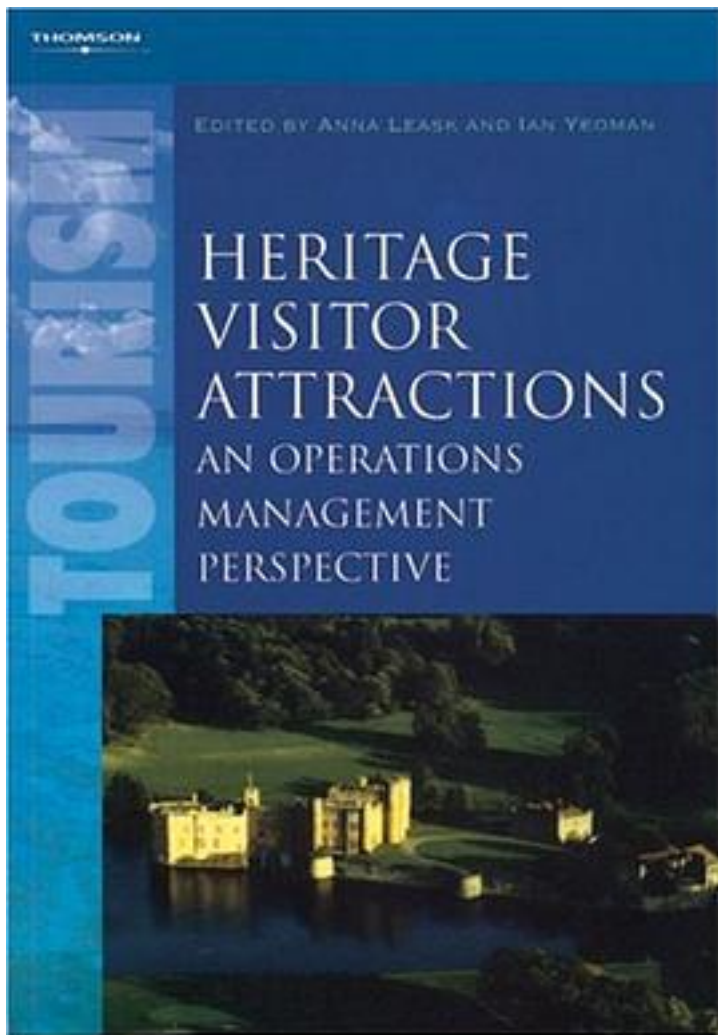


Heritage Visitor Attractions



[Heritage Visitor Attractions_ 下载链接1](#)

著者:Anna Leask

出版者:Cengage Learning Business Press

出版时间:1999-02-18

装帧:Paperback

isbn:9780826460615

This is the first clearly structured textbook to examine Heritage Visitor Attractions from

an operations management perspective. The book begins by defining the characteristics of HVAs and the principles of operations management and deals with the design of HVAs. It then looks at their quality and improvement, examining capacity management. The links between operations and strategy are then analysed, and the final section consists of six in-depth case studies which graphically illustrate the issues highlighted in the rest of the book.

作者介绍:

目录:

[Heritage Visitor Attractions_ 下载链接1](#)

标签

评论

[Heritage Visitor Attractions_ 下载链接1](#)

书评

[Heritage Visitor Attractions_ 下载链接1](#)