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Figure 1 Indicative potential flow and potential impact of tourism research

Activities
- Academic services
- Local, national or international partnerships
- Roll-out companies

Mediators
- Media
- Professional associations
- Companies
- Entrepreneurs
- Consultants
- NGOs
- Public policymakers

Impacts
- Media, culture and civil society
- Economy and business
- Public policy

Source: Adapted from Bastow et al (2014:25)