



Managing Tourism and Hospitality Services: Theory and International Applications

By B. Prideaux, G. Moscardo, E. Laws

CABI Publishing. Hardback. Condition: new. BRAND NEW, Managing Tourism and Hospitality Services: Theory and International Applications, B. Prideaux, G. Moscardo, E. Laws, The aim of this book is to enhance theoretical and practical understanding of quality management in tourism and hospitality. It provides a benchmark of current knowledge, and examines the range of research methods being applied to further develop tourism and hospitality service management research. The book contains 28 chapters by international experts, highlighting the tensions and challenges in tourism and hospitality services management.



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