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Oxford Brookes University - Tourism Marketing



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## Building an Effective Tourism Marketing Strategy

More than half of the Thai students in the U.

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As influencers have millions of fans, people love the things that those influencers promote. .

## Building an Effective Tourism Marketing Strategy

Thai students are mostly self-funded; however, scholarships are being offered by Thai government agencies, the public sector and private sources in countries such as Japan, Germany, Italy, and China.

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There are ten tests on our list, and not all are created equal. For example, American Airlines provides discounts, coupons, loyalty programs, and to their existing customers.

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