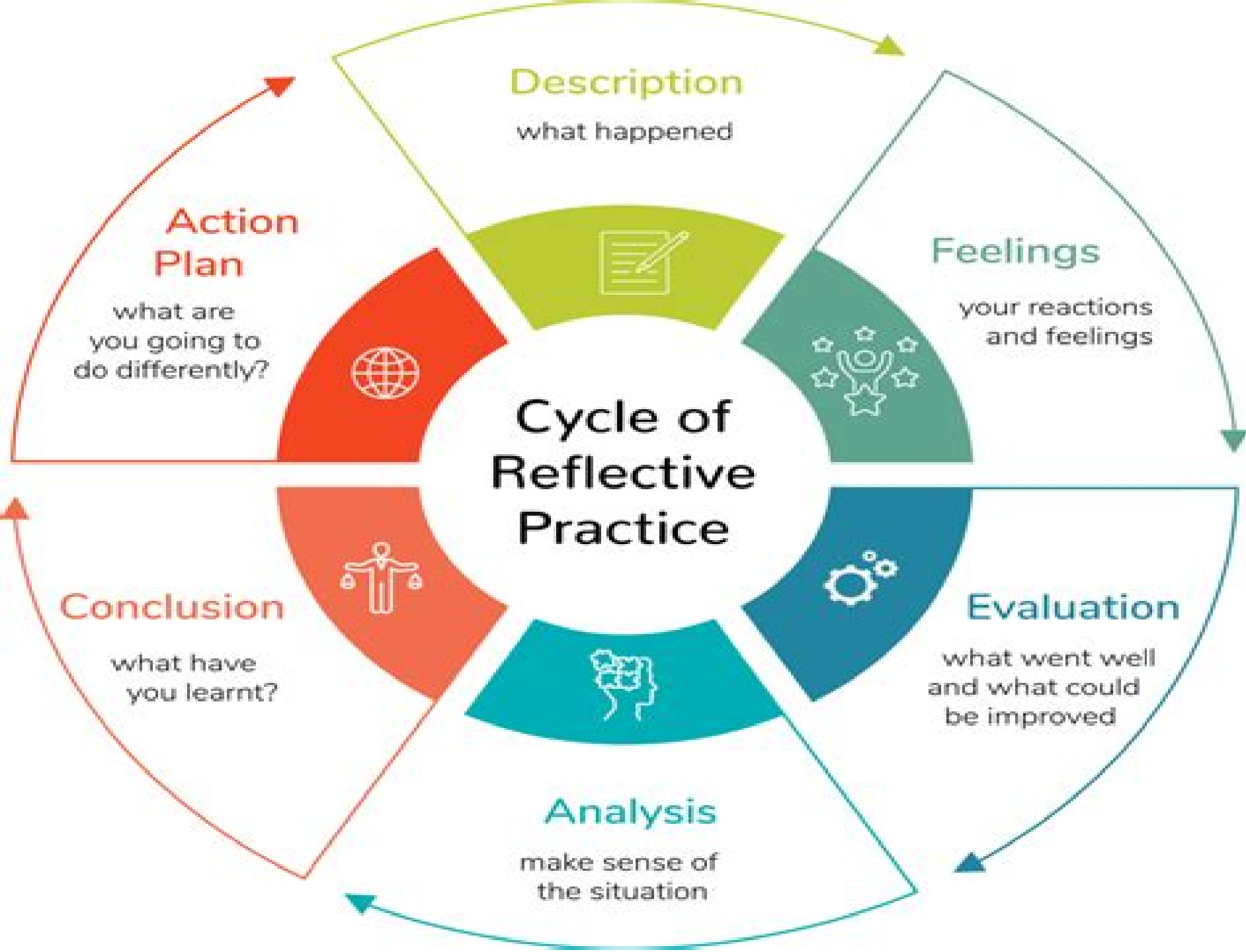




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to current consumer needs and motivations Covering critical topics such as experience economy and tourism experience management this reference work is ideal for managers marketers hospitality professionals academicians practitioners scholars researchers instructors and students

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