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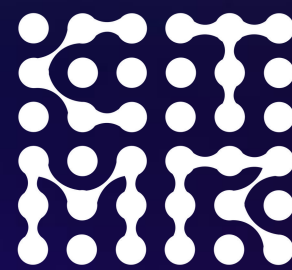
**THE TRANSFORMATION OF MARKETING'S ROLE IN THE TOURISM
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