



# Strategic Tools and Methods for Promoting Hospitality and Tourism Services

*Alexandru-Mircea Nedelea*

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Tourism marketing is a vital tool in promoting the overall health of the global economy by not only bringing necessary revenue to a particular region, but also providing an opportunity for tourists to explore another culture, building tolerance and overall exposure to different ways of life.

**Strategic Tools and Methods for Promoting Hospitality and Tourism Services** provides interdisciplinary perspectives in the areas of global tourism and hospitality. Highlighting cultural boundaries of strategic knowledge management through the use of case studies and theoretical research, as well as the opportunities and challenges of tourism marketing, this publication is an essential reference source for academicians, research scholars, marketing professionals, graduate-level students, and industry professionals interested in international travel and the vacation industry.

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