



Chinese and foreign tourism operations management case (whh)(Chinese Edition)

By ZHANG LI LI BIAN ZHU

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 :2002-09-01 Publisher: Basic information of tourism education title: Chinese and foreign tourism operations management case (whh) Original Price: \$ 20 Author: Zhang Lili ed Publisher: Tourism Education Publication Date :2002-9-1 ISBN: 9787563708666 Words: Page: Revision: Binding: Folio: Weight: Edit recommend this book to make the reader truly observe and comprehend engaged in the operation and management of tourism policy makers should or should not do things to take. Broaden readers ideas. different backgrounds. different competitive environment analysis and to improve their ability to solve problems. Diagnosis tourism management status. to develop solutions to the problem to provide a reference for the reader. Provide reference material for the improvement of tourism institutions classroom teaching methods to improve the level of case teaching. SUMMARY The book is divided into seven different areas of the travel management compiled. Part teaching case appended Questions or job title; another part Practicality case. appending a role-playing requirements; part describes the introductory case. not accompanied by the content of thinking and Reviews. Contents Part I Travel Marketing Case Part II tourism market to competition...



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