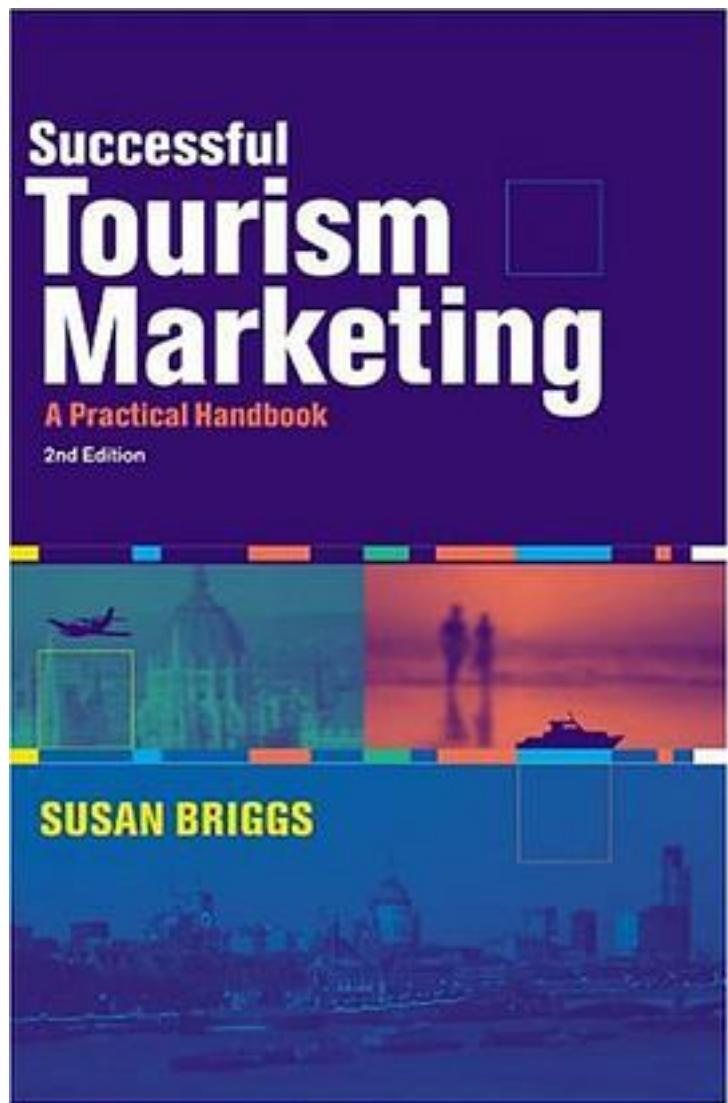


Successful Tourism Marketing



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Travel and tourism is set to become the world's largest industry. It remains, however, very fragmented with businesses competing to attract both domestic and overseas visitors. With improved marketing, travel companies could claim a larger share of this lucrative market. This 2nd edition, is aimed at anyone seeking to promote a tourist 'product' or service. It offers practical information and advice directly related to the tourism industry, which can be easily applied.

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