



Psicologia dos serviços em turismo e hotelaria, A (Portuguese Edition)

Fernando Brasil da Silva

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A psicologia dos serviços em turismo e hotelaria: entender o cliente e atender com eficácia destaca-se pela abordagem diferenciada acerca da Psicologia e salienta a necessidade de rompimento com estruturas antigas e ultrapassadas, e de erradicação dos erros disseminados entre os profissionais da área. A obra abrange inúmeros comentários para empresas e profissionais com o intuito de alertá-los sobre antigas propostas culturais na relação com o cliente e nas questões relativas aos serviços em turismo e hotelaria.

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