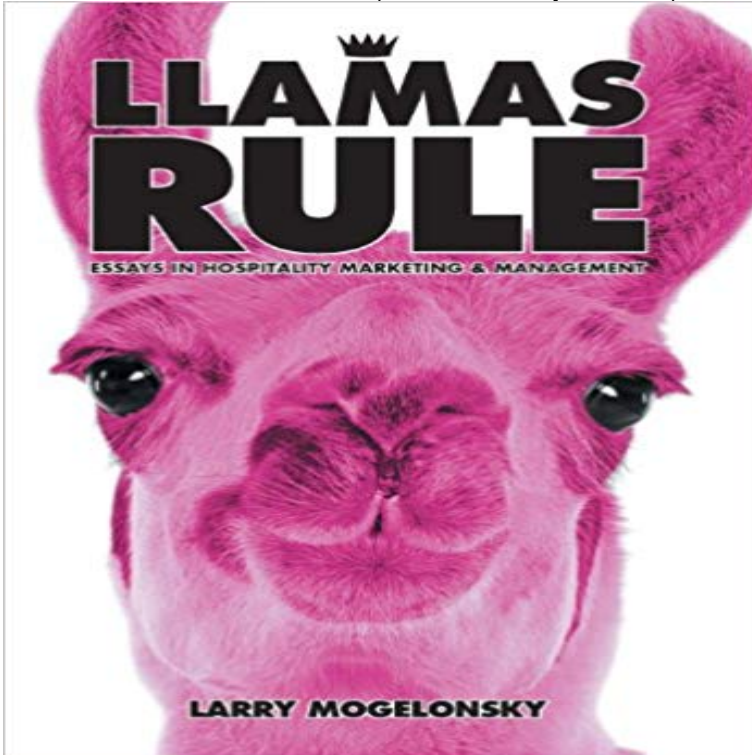


# Llamas Rule: Essays in Hospitality Marketing and Management



We live in a rapidly changing world. The spread of mobile and internet-based tools has altered how customers discover and purchase new products. If your business does not adapt to meet this latest consumer revolution, you will be left behind. Specifically for the hospitality industry, hoteliers and aspiring hoteliers must be able to comprehend how all aspects of hotel operations are impacted. The inspiration for Llamas Rule is to give hoteliers a new tool in their arsenal- one that takes into account all the recent changes to our system of commerce. This is not an introductory textbook on the hospitality industry, but rather a compilation of selected topics that highlight both modern success stories and potential pitfalls. This book will bolster your management skills by explaining many of the sales, marketing, branding, technological and psychological principles at work behind such contemporary facets of hotel operations as websites, travel agencies, internet-based sales channels and mobile apps as well as the more traditional aspects like on-site amenities, guestroom features, F&B, reservations, housekeeping and the front desk operations. Above all, it is stressed that the success of a property, even with all that has changed in recent years, nonetheless depends on the relationship a hotel fosters with its guests. This is the hoteliers guidebook that recognizes future developments while celebrating the past.

Agradable ruta realizada junto al Bilbao Alpino que parte desde la localidad alavesa de Guinea, en la vertiente Sur de la sierra de Arkamo y que discurre por las cimas de Olvedo, Pelistornes y Cantoblanco.

Desde Guinea el camino es muy evidente, ya que las dos primeras cimas están muy cerca y separadas por un pequeño collado. Su subida es corta y casi directa y está señalizada justo a la salida del pueblo.

Al Olvedo se llega relativamente rápido. A pesar de que las nubes a veces nos impiden apreciar las vistas, el paisaje se intuye precioso.

2017-01-22\_10-36-17

Para pasar del Olvedo al Pelistornes tan sólo tenemos que cruzar el collado y llegaremos en apenas 10 minutos a nuestra segunda cima del día.

2017-01-22\_10-53-02

Una vez coronadas las cimas anteriores hay que continuar la travesía en dirección a la al Cantoblanco, que se asciende tras un durillo cortafuegos.

20170122\_123405

Desde la cima tenemos justo en frente el Montemayor, máxima altura de la vecina sierra de Arkamo.2017-01-22\_13-00-09

Finalmente, iniciamos el descenso hacia la curiosa localidad de Salinas de Añana...

20170122\_142807

...donde podremos completar la ruta con una visita a las propias Salinas.

20170122\_142812

Una ruta de unos 15 kilómetros sin dificultades reseñables. Únicamente se hace necesaria logística de vehículos. De no tener esta facilidad entonces es mejor realizar únicamente la subida al Olvedo y Pelistornes.

Tu voto:

Publicado en Araba, Rutas fáciles | Deja un comentario

Los Retos de 2017

Publicado el 01/24/2017 por 12meses12montes

Bueno, un nuevo año que ha pasado y uno nuevo que acaba de comenzar. 2016 fue un año muy intenso, si bien los retos que nos marcamos en un principio sólo se vieron cumplidos en una tercera parte. No fue un buen año para ellos, ésta vez la alineación de planetas se generó en pocas ocasiones.

Sin embargo, no decaemos. Cogemos el testigo y no vamos a desistir en su intento, por lo que los retos que no conseguimos cumplir en 2016 serán los que tratemos de realizar en 2017, más algunos otros, a ver qué os parecen. Seguir leyendo

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