MAKING LOCAL PRODUCT ATTRACTIVE: THE ROLE OF INDIGENOUS VALUE IN IMPROVING MARKET PERFORMANCE.

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Abstract	
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Journal Name	GeoJournal of Tourism & Deosites 29 (2)
Publish Year	2020
Citation	2
Url	https://scholar.google.com/scholar?q=+intitle:"MAKING LOCAL PRODUCT ATTRACTIVE: THE ROLE OF INDIGENOUS VALUE IN IMPROVING MARKET PERFORMANCE."
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