



La gestión de eventos y productos turísticos (Hostelería y Turismo) (Spanish Edition)

Inmaculada Ocaña Albar

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La gestión de productos turísticos dentro del sector de las agencias de viajes se centra en la venta de los viajes combinados y en los servicios ofrecidos al mercado de los eventos. Ambos abarcan un conjunto de gestiones necesarias que van desde la identificación de los elementos y agentes intervinientes hasta los procesos originados por el diseño, comercialización y venta de los viajes combinados y de los eventos.

Con este libro se acerca la materia al profesor y al alumno de un modo práctico, a través de sus recursos didácticos, que ayudarán a completar y afianzar los contenidos estudiados, y facilitarán y promoverán la inmersión de ambos en el mundo profesional de las agencias de viajes, el mercado de los viajes combinados y el de los eventos.

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