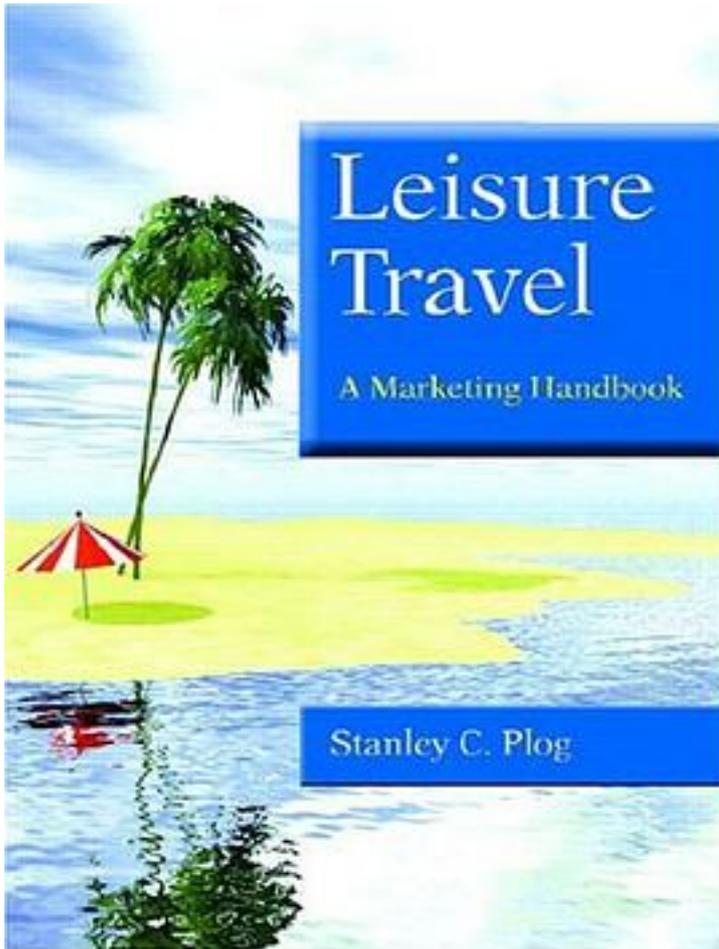


# Leisure Travel



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著者:Plog, Stanley C.

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For undergraduate/graduate intermediate and advanced courses in Travel and Tourism, Tourism Development, Business Travel Management, and overviews on the History of Travel and Tourism. A useful and pragmatic approach to understanding how

to market travel products and destinations, Leisure Travel enables students to understand the needs of different types of travelers based on their personality profiles. The book offers a unique historic perspective, based on the author's more than 35 years of experience as a consultant and researcher to industry leaders, along with case examples of how to increase tourism and grow the leisure travel market.

作者介绍:

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