

Sistem Pendukung Keputusan Pemilihan Objek Wisata

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Sistem Pendukung Keputusan & Data Mining: Metode dan Penerapannya Dalam Pengambilan Keputusan - Mesran, Agus Perdana Windarto, Anjar Wanto, Dedy Hartama, Vio Sri Zuliyanti, Ayulia Puspita Wijaya, Arswendi Perdana, Franky Siringoringo, Sinta Maulina Dewi, Desi Asima Silitonga 2020-04-30

Buku ini merupakan kumpulan dari pembahasan terhadap metode yang terdapat didalam sistem pendukung keputusan dan data mining dalam menyelesaikan permasalahan keputusan.

A Handbook on Multi-Attribute Decision-Making Methods - Omid Bozorg-Haddad 2021-04-06

Clear and effective instruction on MADM methods for students, researchers, and practitioners. A Handbook on Multi-Attribute Decision-Making Methods describes multi-attribute decision-making (MADM) methods and provides step-by-step guidelines for applying them. The authors describe the most important MADM methods and provide an assessment of their performance in solving problems across disciplines. After offering an overview of decision-making and its fundamental concepts, this book covers 20 leading MADM methods and contains an appendix on weight assignment methods. Chapters are arranged with optimal learning in mind, so you can easily engage with the content found in each chapter. Dedicated readers may go through the entire book to gain a deep understanding of MADM methods and their theoretical foundation, and others may choose to review only specific chapters. Each

standalone chapter contains a brief description of prerequisite materials, methods, and mathematical concepts needed to cover its content, so you will not face any difficulty understanding single chapters. Each chapter: Describes, step-by-step, a specific MADM method, or in some cases a family of methods Contains a thorough literature review for each MADM method, supported with numerous examples of the method's implementation in various fields Provides a detailed yet concise description of each method's theoretical foundation Maps each method's philosophical basis to its corresponding mathematical framework Demonstrates how to implement each MADM method to real-world problems in a variety of disciplines In MADM methods, stakeholders' objectives are expressible through a set of often conflicting criteria, making this family of decision-making approaches relevant to a wide range of situations. A Handbook on Multi-Attribute Decision-Making Methods compiles and explains the most important methodologies in a clear and systematic manner, perfect for students and professionals whose work involves operations research and decision making.

Automated Software Testing - Ajay Kumar Jena 2020-02-03

This book covers both theory and applications in the automation of software testing tools and techniques for various types of software (e.g. object-oriented, aspect-oriented, and web-based software). When software fails, it is most often due to lack of proper and thorough testing, an

aspect that is even more acute for object-oriented, aspect-oriented, and web-based software. Further, since it is more difficult to test distributed and service-oriented architecture-based applications, there is a pressing need to discuss the latest developments in automated software testing. This book discusses the most relevant issues, models, tools, challenges, and applications in automated software testing. Further, it brings together academic researchers, scientists, and engineers from a wide range of industrial application areas, who present their latest findings and identify future challenges in this fledgling research area.

Lifestyle and Social Structure - Michael E. Sobel
2013-09-11

Lifestyle and Social Structure: Concepts, Definitions, Analyses is devoted to the relationship between lifestyle and social structure. The book begins by constructing a meaningful concept of lifestyle in order to understand and model this relationship. The general formulation of the concept hinges on the descriptive word style, defined as "any distinctive, and therefore recognizable way in which an act is performed or an artifact made or ought to be performed and made." After developing the implications of the definition, lifestyle is defined, by analogy, as "any distinctive, and therefore recognizable mode of living." The notion of social structure is then introduced, arguing that structural differentiation engenders lifestyle differentiation. The remainder of the work is concerned primarily with the modeling of this relationship using data from the 1972-1973 Survey of Consumer Expenditures, and with the concept of stylistic unity. Key topics discussed include the relationship between the theory of lifestyle differentiation and modern economic utility theory; psychographic notions of lifestyle; and the relationships between lifestyle and other key sociological concepts (stratification, alienation). The concept of lifestyle should be of interest to a broad range of applied and theoretical researchers.

Tourism: The Key Concepts - Peter Robinson
2012-10-12

Tourism: The Key Concepts offers a comprehensive collection of the most frequently used and studied concepts in the subject of

tourism. Within the text key terms, concepts, typologies and frameworks are examined in the context of the broader social sciences, blending together theory and practice to explore the scope of the subject. Terms covered include: Ethical Tourism LGBT Tourism Hospitality Mobility Authenticity Quality Management Destination Management Geographies of Tourism Planning Sociology in Tourism Society and Culture Tourism Strategy Each entry contextualises, defines and debates the concept discussed, providing an excellent starting point for those studying tourism for the first time, and a quick reference for those who are more experienced. With case studies, examples and further reading throughout, this text will be invaluable for all undergraduate and postgraduate tourism students.

Introduction to Data Mining and its Applications
- S. Sumathi 2006-10-12

This book explores the concepts of data mining and data warehousing, a promising and flourishing frontier in database systems, and presents a broad, yet in-depth overview of the field of data mining. Data mining is a multidisciplinary field, drawing work from areas including database technology, artificial intelligence, machine learning, neural networks, statistics, pattern recognition, knowledge based systems, knowledge acquisition, information retrieval, high performance computing and data visualization.

Making Tourism More Sustainable - United Nations Environment Programme. Division of Technology, Industry, and Economics 2005
This joint publication from the United Nations Environment Programme and the World Tourism Organization sets out guidance on effective measures to promote sustainable tourism development. Although it is acknowledged that there is not a 'one size fits all', the report highlights the need for co-operation by all key stakeholders within and outside government. Therefore, although the guidance is designed primarily for governments, it is also relevant to public authorities, non-governmental organisations, tourism businesses and trade associations.

Sistem Pendukung Keputusan: Penerapan dan 10 Contoh Studi Kasus - Poningsih
Poningsih 2020-05-13

Buku ini merupakan buku yang membahas tentang penerapan metode Sistem Pendukung Keputusan (SPK) untuk mendukung pengambilan keputusan. Buku ini semoga dapat membantu mahasiswa dalam pengerjaan skripsi pada topik SPK. Buku ini membahas : Bab 1 : Pendahuluan Bab 2 : Metode SMART Bab 3 : Metode AHP Bab 4 : Metode TOPSIS Bab 5 : Metode WP Bab 6 : Metode SAW Bab 7 : Metode MOORA Bab 8 : Metode PROMETHEE Bab 9 : Metode MAUT Bab 10 : Metode PSI Bab 11 : Metode ANP

Intelligent Information and Database Systems: Recent Developments - Maciej Huk
2019-03-05

This book presents research reports selected to indicate the state of the art in intelligent and database systems and to promote new research in this field. It includes 34 chapters based on original research presented as posters at the 11th Asian Conference on Intelligent Information and Database Systems (ACIIDS 2019), held in Yogyakarta, Indonesia on 8-11 April 2019. The increasing use of intelligent and database systems in various fields, such as industry, medicine and science places those two elements of computer science among the most important directions of research and application, which currently focuses on such key technologies as machine learning, cloud computing and processing of big data. It is estimated that further development of intelligent systems and the ability to gather, store and process enormous amounts of data will be needed to solve a number of crucial practical and theoretical problems. The book is divided into five parts: (a) Sensor Clouds and Internet of Things, (b) Machine Learning and Decision Support Systems, (c) Computer Vision Techniques and Applications, (d) Intelligent Systems in Biomedicine, and (e) Applications of Intelligent Information Systems. It is a valuable resource for researchers and practitioners interested in increasing the synergy between artificial intelligence and database technologies, as well as for graduate and Ph.D. students in computer science and related fields.

Recommendations on Tourism Statistics - United Nations. Statistical Division 1994
Adopted by the United Nations Statistical Commission, these recommendations assist

governments and businesses involved in tourism in preparing appropriate policies and programmes. The recommendations help to establish clear standards for measuring tourism. Includes the Standard International Classification of Tourism Activities (SICTA).
Measuring Landscape Esthetics - Terry C. Daniel
1976

Tourism Management - David Weaver
2016-05-11

Policies for Maximizing Nature Tourism's Ecological and Economic Benefits - Kreg Lindberg 1991

Estimation of Willingness-to-Pay - Christoph Breidert 2007-11-03

With the Price Estimation scene (PE scene) Christoph Breidert introduces a new method to estimate willingness-to-pay. It works as an additional interview scene appended to conjoint analysis and offers the respondents a dynamically generated sequence of product choices with assigned prices. The customers indicate whether they would actually purchase the presented product profiles.

BUKU TUTORIAL SISTEM PENDUKUNG KEPUTUSAN PENILAIAN KINERJA DOSEN MENGGUNAKAN METODE 360 DEGREE FEEDBACK - Annisa Fathoroni, Rd. Nuraini Siti Fatonah, Roni Andarsyah, Noviana Riza
2020-09-15

BUKU TUTORIAL SISTEM PENDUKUNG KEPUTUSAN PENILAIAN KINERJA DOSEN MENGGUNAKAN METODE 360 DEGREE FEEDBACK

Decision Making with the Analytic Network Process - Thomas L. Saaty 2013-05-14

The Analytic Network Process (ANP), developed by Thomas Saaty in his work on multicriteria decision making, applies network structures with dependence and feedback to complex decision making. This new edition of Decision Making with the Analytic Network Process is a selection of the latest applications of ANP to economic, social and political decisions, and also to technological design. The ANP is a methodological tool that is helpful to organize knowledge and thinking, elicit judgments registered in both in memory and in feelings,

quantify the judgments and derive priorities from them, and finally synthesize these diverse priorities into a single mathematically and logically justifiable overall outcome. In the process of deriving this outcome, the ANP also allows for the representation and synthesis of diverse opinions in the midst of discussion and debate. The book focuses on the application of the ANP in three different areas: economics, the social sciences and the linking of measurement with human values. Economists can use the ANP for an alternate approach for dealing with economic problems than the usual mathematical models on which economics bases its quantitative thinking. For psychologists, sociologists and political scientists, the ANP offers the methodology they have sought for some time to quantify and derive measurements for intangibles. Finally the book applies the ANP to provide people in the physical and engineering sciences with a quantitative method to link hard measurement to human values. In such a process, one is able to interpret the true meaning of measurements made on a uniform scale using a unit.

Digital Video Camerawork - Peter Ward
2012-08-21

This manual introduces digital camerawork techniques used in television and video production. Written as a practical guide, the author's step-by-step instructions take you through everything you need to know, from camera controls, to editing, lighting and sound. This text provides a solid foundation to build upon in the area of digital video production. In a period of transition between analogue and digital acquisition/recording formats Digital Video Camerawork provides up-to-date information familiarizing you with the different production styles and requirements. Diagrams are used to illustrate the technology and techniques explained. Digital Video Camerawork combines clear, technical explanations with practical advice. It is ideal for the less experienced broadcast camera operator and for students on media and television production courses.

Decision Support Systems and Intelligent Systems - Efraim Turban 2005

A guide to management support system technologies, and how they can be used for

better decision making. It focuses on Web-enabled tools, performance analysis, knowledge management, and other innovations.

Management Decision Systems - Michael S. Scott Morton 1971

Algorithms in Decision Support Systems - Vicente García-Díaz 2021-03-19

This book aims to provide a new vision of how algorithms are the core of decision support systems (DSSs), which are increasingly important information systems that help to make decisions related to unstructured and semi-unstructured decision problems that do not have a simple solution from a human point of view. It begins with a discussion of how DSSs will be vital to improving the health of the population. The following article deals with how DSSs can be applied to improve the performance of people doing a specific task, like playing tennis. It continues with a work in which authors apply DSSs to insect pest management, together with an interactive platform for fitting data and carrying out spatial visualization. The next article improves how to reschedule trains whenever disturbances occur, together with an evaluation framework. The final works focus on different relevant areas of DSSs: 1) a comparison of ensemble and dimensionality reduction models based on an entropy criterion; 2) a radar emitter identification method based on semi-supervised and transfer learning; 3) design limitations, errors, and hazards in creating very large-scale DSSs; and 4) efficient rule generation for associative classification. We hope you enjoy all the contents in the book.

Software Engineering - PRESSMAN 2019-09-09

For almost four decades, *Software Engineering: A Practitioner's Approach* (SEPA) has been the world's leading textbook in software engineering. The ninth edition represents a major restructuring and update of previous editions, solidifying the book's position as the most comprehensive guide to this important subject.

[Beginning Android Programming with Android Studio](#) - Jerome DiMarzio 2016-10-24

A hands-on introduction to the latest release of the Android OS and the easiest Android tools for developers. As the dominant mobile platform today, the Android OS is a powerful and flexible

platform for mobile device. The new Android 7 release (New York Cheesecake) boasts significant new features and enhancements for both smartphone and tablet applications. This step-by-step resource takes a hands-on approach to teaching you how to create Android applications for the latest OS and the newest devices, including both smartphones and tablets. Shows you how to install, get started with, and use Android Studio 2 - the simplest Android developer tool ever for beginners Addresses how to display notifications, create rich user interfaces, and use activities and intents Reviews mastering views and menus and managing data Discusses working with SMS Looks at packaging and publishing applications to the Android market Beginning Android Programming with Android Studio starts with the basics and goes on to provide you with everything you need to know to begin to successfully develop your own Android applications.

Systems Analysis and Design in a Changing World - John W. Satzinger 2015-02-01

Refined and streamlined, SYSTEMS ANALYSIS AND DESIGN IN A CHANGING WORLD, 7E helps students develop the conceptual, technical, and managerial foundations for systems analysis design and implementation as well as project management principles for systems development. Using case driven techniques, the succinct 14-chapter text focuses on content that is key for success in today's market. The authors' highly effective presentation teaches both traditional (structured) and object-oriented (OO) approaches to systems analysis and design. The book highlights use cases, use diagrams, and use case descriptions required for a modeling approach, while demonstrating their application to traditional, web development, object-oriented, and service-oriented architecture approaches. The Seventh Edition's refined sequence of topics makes it easier to read and understand than ever. Regrouped analysis and design chapters provide more flexibility in course organization. Additionally, the text's running cases have been completely updated and now include a stronger focus on connectivity in applications. Important Notice: Media content referenced within the product description or the product text may not

be available in the ebook version.

Coastal Planning and Management - Robert Kay 2005-06-09

The first comprehensive tool-kit for coastal planners and those aiming to achieve effective coastal management worldwide. Coastal Planning and Management provides a link between planning and management tools and thus includes all stages in the process, from development through evaluation to implementation. Drawing on examples of successful coastal planning and management from around the world, the authors provide clear and practical guidelines for the people who make daily decisions about the world's coastlines. Coastal Planning and Management is an invaluable resource for professionals in environmental and planning consultancies, international organizations and governmental departments, as well as for academics and researchers in the local and international fields of geography, marine and environmental science, marine and coastal engineering and marine policy and planning.

Object-oriented Analysis & Design - Lars Mathiassen 2000

Marine Tourism - Mark Orams 2002-06-01

Marine Tourism examines both successful and unsuccessful tourism in coastal and marine environments. The author provides an overview of the history, development and growth of marine tourism and describes the characteristics of 'marine tourists' and the 'vendors' of these tourist activities. The book includes case studies of specific types of tourism including: * the cruise ship industry, * whale and dolphin watching, * yachting - the America's Cup, * personal water crafts and other water sports * and maritime museums and festivals. in locations including Brighton, UK, the Florida Keys and Hawaii, USA Caribbean islands, New Zealand and Australia's Great Barrier Reef. The final section examines tourism impacts on marine ecosystems and coastal communities and explores management techniques aimed at reducing negative impacts and maximizing the benefits of marine tourism.

Modelling Passenger Flows in Public Transport Facilities - Winnie Daamen 2004

"This is a Ph.D. thesis. Until the early seventies

of the last century, pedestrian traffic has hardly been subject of research. About that time, researchers started studying pedestrian behavior more intensively, first by watching and deriving (simple) theories and models from what they observed techniques became available, computers became faster and could handle larger and more complicated models, the number of available pedestrian models as well as their application scope and accuracy increased significantly. Contents include: Introduction, User requirements of a pedestrian flow simulation tool, State-of-the-art pedestrian flow theory, Laboratory experiments on pedestrian walking behavior, Identification of processes and elements in a pedestrian flow model, models for pedestrian behavior in public transport facilities, Implementation of a pedestrian flow simulation model, Verification and validation of SimPed, Case studies with SimPed, Conclusions, Bibliography: SimPed input and output, Set up and test of the laboratory experiments, Dynamic quality of the route choice model, Comparison of SimPed walking model with traffic flow theory and shock-wave theory, Data collection for validation of SimPed."

2020 Fifth International Conference on Informatics and Computing (ICIC) - IEEE
Staff 2020-11-03

Computer Engineering, Computer Science, Informatics, Information System, Information Technology, Information Management, Software Engineering, Mobile Multimedia

MySQL Administrator's Bible - Sheeri K. Cabral 2011-03-04

With special focus on the next major release of MySQL, this resource provides a solid framework for anyone new to MySQL or transitioning from another database platform, as well as experience MySQL administrators. The high-profile author duo provides essential coverage of the fundamentals of MySQL database management—including MySQL's unique approach to basic database features and functions—as well as coverage of SQL queries, data and index types, stores procedure and functions, triggers and views, and transactions. They also present comprehensive coverage of such topics as MySQL server tuning, managing storage engines, caching, backup and recovery, managing users, index tuning, database and

performance monitoring, security, and more.

Konsep Dasar Sistem Informasi dalam Dunia Usaha - Ramen A Purba 2022-05-25
Perkembangan teknologi yang pesat berdampak positif terhadap dunia usaha. Teknologi dapat dimanfaatkan untuk membangun sistem informasi. Kemajuan dunia usaha ditentukan salah satunya oleh ketersediaan sistem informasi yang mumpuni. Buku Konsep Dasar Sistem Informasi Dalam Dunia Usaha ini diharapkan dapat membantu para pelaku usaha dalam memutuskan pemanfaatan sistem informasi yang baik. Buku ini berisi penjabaran Konsep Dasar Sistem Informasi Dalam Dunia Usaha. Buku ini terdiri dari 13 (Tiga Belas) bab, yaitu : Bab 1 Konsep Dasar Sistem Informasi Bab 2 Hakikat Sistem Informasi dalam Dunia Usaha Bab 3 Sistem Informasi Perseorangan Bab 4 Sistem Informasi Koorporasi Bab 5 Jenis Sistem Informasi untuk Kebutuhan Usaha Bab 6 Sistem Informasi untuk Pengambilan Keputusan Bab 7 Peranan Expert System dalam Dunia Usaha Bab 8 Sistem Elektronik sebagai Pendukung Dunia Usaha Bab 9 Sistem Informasi Perencanaan Sumber Daya Perusahaan Bab 10 Sistem Informasi Manajemen Hubungan Pelanggan Bab 11 Sistem Informasi Berbasis Global Bab 12 Dampak Penggunaan Sistem Informasi Bab 13 Etika Penggunaan Sistem Informasi dalam Dunia Usaha

Applied Mathematics for Database Professionals - Lex deHaan 2007-10-24

This book touches on an area seldom explored: the mathematical underpinnings of the relational database. The topic is important, but far too often ignored. This is the first book to explain the underlying math in a way that's accessible to database professionals. Just as importantly, if not more so, this book goes beyond the abstract by showing readers how to apply that math in ways that will make them more productive in their jobs. What's in this book will "open the eyes" of most readers to the great power, elegance, and simplicity inherent in relational database technology.

Research Methods For Business - Roger Bougie 2019-08-26

Research Methods For Business, 8th Edition explains the principles and practices of using a systematic, organized method for solving problematic issues in business organizations.

Designed to help students view research from the perspective of management, this popular textbook guides students through the entire business research process. Organized into six main themes—Introduction, Defining the Management and the Research Problem, Theory, Collecting Information, Drawing Conclusions, and Writing and Presenting the Research Report—the text enables students to develop the skills and knowledge required to successfully create, conduct, and analyze a research project. Now in its eighth edition, this popular textbook has been thoroughly updated to incorporate substantial new and expanded content, and reflect current research methods and practices. The text uses a unique blended learning approach, allowing instructors the flexibility to custom-tailor their courses to fit their specific needs. This innovative approach combines the face-to-face classroom methods of the instructor with internet-based activities that enable students to study what they want, when they want, at their own pace.

Sistem Pendukung Keputusan: Metode & Implementasi - Tonni Limbong 2020-03-24
Sistem Pendukung Keputusan (SPK adalah sebuah sistem yang mampu memberikan kemampuan pemecahan masalah maupun kemampuan pengkomunikasian untuk masalah dengan kondisi semi terstruktur dan tidak terstruktur. Sistem ini digunakan untuk membantu pengambilan keputusan dalam situasi semi terstruktur dan situasi yang tidak terstruktur. Buku ini terdiri dari 11 (sebelas) bab, yaitu : Bab 1 Pengantar Sistem Pendukung Keputusan (SPK) Bab 2 Metode AHP Penentuan Lokasi Seminar Bab 3 Metode Weighted Product (WP) Bab 4 Metode VIšekriterijumsko Koompromisno Rangiranje (VIKOR) Bab 5 Metode Simple Additive Weighting (SAW) Bab 6 Metode Technique for Order Preference by Similarity to Ideal Solution (TOPSIS) Bab 7 Organization, Rangement Et Synthese De Donnes Relationnelles (ORESTE) Bab 8 Metode Multi-Attribute Utility Theory (MAUT) Bab 9 Metode Weighted Aggregated Sum Product Assesment (WASPAS) Bab 10 Metode Fuzzy Logic Bab 11 Metode ELECTRE dalam Sistem Pengambilan Keputusan

Systems Analysis and Design - Alan Dennis 2020-11-26

Systems Analysis and Design: An Object-Oriented Approach with UML, Sixth Edition helps students develop the core skills required to plan, design, analyze, and implement information systems. Offering a practical hands-on approach to the subject, this textbook is designed to keep students focused on doing SAD, rather than simply reading about it. Each chapter describes a specific part of the SAD process, providing clear instructions, a detailed example, and practice exercises. Students are guided through the topics in the same order as professional analysts working on a typical real-world project. Now in its sixth edition, this edition has been carefully updated to reflect current methods and practices in SAD and prepare students for their future roles as systems analysts. Every essential area of systems analysis and design is clearly and thoroughly covered, from project management, to analysis and design modeling, to construction, installation, and operations. The textbook includes access to a range of teaching and learning resources, and a running case study of a fictitious healthcare company that shows students how SAD concepts are applied in real-life scenarios.

Decision Support and Business Intelligence Systems - Efraim Turban 2013-07

Appropriate for all courses in Decision Support Systems (DSS), computerized decision making tools, and management support systems. *Decision Support and Business Intelligence Systems 9e* provides the only comprehensive, up-to-date guide to today's revolutionary management support system technologies, and showcases how they can be used for better decision-making. The 9th edition focuses on Business Intelligence (BI) and analytics for enterprise decision support in a more streamlined book.

The International Marketing of Travel and Tourism - François Vellas 2016-01-07

Tourism marketing has long been considered as a branch of traditional marketing. However, in recent years, tourism marketing has gone through fundamental changes: the pursuit of global strategies based on strategic alliances, the breakdown of commercial borders and advances in new technology have all facilitated the commercialisation of tourism products. This

book sets out to examine the changes shaping the international marketing of tourism and travel. The book begins in defining the role of international marketing in tourism and describes the strategic marketing process, from analysis and strategy formulation to implementation techniques. It provides the marketing theory for the rest of the text. Part two focuses on specific issues that are currently influencing tourism marketing. As such, it explains how technology is affecting the way tourism firms operate, the impact and influence of environmental awareness, human resource strategy and service quality on tourism marketing. Finally, it presents the strategic responses of each of the sub-sectors - hospitality, air transport, tour operation, travel agency and the tourism destination - to the pressures of the changing tourism industry. The International Marketing of Travel and Tourism is aimed at final year undergraduate and postgraduate students of tourism providing a strategic approach to marketing within this growing sector.

E-commerce in China - 2000

Triple C Model of Project Management -

Adedeji B. Badiru 2008-04-18

Project Management: the discipline of organizing and managing resources so that a project is completed within defined scope, quality, time, and cost constraints. Oh, if only it really was that simple. Once you have the specs of the project, it is time to get down to business and manage people. And therein lies many a problem. Fuzzy, ambiguous, and subject to emotional nuances and sentimental knee-jerk reactions, people issues are often the most problematic piece of any project. As effective as it is applicable, the Triple C Model is becoming the project management mode of choice across a wide variety of organizations. The new commander of the US Air Force's Air University, Lt-General Allen Peck has cited Communication-Cooperation-Coordination as a primary theme during his administration. Tackling the soft side of project management, Triple C Model of Project Management: Communication, Cooperation, and Coordination provides practical steps for managing any project. It presents real-world applications and case

studies that illustrate the application of the Triple C Model. The author covers techniques for tracking, managing, and controlling project costs as well as implementing the project management body of knowledge (PMBOK®). He includes schedule performance appraisals, project performance appraisals, and alternate project organization structures. Whether you are in the software or construction industry, or any other industry, the tools and techniques of project management remain the same. The key to success will always rest on the communication, cooperation, and coordination of your team. This book explains how communication leads to cooperation, which leads to coordination, which leads to project harmony, which leads to project success.

Clippings - 1985

Consumer Behaviour in Tourism - Susan Horner
2016-04-28

Now fully revised and updated, the third edition of this bestselling text provides students with a vital understanding of the nature of tourism and contemporary tourists behaviour in political, social and economic context and how this knowledge can be used to manage and market effectively in a variety of tourism sectors including: tourism operations, tourist destinations, hospitality, visitor attractions, retail travel and transport. This third edition has been updated to include: New material on the impacts of IT on research and marketing communications, the rise and influence of social media and virtual technology, the growth in the interest of sustainable tourism products including slow food, the experience economy and new consumer experiences including fulfilment. New international case studies throughout including growth regions such as the Middle East, Russia, Europe, China, India and Brazil. New companion website including Power point slides and a case archive. Each chapter features conclusions, discussion points and essay questions, and exercises, at the end, to help tutors direct student-centred learning and to allow the reader to check their understanding of what they have read. This book is an invaluable resource for students following tourism courses.