



Sustainable Tourism: Business Development, Operations, and Management (Paperback)

By Carol Patterson

Human Kinetics Publishers, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book. Sustainable Tourism: Business Development, Operations, and Management lays out a road map to launching and building a business in one of today's most exciting industries. It simplifies the process and outlines real-life requirements while clearing the path to new business success in the cultural, heritage, nature, and adventure fields. Written by an eco-development pioneer, the book offers guidance on developing and implementing a comprehensive sustainable-business plan. From analyzing the market all the way through hiring and training the right people, the text focuses on the principles of both tourism and business. It prepares those embarking on new careers to tackle the complexity of sustainability issues by thinking like entrepreneurs and acting like business owners. Students and professionals can rely on this text as both a start-up and ongoing implementation reference that will stack the odds of success in their favor. Sustainable Tourism provides an overview of exciting developments in the sustainable-tourism industry. It helps new entrepreneurs assess the viability of ideas and products against sustainable criteria. Through sequential chapters, it delivers step-by-step instructions for minimizing environmental impact, establishing sustainability practices, obtaining financing, and marketing...



READ ONLINE
[9.26 MB]

Reviews

This pdf is very gripping and fascinating. We have read and that i am certain that i am going to going to read once more again in the future. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Burnice Cronin**

These kinds of ebook is the ideal book readily available. Better then never, though i am quite late in start reading this one. You may like the way the blogger publish this ebook.

-- **Miss Pat O'Keefe Sr.**