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tourist behaviour journey and traverse a similar landscape. In addition to the emphasis on the contemporary topics, three minor but hopefully appealing features can be promised. The first somewhat novel feature is the inclusion of some tourists' tales. These accounts are extracted from previous research studies, tourists'

Tourist Behaviour and the

Finally, tourist behaviour has dramatically changed with the advent of modern communication tools during the time (Caldito et al., 2015). Therefore, transformation of both technology and behaviour...

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Consumer behaviour in tourism: Concepts, influences and ...

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CONTEMPORARY APPROACH

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The study of tourism and indeed the tourism industry is changing constantly. Contemporary Tourism: an international approach presents a new and refreshing approach to the study of tourism, considering issues such as the changing world order, destination marketing, tourism ethics and pro-poor tourism.

Contemporary Tourism | ScienceDirect

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Key words: tourism services, tourism products, factors of influence, consumer behaviour. 1 Department of Doctoral School in Marketing. Transilvania University of Braşov. 1. Introduction . Consumer behaviour is a highly important issue for all marketing activities which have the purpose to promote and sell tourism products.

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