



Recreation, Event, and Tourism Business With Web Resources: Start-Up and Sustainable Operations

By Pfister, Robert, Tierney, Patrick

Human Kinetics. Book Condition: New. Offers an overview of the recreation, event and tourism (RET) field and the business planning process. This book explains how the industry works and examines the components of commercial RET businesses. It describes how companies are started, operated and managed, including information on service issues, risk management, finance and marketing. Num Pages: 280 pages, 37 illustrations, 54 photos. BIC Classification: KJ; KNSG; KNSP. Category: (P) Professional & Vocational. Dimension: 279 x 217 x 18. Weight in Grams: 826. . 2008. 1 Pap/Psc. Paperback. . . . Books ship from the US and Ireland.



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