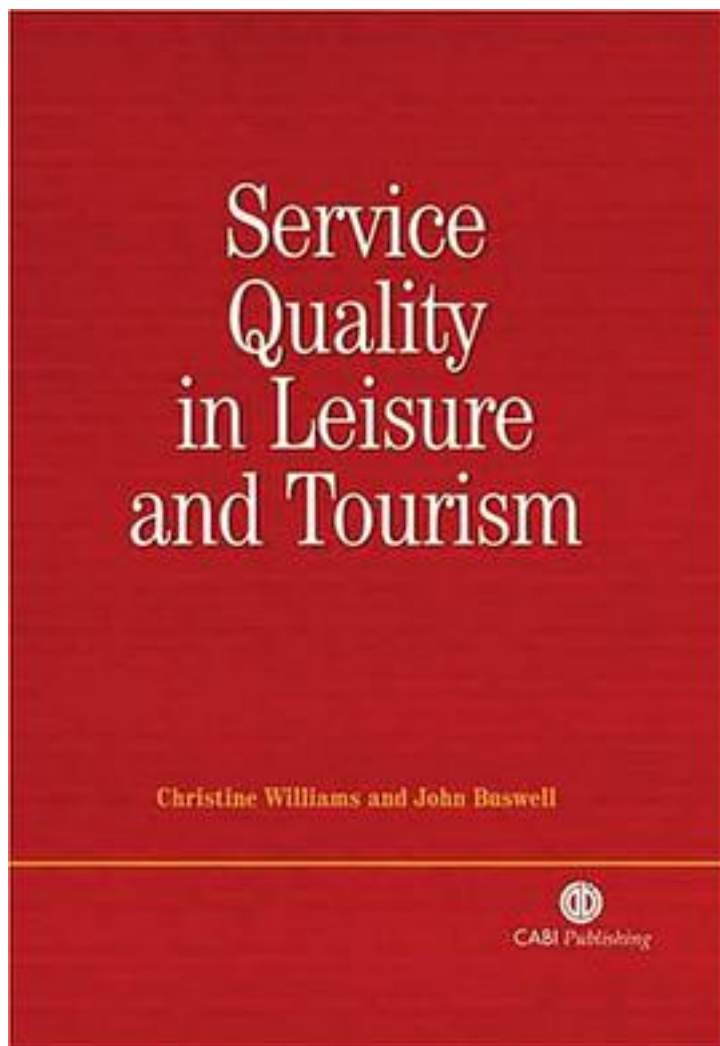


Service Quality in Leisure and Tourism



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This book aims to develop an awareness of the underpinning theories of quality as applicable to leisure and tourism, including its characteristics and typology. Suitable for students and researchers, it shows how to evaluate critically the numerous quality management systems and techniques available within the context of the leisure and tourism business environment.

作者介绍:

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