



## Strategic management in tourism /

Moutinho, Luiz (1949-)

Vargas Sánchez, Alfonso

Cabi,  
2018.

Monografía

This comprehensive textbook has, at its core, the importance of linking strategic thinking with action in the management of tourism. It provides an analytical evaluation of the most important global trends, as well as an analysis of the impact of crucial environmental issues and their implications.

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