



## The tourism discipline of colleges and universities 12th Five-Year Plan textbooks: Tourism Business Management (Chinese Edition)

By XIA LIN GEN



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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2012-10-01 Pages: 351 Publisher: the basic information title of Gezhi Press: universities tourism disciplines 12th Five-Year Plan textbooks: Tourism Business Management List Price: 38.00 yuan Author: Xia Lingen Press : Gezhi Press Publication Date: October 1. 2012 ISBN: 9.787.543.221.536 words: Page: 351 Edition: 1st Edition Binding: Paperback: Weight: 621 g Editor's Summary Tourism Business Management (universities travel disciplines the 12th Five-Year Plan textbook). edited by Xia Lingen. Tourism Business Management (universities tourism discipline the 12th Five-Year Plan textbook) Synopsis: The book business management theory is based for travel agencies. tourist hotels. tourist attractions. tourism. travel companies. tourist souvenir shops. exhibition companies. The common feature of the exhibition venues. and other types of tourism enterprises. elaborated development strategy. local resources. market environment. image design. brand building. time. resources. information resources. customer relations. quality of service. human resources. financial assets. public relations and other 10 two tourism enterprise management practice common problem. The book Tourism Management Hotel Management Exhibition Economy and Management undergraduate core curriculum materials can also be used as training materials for professional managers of

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