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Introduction to Hospitality (Hardback)

By John R Walker

Pearson Education (US), United States, 2016. Hardback. Book Condition: New. 7th Revised edition. 254 x 203 mm. Language: English . Brand New Book. Prepare students to succeed in any area of the hospitality industry. Introduction to Hospitality, 7/e, focuses on hospitality operations while offering a broad, comprehensive view of the world s largest industry. The text is organized into four sections: hospitality and lodging; beverages, restaurants, and managed services; tourism, recreation, attractions, clubs, and gaming; and assemblies, events, attractions, leadership, and management. 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 help students understand the how-to aspects of today s hospitality industry. Updated to reflect today s trends and realities, the Seventh 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 results. Within its structured environment, students practice what they learn, test their understanding, and pursue...



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