



Hospitality & Tourism

Hospitality and Hotel Management



Food and Beverage Management, 2e

John Cousins, David Foskett & Cailein Gillespie

9780582452718 • ©2001
344pp • Paperback • £48.99

Course: Food and Beverage Management

The underlying thinking behind much of this text relies on the application of a systems approach to the management of operations. The text therefore proposes systematic approaches to the design, planning and control of food and beverage operations, and also recognises the need to manage operations as operating systems. The book considers a food and beverage operation as comprising three distinct but interlinked systems: food production, food and beverage service as a delivery system and food and beverage service as a customer process system. The component parts of the three systems are examined, as well as the linkages between them, and how these together create a food and beverage operation.



Exploring the Hospitality Industry, 3e

John R. Walker

9781292102801 • ©2016
368pp • Paperback • £51.99

eBook: 9781292102818 • £41.99

Available with MyLab Hospitality
Package: 9781292110233 • £60.02

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

9781292026787 • ©2013
400pp • Paperback • £48.99

eBook: 9781292053547 • £40.00

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

9781292027418 • ©2013
368pp • Paperback • £48.99

eBook: 9781292054698 • £40.00

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

9781292021102 • ©2013
440pp • Paperback • £54.99

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

9781292156156 • ©2016
688 • Paperback • £53.99

eBook: 9781292156163 • £43.99

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.



Customer Service: A Practical Approach, 6e

Elaine K. Harris

9781292040356 • ©2013
200pp • Paperback • £41.99

eBook: 9781292053509 • £34.00

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.



Organizational Behavior for the Hospitality Industry

Florence Berger & Judi Brownell

9781292040264 • ©2013
480pp • Paperback • £48.99

eBook: 9781292056241 • £40.00

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.



Technology Strategies for the Hospitality Industry, 2e

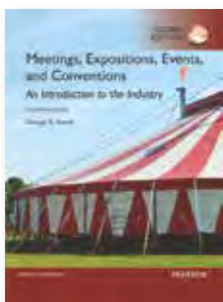
Peter D. Nyheim &
Daniel J. Connolly

9781292027395 • ©2013
272pp • Paperback • £48.99

eBook: 9781292054674 • £40.00

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.



Meetings, Expositions, Events and Conventions: An Introduction to the Industry, 4e

George G. Fenich

9781292093765 • ©2015
320pp • Paperback • £48.99

eBook: 9781292093772 • £40.00

Course: Meeting Planning

This book 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, this is the ideal text with which to introduce newcomers to this broad field.



The Business of Events Management

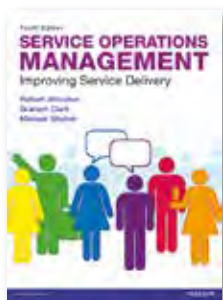
John Beech, Sebastian Kaiser & Robert Kaspar

9780273758624 • ©2014
416pp • Paperback • £35.99

eBook: 9780273758648 • £28.99

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, 4e

Robert Johnston, Graham Clark & Michael Shulver

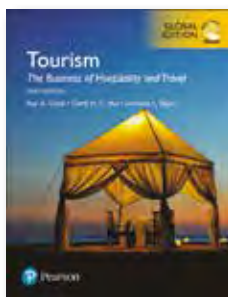
9780273740483 • ©2012
488pp • Paperback • £55.99

eBook: 9780273740490 • £44.99

Course: Hospitality Management

This international market-leading book, aimed at both students and practising managers, provides a comprehensive and balanced introduction to service operations management. Building on the basic principles of operations management, the authors examine the operations decisions that managers face in controlling their resources and delivering services to their customers.

Tourism and Travel



Tourism: The Business of Hospitality and Travel, 6e

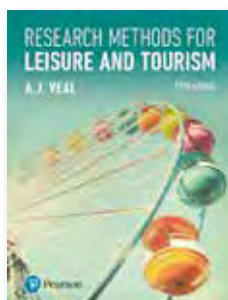
Roy A. Cook, Cathy H. C. Hsu & Lorraine L. Taylor

9781292221670 • ©2017
448pp • Paperback • £50.99

eBook: 9781292221687 • £40.99

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

9781292115290 • ©2017
640pp • Paperback • £51.99

eBook: 9781292115313 • £41.99

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

9780273719700 • ©2009
480pp • Paperback • £48.99

eBook: 9780273719717 • £40.00

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.



Business Travel: Conferences, Incentive Travel, Exhibitions, Corporate Hospitality and Corporate Travel

Rob Davidson & Beulah Cope

9780582404441 • ©2002
304pp • Paperback • £48.99

Course: Business Travel Management

For all undergraduate, postgraduate and diploma students of Travel and Tourism this book provides a comprehensive, in-depth study of the business tourism market worldwide, an analysis of the relevant theoretical issues and a detailed investigation of the practice of managing and organising facilities for the business travel and tourism market. Both theoretical and practical issues are illustrated.