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Marketing Management Trends In Tourism And Hospitality ... International Journal Of Marketing Studies; Vol. 5, No. 3; 2013 ISSN 1918-719X E-ISSN 1918-7203 Published By Canadian Center Of Science And Education 13 Marketing Management Trends In Tourism And Hospitality Industry: Facing The 21st Century Environment Nuno Gustavo 1 1 Estoril Higher Institute For Tourism And Hotel Studies, Estoril, Portugal

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