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TOURISM SUPPLY CHAIN MANAGEMENT



Routledge, 2014. Soft cover. Book Condition: New. International Edition. Fierce global competition in the tourism industry is now focused on integral parts of supply chains rather than on individual firms. The highly competitive environment has forced tourism firms to look for ways to enhance their competitive advantage. Tourism products are often viewed by consumers as a value-added chain of different service components and identifying ways to effectively manage the interrelated tourism business operations will enable tourism firms to better meet...

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- Released at 2014



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