



# La comercialización de eventos en hoteles (Hostelería y Turismo) (Spanish Edition)

*José Luis Roca Prats*

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Este libro expone los métodos y conocimientos fundamentales para el correcto desarrollo de la comercialización de todo tipo de eventos, por lo que sirve como guía para quienes ya estén trabajando o vayan a trabajar en este sector, tanto si son profesionales como alumnos de las escuelas de Hostelería y Turismo.

Para ello, se facilita información para analizar un establecimiento y, atendiendo a sus características, determinar qué segmentos del mercado deberían ser elegidos y cómo organizar al personal para conseguir que los servicios prestados en el evento sean valorados positivamente por los clientes.

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