

hotel investment strategies and meticulous construction management



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Reviews

This type of publication is almost everything and helped me looking forward and much more. I am quite late in start reading this one, but better then never. You wont really feel monotony at whenever you want of your own time (that's what catalogs are for relating to if you ask me).

(Prof. Buddy Leuschke)

HOTEL INVESTMENT STRATEGIES AND METICULOUS CONSTRUCTION MANAGEMENT

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paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 349 Publisher: China Travel Pub. Date :2008-11-22 This book is the author set twenty years of international experience in hotel management consulting and research and write a masterpiece. Author from the hotel investment strategy and the refinement of planning and construction management staff. a unique perspective on the hotel investment business and profit model in the range of issues. the development of the hotel industry has a major theoretical and practical role in promoting reference value. The book covers the eleven chapters. The first chapter begins with the introductory part. focuses on the history of the development of domestic and international hotel investment. hotel investment and China s future trends in the outlook. to establish the tone of the book; Chapter II to Chapter VII of the gate out of the author concentrated on International Hotel lessons learned from successful investment strategy. including investment value analysis. study the investment environment. the hotel brand type and grade of position. location and reasonable hotel investment channels and other parties to determine the specific methods and strategies; focus of Chapter VIII of the Chapter investment project to solve rice ah. after the refinement of planning and construction management issues. including planning and design of the hotel functions. hotel construction and renovation design. the hotel project s construction process and the opening and preparation of content; the final chapter in the book. the author of a new hotel profit model issues in-depth analysis. various types of earnings by way of induction restaurant. review and refine proposed to optimize the whole value of the profits. optimize product profitability. brand value. earnings. capital operating profits. product mix and profitability of industry profits and other...

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