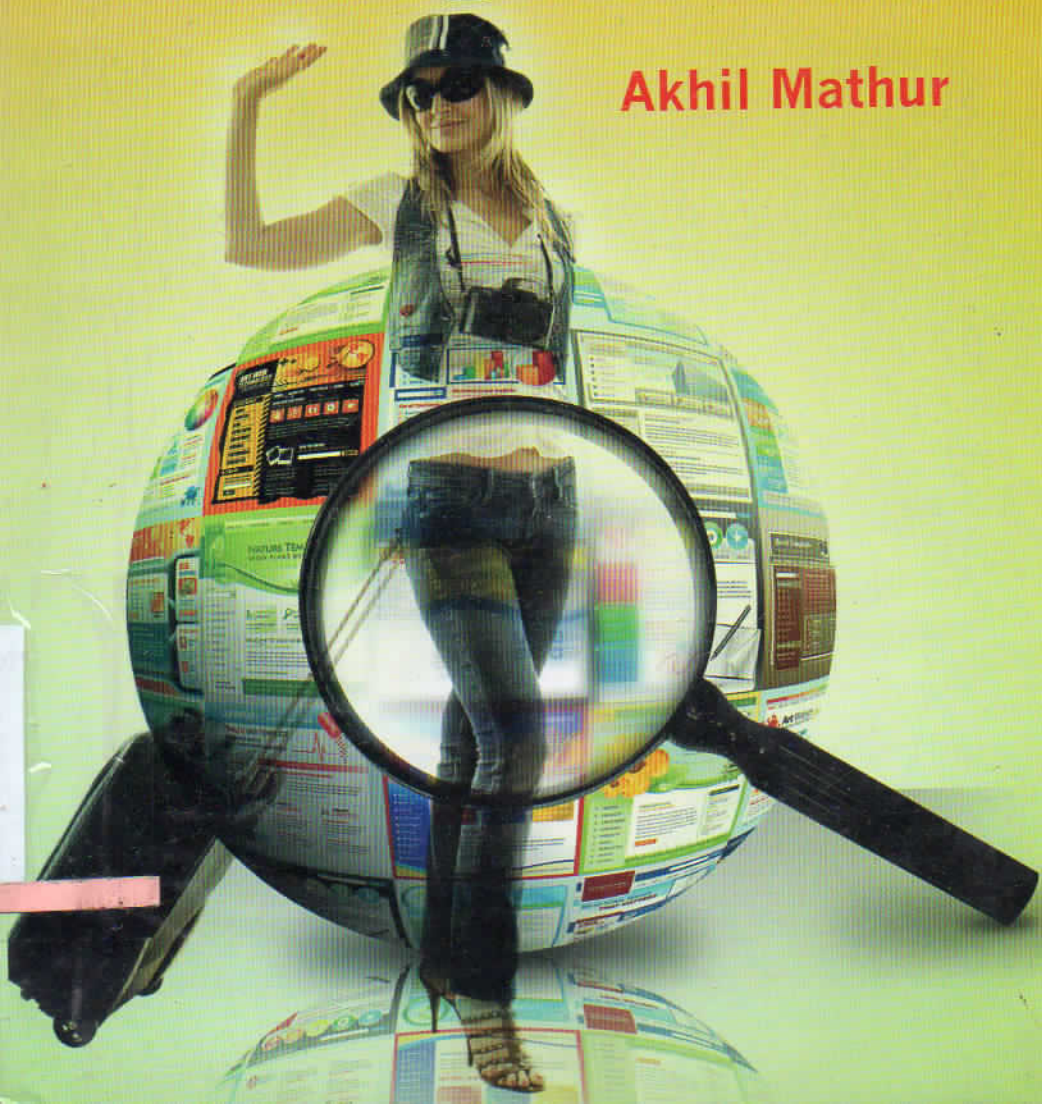


Encyclopaedia of Tourism, Hotel, Food and Hospitality Management: Series

# Tourism Marketing Management

Akhil Mathur



*Encyclopaedia of Tourism, Hotel, Food and Hospitality Management: Series*

# **TOURISM MARKETING MANAGEMENT**

**Akhil Mathur**

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