

Tourism Theory and Practice the forefront Series: International Tourism Island Construction Standards and Evaluation System(Chinese Edition)



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(Mitchell Kuhn III)

TOURISM THEORY AND PRACTICE THE FOREFRONT SERIES: INTERNATIONAL TOURISM ISLAND CONSTRUCTION STANDARDS AND EVALUATION SYSTEM(CHINESE EDITION)



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: October 2012 Pages: 281 Language: Chinese in Publisher: China Travel and Tourism Press Hainan international tourism island has risen to national strategies. However. the Chinese island tourism standards have not yet entered the study and formulation stage. especially Hainan how to stand in the international tourism market demand perspective. think about the construction standards of the international tourist island is even more urgent. Compared with the developed areas of the world. is in a phase of rapid development of island tourism. there is a large gap. The construction and development of island tourism is still a lack of a more favorable macro-guidance policy. the building of a mature standard. internationally oriented marketing system industrial system. Tourism Theory and Practice the forefront Series: International Tourism Island Construction Standards and Evaluation System international tourist island to Hainan Island. for example. around the demands of the national strategy of building an international tourism island. is the standardization of construction of the international tourist island theoretical guidance and reference to enrich the theory of island tourism system. and the implementation of the national strategy for the Hainan International Tourism Island and Hainan early completion of a world-class island destination provide operability of construction standards and evaluation program. Contents: Chapter 1 Introduction Section 1 Background 1.2 Research purpose and research significance of the third quarter the definition and case select the second chapter of Section IV research ideas and research section V of research methods and technical route home and abroad related Section II of the research progress of its theoretical basis of the first section and abroad research progress related theoretical basis of the third chapter of a major international...



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