



# Managing the Tourist Destination: A Practical Interactive Guide (Tourism)

*Frank Howie*

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## **Managing the Tourist Destination: A Practical Interactive Guide (Tourism)** Frank Howie

Fully illustrated with case studies, this book introduces both the theory and practice of destination management and related professional and academic areas. With student exercises, questions and discussion points throughout, *Managing the Tourist Destination* provides comprehensive textbook coverage for students on higher education and professional courses.

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