



METADATA

Title: Tourism Business Management

Other Titles: -

Language: Greek

ISBN: 978-960-603-007-9

Subject: LAW AND SOCIAL SCIENCES

Keywords: Tourism / Business Administration / Tourism Business / Hotel / Tour Operator

Bibliographic Reference: Laloumis, D. (2015). Tourism Business Management [Undergraduate textbook]. Kallipos, Open Academic Editions. <http://dx.doi.org/10.57713/kallipos-508>

Abstract

This textbook provides a concise overview of the global tourism situation and expands on the actual operating levels of tourism businesses in our country. The textbook is divided into four sections. The first section examines the phenomenon of tourism and reveals the social and economic factors that govern it. The second section presents the main theoretical positions

on organization and management, with an emphasis on the specific characteristics of tourism businesses. The third section provides a detailed analysis of hotel businesses, which form the basis of tourism entrepreneurship. The fourth section examines other tourism businesses, such as travel agencies, transport companies, and tourist catering businesses.

