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Abstract

Tourism is an activity of significant economic interest, both in terms of entrepreneurship and at the national level. Today, there is significant competition, both between similar tourism businesses and between different tourist regions. Based on the premise that the most important asset of any tourism business is its employees, the scientific "management of tourism business personnel" is the most important factor for their survival in a constantly changing market. Management is a recently scientifically developed subject, which is only a century old. The importance of personnel management is enormous, because it has unlimited political implications, involves environmental issues, is responsible for the

financial results and longevity of businesses, and deals with issues related to employee remuneration and, consequently, human well-being. Beyond the historical approach to the subject and the analysis of the basic concepts related to management, an effort is made to identify the specific characteristics of tourism businesses and examine the role that these characteristics can play in the management work in each case. The present book aims to serve the study of human resource management in tourism businesses based on modern concepts, in order to contribute to the progress and economic development of the enterprise and to help better serve the ever-growing travel public and its multiple tourism demands.

