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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'

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

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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 Brasov. 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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