


Comercialización y venta de servicios turísticos (Hostelería y Turismo) (Spanish Edition)

By Celia Ameigeiras

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La venta de servicios turísticos en agencias de viajes y otras unidades de distribución requiere de una serie de acciones para su desarrollo, tanto en sus programas de marketing como con la satisfacción del cliente.

El objetivo fundamental de este libro es dotar de herramientas a los profesionales del sector, tanto presentes como futuros. Se trata de un texto novedoso, que reúne y recomienda los principales productos actualizados y de interés, con multitud de supuestos prácticos para aplicar y actualizar conocimientos.

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