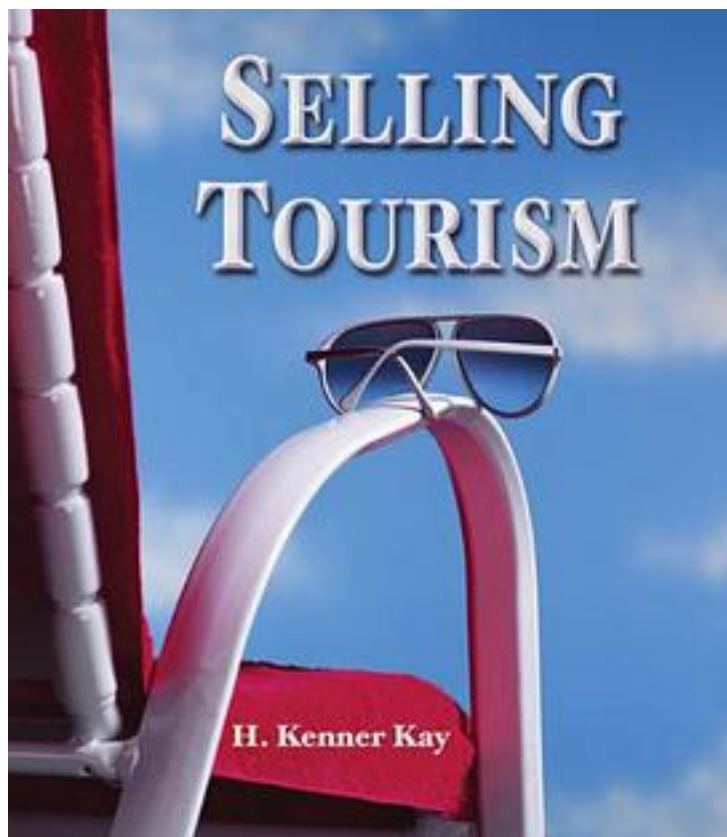


Selling Tourism



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This comprehensive new book was written for anyone striving to build a successful career in the tourism industry. From the student to the seasoned professional, this how-to guide offers specific steps on approaching and closing potential sales, improving technique by focusing on attitude and problem solving, and providing expert customer service. The reader will find the material widely applicable, as it addresses all sectors of the tourism industry, including adventure and recreation,

tourism services, attractions, transportation, events and conferences, travel trade, accommodations, and food and beverages. Offering thorough coverage of the tourism sales process, this book is the perfect on-the-job resource.

作者介绍:

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