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**Sinopsis**

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Hospitality, Tourism, and Lifestyle Concepts: Implications for Quality Management and Customer Satisfaction is a comprehensive benchmark review of how lifestyle concepts can be applied to the hospitality and tourism industry. Noted authorities present multifaceted viewpoints examining a range of topics, such as matching the lifestyles of tourism providers and guests, lifestyle segmentation studies, and methodological issues in lifestyle segmentation research. You'll learn how the consideration of lifestyle concepts can improve the effectiveness of marketing in addition to providing quality management and improved customer satisfaction in the hospitality and tourism industry.

This book provides an in-depth exploration of the implications of lifestyle concepts in the marketing of the hospitality and tourism industry. Each chapter of Hospitality, Tourism, and Lifestyle Concepts: Implications for Quality Management and Customer Satisfaction examines essential issues, including quality management and customer satisfaction, improving customer experience through host-guest lifestyle matching, ways to segment customers by lifestyle, and the benefits and burdens of the gay tourism market. The book confronts widely held beliefs about the industry, confirming or adjusting those views through solid data. Research is clearly presented, always with an eye toward strengthening this fragile industry.