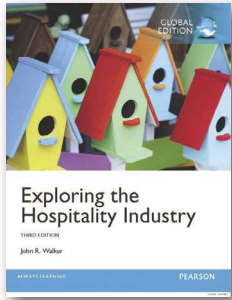


# Hospitality & Tourism

## Hospitality and Hotel Management



### Exploring the Hospitality Industry, 3e

John R. Walker

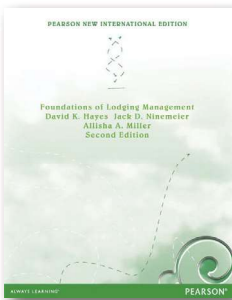
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**Available with MyLab Hospitality or Revel**

### **Course:** Introduction to the Hospitality Industry

This text helps students advance in their careers by giving them a broad foundation of hospitality industry knowledge presented in a lively, visually appealing manner using engaging features to facilitate the learning process. Less theoretical and more industry-relevant than most texts in the field, it emphasizes the people, companies and positions that make up the hospitality industry today. It covers all facets and segments of the industry, including new growth areas such as event management, meeting planning, cruising, theme parks and gaming entertainment.



### Foundations of Lodging Management, 2e

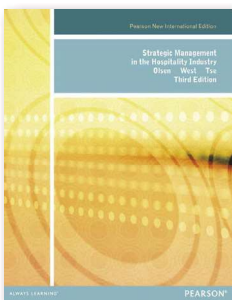
David K. Hayes, Jack D. Ninemeier  
& Allisha A. Miller

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### **Course:** Introduction to Hotel and Motel Management

Written in an easy-to-read, easy-to-understand style, *Foundations of Lodging Management* explores how the lodging industry and the hotels in the industry operate. With coverage of both small and large hotels, it addresses each department, including the front office, sales and marketing, housekeeping, maintenance and more!



### Strategic Management in the Hospitality Industry, 3e

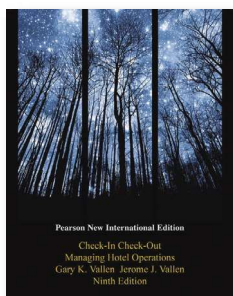
Michael D. Olsen, Joseph J. West  
& Eliza Ching Yick Tse

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### **Course:** Hospitality Administration

Based on scientific research within the industry, this book outlines a strategic model that can be used to improve decision making and policy within the hospitality field. Combining quality research and experience, it discusses key topics such as: environmental scanning, competitive strategies, structure and implementation and performance.



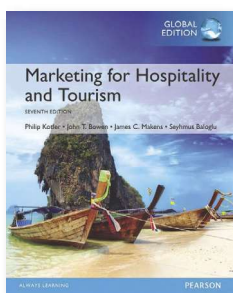
## Check-in Check-Out: Managing Hotel Operations, 9e

Gary K. Vallen & Jerome J. Vallen

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**Course:** Front Desk Operations

This widely popular guide presents rich detail about best practices and future directions in the hotel industry, while offering the widest coverage of any book in the field. Readers gain an intuitive understanding based on the flow of the guest's experience, from reservation, arrival and registration, to service purchasing, departure, billing and recordkeeping. The entire rooms division is covered thoroughly and linked to other hospitality functions, related industries and the broader economy.



## Marketing for Hospitality and Tourism, 7e

Philip T. Kotler, John T. Bowen,  
James Makens & Seyhmus Baloglu

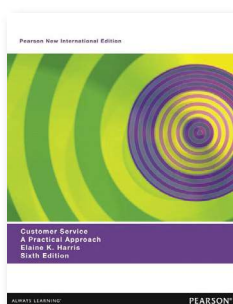
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**Course:** Hospitality Sales and Marketing

Taking an integrative approach, this book discusses hospitality marketing from a team perspective, examining each hospitality department and its role in the marketing mechanism. These best-selling authors are known as leading marketing educators and their book is the leading resource on hospitality and tourism marketing. This edition includes new and updated coverage of social media, destination tourism and other current industry trends, authentic industry cases and hands-on application activities.

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## Customer Service: A Practical Approach, 6e

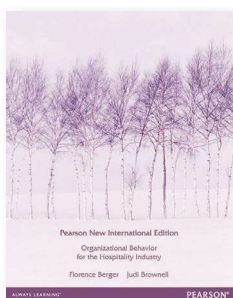
Elaine K. Harris

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**Course:** Customer Service

This market-leading book goes beyond providing reasons why customer service is important to defining proven methods for creating customer service excellence. Using a hands-on approach, it covers a wide range of knowledge and skills and offers an extensive collection of activities to enliven and invigorate any lecture.

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## Organizational Behavior for the Hospitality Industry

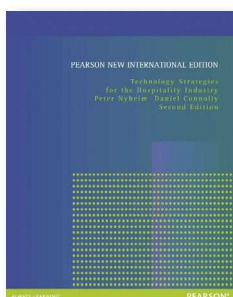
Florence Berger & Judi Brownell

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**Course:** Human Resource Management/Hospitality – Advanced

The most recent organizational behavior text that focuses on the hospitality industry, delving into the concepts that are relevant to students who plan to enter the hospitality industry. Hospitality organizations today must achieve excellence in human relations and that success starts with quality organizational behavior. The text is organized into three sections: organizational behavioral essentials, the individual and the organization and key management tasks.

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## Technology Strategies for the Hospitality Industry, 2e

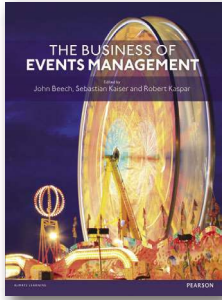
Peter D. Nyheim &  
Daniel J. Connolly

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**Course:** Computers in the Hospitality Industry

This text examines technology strategies for the hospitality industry. Exceptionally practical in approach, this edition includes a new chapter on technology in the casino industry and a new chapter on technology for meetings and events. A separate chapter is devoted to planning and investment as students learn what technology exists and how to use it to succeed in the hospitality business.

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## The Business of Events Management

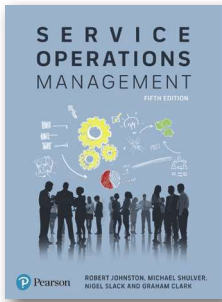
John Beech, Sebastian Kaiser & Robert Kaspar

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**Course:** Conferences and Event Management

*The Business of Events Management* provides an accessible and lively introduction to the practice of managing an event, festival, conference or congress. Written by a team of international experts, the book incorporates the latest thinking in events management and highlights key theories, concepts and models by using a range of case studies and examples.



## Service Operations Management: Improving Service Delivery, 5e

Robert Johnston, Graham Clark & Michael Shulver

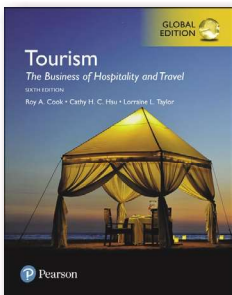
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**Course:** Hospitality Management

*Service Operations Management, 5th Edition*, is a market-leading text on service operations management and provides a clear understanding of how service performance can be improved in organizations. This textbook applies underlying theories to the real world challenges faced by service operations managers on a daily basis, by providing a diverse range of examples and illustrations. Each chapter provides a range of tools, frameworks and techniques designed to help you better analyze existing operations and understand ways to deal with operational challenges.

## Tourism and Travel



## Tourism: The Business of Hospitality and Travel, 6e

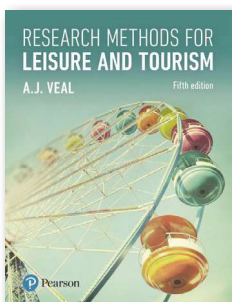
Roy A. Cook, Cathy H. C. Hsu & Lorraine L. Taylor

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448pp • Paperback

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**Course:** Introduction to Travel and Tourism

The engaging writing style and hundreds of updated industry examples make this the perfect textbook for students taking their first hospitality or tourism class. It views the industry from a holistic, global business perspective – examining the management, marketing and finance issues most important to industry members. Chapters reveal an integrated model of tourism and address consumer behavior, service quality and personal selling.



## Research Methods for Leisure and Tourism, 5e

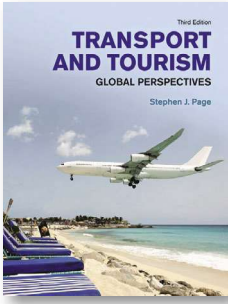
A. J. Veal

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**Course:** Research Methods for Tourism & Leisure

Now in its Fifth Edition, *Research Methods for Leisure and Tourism* has become the ultimate reference text for both students enrolled in undergraduate and postgraduate degrees and practising managers. This book combines comprehensive coverage of a wide variety of qualitative and quantitative research methods with step-by-step guidance through research software including Excel, SPSS and NVivo.



## Transport and Tourism: Global Perspectives, 3e

Stephen Page

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### **Course:** Tourism Geography

Investigates the complex relationship between transport provision and tourism and adopts a global perspective throughout. This edition addresses all the key issues and new challenges that transport providers, decision-makers, managers and tourists face in the use, operation and management of tourist transport against the backdrop of rapid technological change in the 21st century. This book remains the leading, authoritative text in the field; topics covered in this latest edition include up-to-date and contemporary international case material and examples addressing key areas of current concern.