



21st century colleges and universities applied Featured planning materials Hospitality Management: Hotel basic knowledge(Chinese Edition)

By SUN LI QIN

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...



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