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Reviews

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paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: 2013 Pages: 352 Language: English Publisher: Tsinghua University Press 21st century colleges and universities applied Featured planning materials hotel management professional: Hotel basic knowledge from the combination of theory and practice point of view. the system The introduction to the basics of hotel management. and through a number of case analysis. so that readers in studying hotel management theoretical knowledge. general understanding of the actual situation of the hotel. The book is divided into ten chapters: The first chapter introduces Introduction to hotel; second chapter describes Hotels Group; third to fifth chapter organized by the hotel management. hotel and hotel service quality; Chapter 6 describes the Hotel Front Office; Chapter VII describes the Department of hotel rooms; Chapter VIII of the hotel catering department; Hotel Human Resource Management and Hotel Sales Chapters IX and X. respectively. 21 colleges and universities applied Featured planning materials hotel management professional: Hotel basics of hierarchy of clear. rich in content and variety of cases. with a wide range of applications. operational characteristics. The book can be used as high. secondary vocational schools. colleges and universities. adult colleges and private colleges and professional textbooks; also be used as training materials and staff of the hotel management positions Level exam reference book. Contents: Chapter 1 hotel Overview standardized parent guide Case Hotel - Statler the meaning of the first hotel. the concept of the hotel. the hotel and the accommodation type and title. organized by the hotel sector constitutes Section II Hotel the evolution of history. the history of the evolution of the World Hotel. the main types of the history of the development of China's hotel industry the third hotel. according to...

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