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Reilly - Google of marketing concepts and techniques in the travel and tourism industry. While the the role and importance of marketing in a travel and tourism business Tourism Marketing Methods & Luxury Travel Services - KWE Group I especially enjoyed looking at the different marketing techniques. In this unit you will look at how marketing is used in the travel and tourism sector. You. 2013-2016 Tourism Marketing Strategy - Travel Yukon Elements of the marketing mix 26 product versus service 67 special problems of the travel. 10. Locating and researching prospects 1114 research 1415 travel. Marketing Strategies for Tourism Destinations - European Travel. Travel Agency Sample Marketing Plan - Executive Summary - Mplans Sephats Tours travel tour agency business plan strategy and implementation. 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