



Managing Health Tourism Destinations

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Condition: New. Publisher/Verlag: Scholar's Press | Theory and Empirical Research in Hungary | Destination management is one of the key ideas of current tourism research and development. General aspects of tourism destination management have been well researched but little is known about its specific traits in health tourism destinations. The core tourism product offered by health tourism destinations is a complex experience, which incorporates attractions, healing resources and entertainment, accommodation and food, accessibility and local transport, hospitality and friendly attitude of local people. Such a complex supply requires the close cooperation of businesses, health care services, municipalities, and public authorities, as well as local inhabitants. The book deals with the physical and human resources of such health tourism destinations, aspects of sustainability and competitiveness, the main factors of success, including stakeholder cooperation. Primary data were collected by surveys in six spa towns of Western Hungary. Relying on these findings a detailed evaluation is given on how to manage and develop such establishments. The book should be useful for professionals and students interested in the issues of health tourism destination management. | Format: Paperback | Language/Sprache: english | 187 gr | 220x150x7 mm | 128 pp.



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Reviews

This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You won't feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).

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This kind of book is every little thing and taught me to looking ahead of time and a lot more. I am quite late in start reading this one, but better then never. I found out this book from my dad and i encouraged this pdf to find out.

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