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## Marketing In Service Industry, Airline, Travel, Tours And Hotel

By L.K. Singh

2008. Hardcover. Book Condition: New. 280 About The Book: This book deals with diverse issues of marketing in tourism and tourism related fields including employment in airlines and hotel and other relatively peripheral but considerably important areas. An invaluable guide for students as now marketing plays a significant role in the rapidly growing industry of travel and tourism. About The Author:- L.K.Singh, born on 7th October, 1974, at Nambol Maibam, Manipur, graduated from DM college of Arts, Imphal, Manipur and completed MBA in Tourism and Travel Management from the SOS, Jiwaji University. After completion of Ph.D. from Manipur University, he was in the teaching profession for about three years. Currently he is working on a government sponsored project on How to develop tourism in North-East. Contents:- Tourist Demand and Forecasting Tourist Forecasting Marketing Survey and Research Tourism Marketing in other Sectors Tourism Product Major Tourist Sports of the World Tourism Geography Tourism and Economic Factors Economic Analysis of Tourism Planning Marketing Strategy Tourism Communication Tourism Promotion Bibliography Index. The Title 'Marketing In Service Industry, Airline, Travel, Tours And Hotel written by L.K. Singh' was published in the year 2008. The ISBN number 9788182054769 is assigned to the Hardcover version of...



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