

Citation:

Thomas, R and Ormerod, N (2017) The (almost) imperceptible impact of tourism research on policy and practice. Tourism Management. ISSN 0261-5177 DOI: https://doi.org/10.1016/j.tourman.2017.02.009

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Document Version: Article (Accepted Version)

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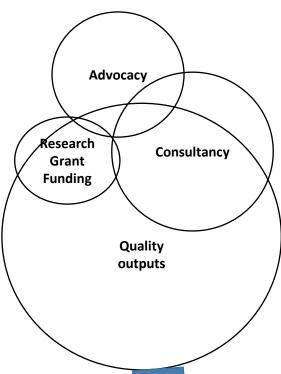
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Core activities

Mediating activities

Outcomes



Social Media Impact Individual characteristics **Practitioner** Networks **Academic Profile**

Individual characteristics