

# **Tourism's New Markets:**

## **Drivers, details and directions**

# Advances in Tourism Marketing

*Metin Kozak, Antónia Correia and Alan Fyall*

The purpose of this series of cutting-edge research-informed edited books is to introduce the reader to a range of contemporary marketing phenomena in the domain of travel and tourism. Authored by leading academics in their fields of research interest, each book will bring together a selection of related themes with individual chapters contributing theoretical, methodological, policy-related and/or practical outcomes for the reader. Each book will be introduced and brought to a conclusion by the series editors who between them have many decades of research and publishing experience. The singular aim of this advanced series of scholarly texts is to stimulate and engage readers in the fast-changing, complex and increasingly interdisciplinary nature of tourism marketing, and serve as a catalyst for future intellectual, academic, and professional-driven research agendas. This series encourages critical, participatory and humanistic approaches to research and welcomes contributions from all over the world. In particular, the series welcomes contributions from a non-Western perspective as tourism becomes truly global in both its reach and impact.

# **Tourism's New Markets:** **Drivers, details and directions**

**Editors:**

**Philip L. Pearce and Antónia Correia**



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## Philip L. Pearce, 1951 – 2020

If I die young,  
without being able to publish any book  
Without seeing the face that my verses have in print,  
...

Even if my verses are never printed,  
They will have their beauty there, if they are beautiful.  
But they cannot be beautiful and go unprinted,  
Because the roots may be underground  
But the flowers bloom outdoors and in plain sight.  
It has to be so by force. Nothing can stop it.

Fernando Pessoa, *The Poet with Many Faces*, (1888-1935)

This book, your last book, Philip Pearce, has to be printed without your physical presence in the world. You said that this book has, hopefully, some gems to restart tourism in this time of pandemic.

I was very happy and proud to work with you. For me, this book is a lovely learning experience; for you, this is only one more seed in a magnificent legacy that will surely inspire all of us forever.

While with us, you had so many accomplishments for us, for the academic community and for the society. So it is now your turn to rest in peace, Philip my friend, and it is our duty to keep your memory alive.

This book is the last testimony of your everlasting endeavours.

AC

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