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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2012-09-01 Pages: 217 Publisher: Basic information of Xi'an Jiaotong University Press title: Introduction to Hotel Management - electronic courseware original price: 26 yuan Author: Chen Jianlong editor of Press: Xi'an Jiaotong University Press Publication Date: 2012-9-1 ISBN: 9787560545257 Words: 339.000 yards: 217 Edition: 1 Binding: Paperback: 16 product size and weight: Editor's Summary This book is the general higher education 12th Five-Year Tourism and Hotel Management Professional Series one of the planning materials. In the writing of the book in accordance with the actual needs of the vocational college students. absorbing the advanced experience of the Chinese and foreign hotel management. an overview of the theoretical foundation of the hotel industry and hotel management. elaborated the functions of Hotel Management. Hotel Front Office management. management of hotel rooms. the Hotel Restaurant Management. Hotel Leisure Management. Hotel Marketing. Hotel project management. hotel financial management. hotel security management. hotel human resources management. hotel service quality management requirements. The book is rich in content and highlight key points. targeted. This book is a vocational college of Tourism and Hotel Management professional teaching books. also suitable for the Bachelor of Tourism and Hotel Management professional teaching use of low-grade. job training materials and hotel employees' self-learning as a hotel manager book. CONTENTS CHAPTER hotel industry overview of the role of the emergence and development of the first hotel industry second hotel features section III Hotel formats. the theoretical foundation of the hotel industry development trend of the level of organization the fourth quarter of Hotel Management The first section of hotel management and hotel managers. sect Section IV of the theory of Hotel Management the Chapter Hotel Management functions first section...



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