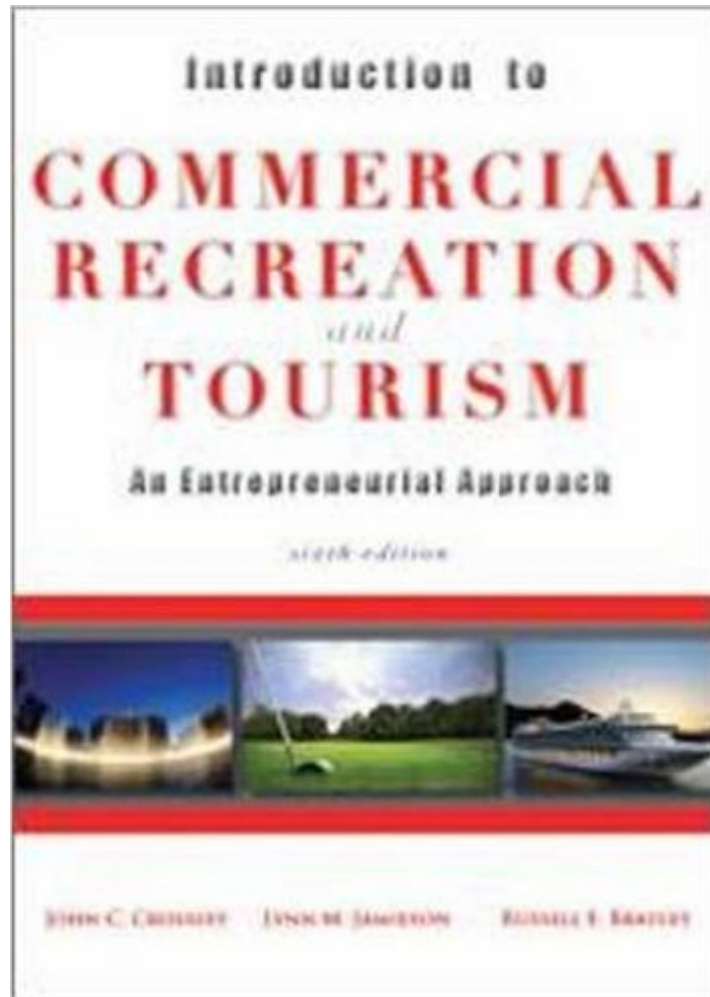


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Introduction To Commercial Recreation And Tourism



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From the publisher's websiteThe purpose of this sixth edition of Introduction to Commercial Recreation and Tourism: An Entrepreneurial Approach remains the same as the first five editions: to provide an introduction to the scope, characteristics, and management aspects of the commercial recreation and tourism industry. It is intended that the book offer a blend of conceptual and practical material to achieve a basic understanding of this diverse industry. While some of the content is oriented toward large and established businesses, the text also has an entrepreneurial orientation that is particularly applicable to smaller businesses and organizations. Future commercial recreation and tourism entrepreneurs will gain a wealth of useful ideas and information from these pages.

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