



Operations Management in the Travel Industry

Peter Robinson

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Operations Management in the Travel Industry provides a broad, in-depth coverage of the knowledge and skills necessary for effective and successful management, including finance, marketing, individual and corporate social responsibility, meeting customer expectations and managing, motivating and retaining employees.

Using both theory and real world case studies, it describes the commercial realities of the sector in relation to decision making and business outcomes, with practical consideration given to balancing the needs of a commercial business to drive forward innovation and increase profitability for investors.

This book is the prescribed text for the Foundation Degree in Travel Operations Management, and will also be useful to industry practitioners and students in a range of related courses at all levels.

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