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# The Routledge Handbook of Destination Marketing

This book examines key contemporary marketing concepts, issues and challenges that affect destinations within a multidisciplinary global perspective. Uniquely combining both the theoretical and practical approaches, the handbook discusses cutting edge marketing questions such as innovation in destinations, sustainability, social media, peer-to-peer applications and web 3.0.

Drawing from the knowledge and expertise of 70 prominent scholars from over 20 countries around the world, *The Routledge Handbook of Destination Marketing* aims to create an international platform for balanced academic research with practical applications, in order to foster synergetic interaction between academia and industry. For these reasons, it will be a valuable resource for both researchers and practitioners in the field of destination marketing.

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*Edited by Dogan Gursoy and Christina G. Chi*

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