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An introductory exposure to tourism that provides a foundation for further informed engagement with the sector. This fourth edition has been updated with recent industry and research developments. Authors from Griffith University, Australia. Tourism - Management.; Tourism - Australia - Marketing.; Australia.

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published research in the hospitality industry, and he received the John Wiley Award for Lifetime Research Achievement from CHRIE. Professor Bowen was recently cited as one of the five most influential hospitality management faculty in an article published in the Journal of Hospitality and Tourism Education.

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