



Timeshare Management: An Introduction to Vacation Ownership

Tammie Kaufman, Conrad Lashley, Lisa Ann Schreier

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Vacation ownership is becoming a mainstream travel product. Continued growth based on number of units sold and an increasing number of international brands has placed this segment in a very strong position. As the market continues to grow there is an increasing demand for clear and engaging sources of information on the key issues and components of vacation ownership, from both hospitality management students and the public.

This book updates hospitality students in this vacation sector, provides the key background information, explanation of the growth, the components to vacation ownership management and an overview of opportunities in vacation ownership management.

Timeshare Management provides the understanding of the financing, marketing, sales, management, and human resource issues surrounding the subject - vital to any hospitality and tourism student.

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