ATMOSPHERIC TURN IN CULTURE AND TOURISM

Place, Design and Process Impacts
on Customer Behaviour, Marketing
and Branding

Edited by
Michael Volgger and Dieter Pfister

ADVANCES IN CULTURE, TOURISM
AND HOSPITALITY RESEARCH

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ATMOSPHERIC TURN IN CULTURE AND TOURISM: PLACE, DESIGN AND PROCESS IMPACTS ON CUSTOMER BEHAVIOUR, MARKETING AND BRANDING

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