



Introduction to Hospitality Management (Hardback)

By John R. Walker

Pearson Education (US), United States, 2016. Hardback. Book Condition: New. 5th Revised edition. 254 x 203 mm. Language: English . Brand New Book. Prepare students to succeed in hospitality management. Capturing the breadth of the world's largest and fastest growing business, Introduction to Hospitality Management, 5/e, gives an in-depth overview of both hospitality and management. The text is organized into five sections, with six chapters devoted to management: hospitality and lodging; beverages, restaurants, and managed services; tourism, recreation, attractions, clubs, and gaming; and assemblies, events, attractions, leadership, and management; managerial areas of the hospitality industry. Each section includes real-world profiles, first-hand accounts, and engaging case studies to help readers connect with the material and foster an appreciation of the industry's unique enthusiasm and passion. New photos, page layouts, and hands-on examples that help students understand the how-to aspects of today's hospitality industry. Updated to reflect today's trends and realities, the Fifth Edition contains new coverage of spas, updated and new corporate profiles, salary information, hospitality-related technologies, and more! Also available with MyHospitalityLab(R) This package is also available with MyHospitalityLab-an online homework, tutorial, and assessment program designed to work with this text to engage students and improve...



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