



Pousada: entre o Sonho e a Realidade (Portuguese Edition)

Ernesto Hsieh

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Pousada: entre o Sonho e a Realidade trata das inúmeras tarefas e responsabilidades envolvidas no cotidiano de uma operação hoteleira. O objetivo do livro é mostrar que o empreendimento em uma pousada pode ser um grande investimento na busca por uma melhor qualidade de vida. O autor aborda os componentes necessários para montar e gerir uma pousada, tais como o planejamento, a gestão, os aspectos psicológicos, o relacionamento com a comunidade local e a hospitalidade.

Trata-se, portanto, de uma obra imprescindível aos professores, estudantes, pesquisadores e profissionais de hotelaria e turismo.



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