

tourism planning study

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Reviews

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TOURISM PLANNING STUDY



paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Publisher: Tourism Education Press Pub. Date :2009-08-01. three decades of reform and opening up. China s tourism education has established a fairly good education system. a considerable number of tourism institutions considerable tourism education from elite education to achieve a phase transition to the stage of popular education. Along with the concept of tourism education. mode and level type of diversification trends, tourism management applied undergraduate education came into being in this situation. To meet the National Tourism Management application-oriented education teaching needs in the education branch of the China Tourism Association under the auspices of tourism. domestic tourism institutions of higher learning we invite experts and scholars wrote this National Tourism Management planning application-oriented teaching. . In the training specifications, the application of Undergraduate Education is to develop the tourism industry to adapt production. management and service lines in need higher technology professionals; in the training mode. undergraduate applications to meet the needs of the community as the goal to develop technology applications the main line design students the knowledge. ability. quality structures and training programs. the application as the theme and character building curriculum and teaching content system. emphasis on students ability to apply technology. Thus, in the writing process, we adhere to the academic standards of the original materials on the basis of the preparation of teaching materials to enhance the emphasis on two: First. strengthen and refine the broad theoretical content to the appropriate theoretical knowledge. enough with the principles of theoretical knowledge part of the preparation; second is strengthening practice in the teaching of infiltration and the expression to sex-oriented applications. Contents: Chapter tourism plan outlines a plan outlined in Section I. define...

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