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Tourism: A Modern Synthesis

By Stephen Page, Joanne Connell



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Editorial Review

About the Author

Stephen J. Page recently held the Scottish Enterprise Forth Valley Chair in Tourism, in the Department of Marketing at the University of Stirling, Scotland. Prior to this, Stephen held a Chair at Massey University New Zealand, where he was Director of the Centre of Tourism Research. Stephen J. Page currently holds the post of Senior Professor in Tourism at the London Metropolitan Business School.

Joanne Connell is Senior Lecturer in Tourism Management, University of Exeter Business School and the author and editor of 10 books on tourism, leisure and events.

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