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4.0 out of 5 stars Introduction to

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Hospitality 5th Edition. Reviewed in the United States on March 2, 2010. Verified Purchase. This book is very informative and filled with a multitude of information about the hospitality industry.

Introduction to Hospitality (5th Edition): Walker, John R ...

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 ...

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Education

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John R. Walker

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The Sixth Edition of Introduction to Hospitality focuses on hospitality operations while offering a broad, comprehensive foundation of current knowledge about the world's largest industry. Throughout, author John R. Walker invites students to share this industry's unique enthusiasm and passion. The text is organized into five sections: the hospitality industry and tourism; lodging ...

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Edition): Walker, John R ...

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Please note: the next edition of this title is being combined with Introduction to Hospitality, 7/e and will be available for spring 2020 in Introduction to Hospitality, 8/e. NOTE: Before purchasing, check with your instructor to ensure you select the correct ISBN.

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The text is organized into five sections: the hospitality industry and tourism; Throughout, author John R. Walker invites students to share this industry's unique enthusiasm and passion. The text is organized into five sections: the hospitality industry and tourism; lodging; restaurants, managed services, and beverages; recreation, theme parks, clubs, and gaming entertainment; and assemblies and event management.

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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.

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;

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This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Capturing the flavor and breadth of the industry, *Introduction to Hospitality Management, Fourth Edition*, explores all aspects of the field including: travel and tourism; lodging; foodservice; meetings, conventions and expositions; and leisure and recreation. Devoting six chapters to management, the text focuses on hospitality and management and uses first-person accounts, corporate profiles and

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industry morsels to foster a student's appreciation for the field. Throughout, author John R. Walker invites students to share this industry's unique enthusiasm and passion. The text is organized into five sections: the hospitality industry and tourism; lodging; restaurants, managed services, and beverages; recreation, theme parks, clubs, and gaming entertainment; and assemblies and event management. Each section includes insight from industry professionals, contains up-to-date information on career opportunities, and includes many examples illuminating current industry trends and realities. Extensively revised and updated, this edition contains new photos, new page layouts, and new coverage on topics ranging from sustainability to globalization

"Portions of this book were previously

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published under the title Introduction to
hospitality management"--T.p. verso.

The hospitality industry's rapid evolution provides career-seekers with tremendous opportunity—and unique challenges. Changes in the global economy, rising interest in ecotourism, the influence of internet commerce, and a myriad of other trends contribute to the dynamic nature of this exciting field. Introduction to Hospitality Management presents a thorough overview of historical perspectives, current trends, and real-world practices. Coverage of bar and restaurant management, hotel and lodging operations, travel and tourism, and much more gives students a comprehensive analysis of this rewarding field. Focusing on practicality, this text presents real-

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world examples of traditional methods alongside insightful discussions surrounding changes in consumer demands and key issues affecting the industry. The industry's multifaceted nature lends itself to broad exploration, and this text provides: Clear guidance through topics related to foodservice operations, convention management, meeting planning, casino and gaming management, leadership and staffing, financial and business models, and promotion and marketing Emphasis on career planning and job placement strategies, giving students a head start in charting their future in hospitality A combination of Drs. Reynolds and Barrows' two leading textbooks, Introduction to Management in the Hospitality Industry and Introduction to the Hospitality Industry, into one cohesive, comprehensive edition

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Substantial coverage of internet commerce and marketing Case studies, including actual interviews with industry professionals, to reinforce primary learning objectives and build critical thinking skills An emphasize on real-world skills and practical methods employed by management professionals Methods to prepare students for job placement in multiple areas of the hospitality and tourism industry Introduction to Hospitality Management is an essential text for students learning about, or with an interest in, the hospitality industry. Written in a clear and accessible style, this important book leaves readers with a strong grasp of the topics and trends most important to a career in the hospitality industry

This title views the tourism industry from a business perspective - examining the

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management, marketing and finance issues most important to industry members.

Chapters reveal an integrated model of tourism and address consumer behaviour, service quality and personal selling.

Readings and integrative cases close each part and end-of-chapter exercises offer application activities for students.

The Bar and Beverage Book explains how to manage the beverage option of a restaurant, bar, hotel, country club—any place that serves beverages to customers. It provides readers with the history of the beverage industry and appreciation of wine, beer, and spirits; information on equipping, staffing, managing, and marketing a bar; and the purchase and mixology of beverages. New topics in this edition include changes to regulations regarding the service of alcohol, updated sanitation guidelines, updates to labor laws

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and the employment of staff, and how to make your operation more profitable. New trends in spirits, wine, and beer are also covered.

For use in events and convention management courses Experience the World of Meetings, Expositions, Events, and Conventions Meetings, Expositions, Events, and Conventions: An Introduction to the Industry acquaints students with the burgeoning field of event planning.

Constructed with the Delphi method based on the opinions of experts and educators, the text is divided into the most up-to-date and relevant topics of the MEEC world. A comprehensive overview of all aspects of the MEEC industry, the Fourth Edition is the ideal text with which to introduce newcomers to this broad field. The text

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features case studies and examples that help students relate the material to a future career in Event Planning, as well as major trends in this fast-growing field.

Hospitality Marketing Management, 6th Edition explores marketing and themes unique to hospitality and tourism. The 6th edition presents many new ideas along with established marketing principles, exploring not only the foundations of marketing in the hospitality world but also new trends in the industry.

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