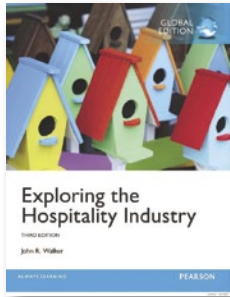


Hospitality & Tourism

Hospitality and Hotel Management



Exploring the Hospitality Industry, 3e

John R. Walker

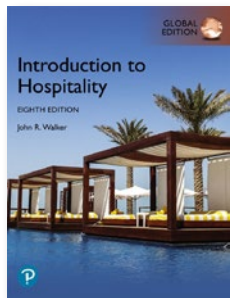
©2016 • 368pp • Paperback

Available with MyLab Hospitality

Print	VitalSource/Kortext eBook
9781292102801	9781292102818
MyLab Hospitality	Pack of print text + MyLab Hospitality
9781292110240	9781292110233

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.



Introduction to Hospitality, 8e

John R. Walker

©2021 • 434pp • Paperback

Available with MyLab Hospitality

Print	MyLab Hospitality	VitalSource/Kortext eBook
9781292330235	9781292330280	9781292330297

Course: Introduction to the Hospitality Industry

An engaging introduction to hospitality, for tomorrow's managers Introduction to Hospitality is a lively, comprehensive survey of the world's largest industry — hospitality. Students explore the vibrant inner workings of each hospitality segment, including hospitality and lodging; beverages, restaurants, and managed services; tourism, recreation, attractions, clubs, and gaming; assemblies, events, and attractions; and managerial areas of the hospitality industry. The 8th edition highlights a range of issues shaping the future of each segment of the hospitality industry.



Foundations of Lodging Management, 2e

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

©2013 • 400pp • Paperback

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!

Print	VitalSource/Kortext eBook
9781292026787	9781292053547



Strategic Management in the Hospitality Industry, 3e

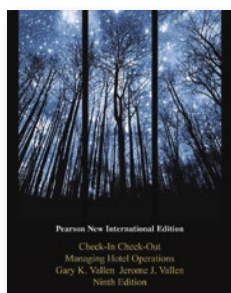
Michael D. Olsen, Joseph J. West & Eliza Ching Yick Tse

©2013 • 368pp • Paperback

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.

Print	VitalSource/Kortext eBook
9781292027418	9781292054698



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

Gary K. Vallen & Jerome J. Vallen

©2013 • 440pp • Paperback

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.

Print	VitalSource/Kortext eBook
9781292021102	9781292034355



Marketing for Hospitality and Tourism, 8e

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

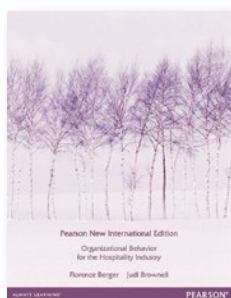
©2021 • 688 • Paperback

Available with Revel

Course: Hospitality Sales and Marketing

The definitive source for hospitality marketing courses, *Marketing for Hospitality and Tourism*, takes an integrative approach to discuss hospitality marketing from a team perspective – examining each hospitality department and its role in the marketing mechanism. This edition includes new coverage of social media, discussion of current industry trends, and hands-on application assignments..

Print	Revel	VitalSource/Kortext eBook
9781292363516	9781292363554	9781292363523



Organizational Behavior for the Hospitality Industry

Florence Berger & Judi Brownell

©2013 • 480pp • Paperback

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.

Print	VitalSource/Kortext eBook
9781292040264	9781292056241



Technology Strategies for the Hospitality Industry, 2e

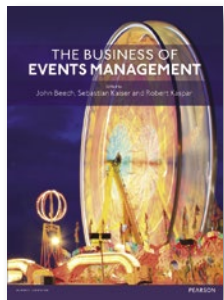
Peter D. Nyheim & Daniel J. Connolly

©2013 • 272pp • Paperback

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.

Print	VitalSource/Kortext eBook
9781292027395	9781292054674



The Business of Events Management

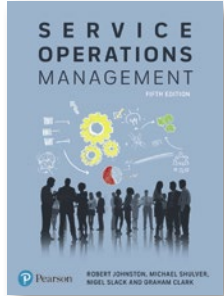
John Beech, Sebastian Kaiser & Robert Kaspar

©2014 • 416pp • Paperback

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.

Print	VitalSource/Kortext eBook
9780273758624	9780273758648



Service Operations Management: Improving Service Delivery, 5e

Robert Johnston, Graham Clark & Michael Shulver

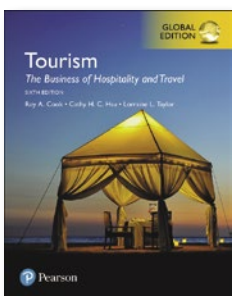
©2020 • 4640pp • Paperback

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.

Print	VitalSource/Kortext eBook
9781292064468	9781292098050

Tourism and Travel



Tourism: The Business of Hospitality and Travel, 6e

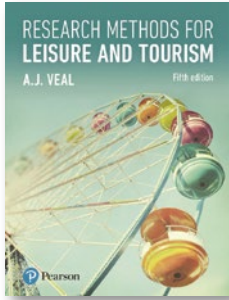
Roy A. Cook, Cathy H. C. Hsu & Lorraine L. Taylor

©2017 • 448pp • Paperback

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.

Print	VitalSource/Kortext eBook
9781292221670	9781292221687



Research Methods for Leisure and Tourism, 5e

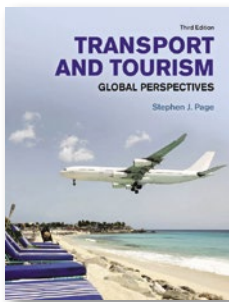
A. J. Veal

©2017 • 640pp • Paperback

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.

Print	VitalSource/Kortext eBook
9781292115290	9781292217864



Transport and Tourism: Global Perspectives, 3e

Stephen Page

©2009 • 480pp • Paperback

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.

Print	VitalSource/Kortext eBook
9780273719700	9780273719717