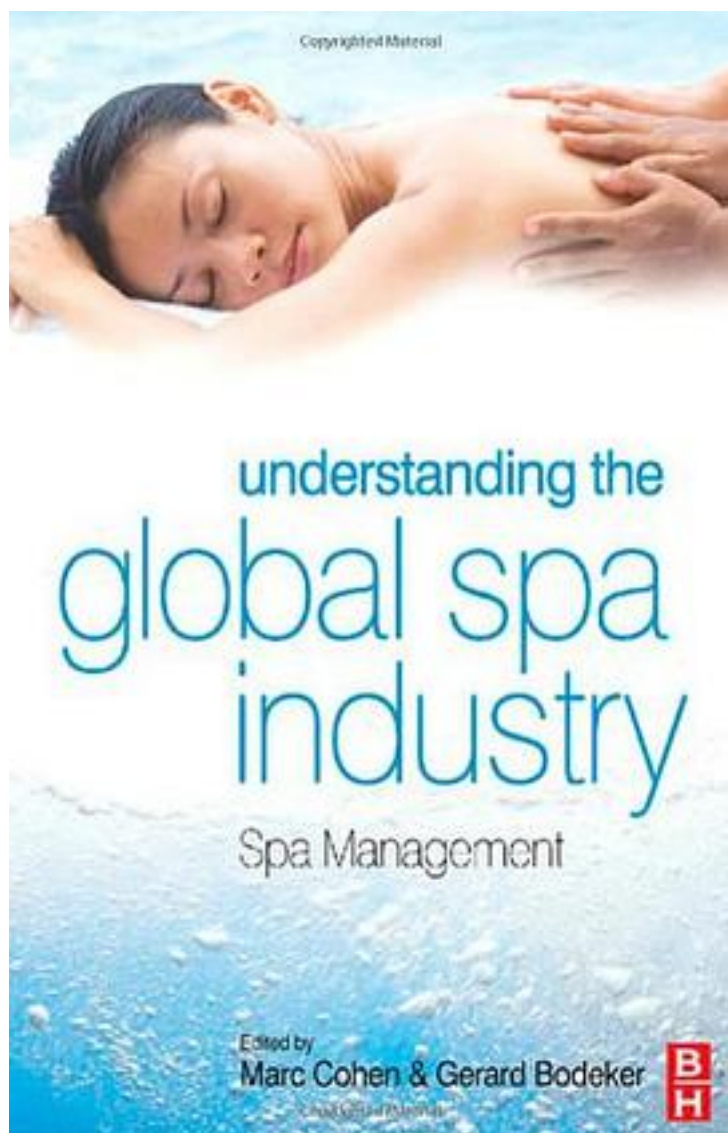


Understanding the Global Spa Industry



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出版者:

出版时间:2008-7

装帧:

isbn:9780750684644

The spa industry is currently the fastest growing segment of the hospitality and leisure industry with revenues exceeding those from amusement parks, box office receipts, vacation ownership gross sales and ski resort ticket sales.

Understanding the Global Spa Industry is the first book to examine management practices in this industry and offers a groundbreaking and comprehensive approach to global spa management, covering everything from the beginnings of the industry through to contemporary management and social and ethical issues.

With contributions from internationally renowned business leaders, practitioners and academics, this unique book is packed with case studies, examples and advice for all those working in, and studying, the international spa industry.

Understanding the Global Spa Industry brings an analytic lens to the spa movement, examining past, current and future trends and the potential for shaping wellness and health services in the 21st century.

. Spa services and the development of the spa business from its historical beginnings to the size of the market today.

. Business development and planning, spa operations and business models.

. Spa products and technologies, retailing and the application of branding and marketing strategies.

. Infrastructure, design and environmental issues including sustainability and social and environmental benchmarking.

. Human resources issues from education and training to professional and regulatory issues and professional and corporate ethics and values.

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