



# **Promoción y comercialización de productos y servicios turísticos locales. HOTI0108 (Spanish Edition)**

*Carmen Ruano Pavón, Manuel Jesús Sánchez Casimiro-Soriguer*

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## **Promoción y comercialización de productos y servicios turísticos locales. HOTI0108 (Spanish Edition)**

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Poner en práctica y evaluar distintas estrategias de comercialización de productos, servicios y destinos turísticos locales acordes con las características de los recursos y servicios turísticos del entorno. Analizar las aplicaciones del marketing de servicios y su importancia para la creación y promoción de productos turísticos del entorno local. Ebook ajustado al certificado de profesionalidad de Promoción turística local e información al visitante.

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