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Reviews

Thorough manual for publication fanatics. It is actually rally intriguing throgh reading through period of time. Its been written in an remarkably simple way and is particularly only after i finished reading through this book in which actually transformed me, change the way i think.
(Morris Schultz)

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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 :2012-10-01 Pages: 251 Publisher: People's Publishing House basic information about the title: Tourism and Culture Management List Price: \$ 39.00 Author: Zhang Shengnan Press: People's Publishing House Publication Date :2012-10-01 ISBN: 9.787.010.113.050 words : Pages: 251 Edition: 1 Format: Folio: 16 Weight: Editor's Summary into the 21st century. the international academic community tourism and cultural studies from academic outer layer toward academic center. Comprehensive study of tourism and cultural resources and their management mode in the context of the current tourism and cultural development. tourism and cultural management research man-land relationship. cultural and ecological relations. management and sustainable development of tourism and cultural tourism in economy explore the integration of cultural tourism resources and tourism development of the culture of law. to the study of the culture-based tourism conversion mode. and thus regulate the tourism market and industry competition rules. The main contents are as follows: tourism and cultural characteristics of the environment and management; the tourism cultural market. socio-economic information analysis; township tourism eco-cultural system; urban development and protection of tourism and cultural resources; travel cross-cultural communication and management; Tourism and Culture Information Services Manager; travel Cultural Competition; Tourism and Culture Management Model. Contents Preface Chapter of Tourism and Culture and Tourism Cultural Management section I of culture. history and connotation two about the culture. ceremony with the Chinese cultural heritage Third. differences of Chinese and Western cultures: Chinese sages of ancient Greek wise comparative Festival tourism and cultural management and its characteristics. cultural management concepts Discrimination of two main features of the cultural management. travel and cultural systems of Tourism and Culture Management System Section 1 ancient China Travel. imperial parade. Guests travel three religious...



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