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similar landscape. In addition to the emphasis on the contemporary topics, three minor but hopefully appealing features can be promised. The first somewhat novel feature is the inclusion of some tourists' tales. These accounts are extracted from previous research studies, tourists'

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Key words: tourism services, tourism products, factors of influence, consumer behaviour. 1 Department of Doctoral School in Marketing. Transilvania University of Braşov. 1. Introduction . Consumer behaviour is a highly important issue for all marketing

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