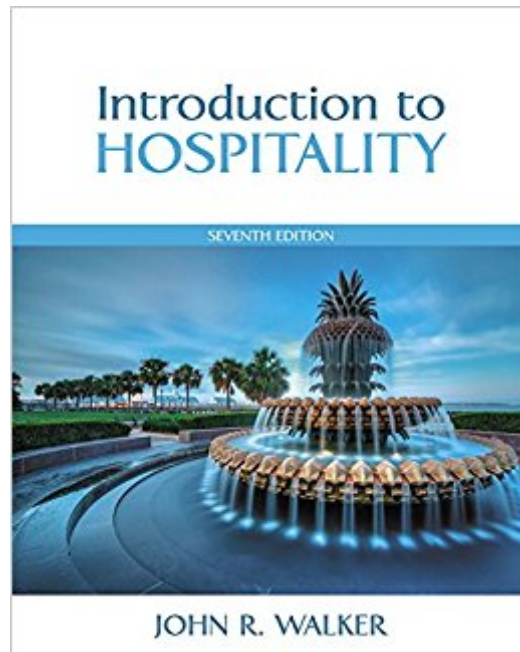




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Introduction To Hospitality (7th Edition)



Synopsis

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® 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 a personalized study plan that helps them better absorb course material and understand difficult concepts. To help students explore the hospitality industry, MyHospitalityLab includes industry-specific simulations from Hospitality & Tourism Interactive (HTi), and real case studies written by industry leaders. Note: You are purchasing a standalone product; MyHospitalityLab does not come packaged with this content. Students, if interested in purchasing this title with MyHospitalityLab, ask your instructor for the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the physical text and MyHospitalityLab, search for: 0134514211 / 9780134514215 Introduction to Hospitality and Plus MyHospitalityLab with Pearson eText -- Access Card Package Package consists of: 0133762769 / 9780133762761 Introduction to Hospitality 0134487281 / 9780134487281 MyHospitalityLab with Pearson eText -- Access Card -- for Intro to Hospitality & Intro to Hospitality Management

Book Information

Hardcover: 656 pages

Publisher: Pearson; 7 edition (January 17, 2016)

Language: English

ISBN-10: 0133762769

ISBN-13: 978-0133762761

Product Dimensions: 8 x 1 x 9.9 inches

Shipping Weight: 3.4 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars 6 customer reviews

Best Sellers Rank: #5,641 in Books (See Top 100 in Books) #7 in Books > Business & Money > Industries > Hospitality, Travel & Tourism #259 in Books > Textbooks > Business & Finance

Customer Reviews

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Dr. John R. Walker, DBA, FMP, CHA, is the McKibbon Professor of Hotel and Restaurant Management at the University of South Florida and a Fulbright Senior Specialist. John's years of industry experience began with management training at the Savoy Hotel London. This was followed by terms as food and beverage manager, assistant room's division manager, catering manager, and general manager with Grand Metropolitan Hotels, Selsdon Park Hotel, Rank Hotels, Inter-Continental Hotels, and the Coral Reef Resort, Barbados, West Indies.
 John has taught at two- and four-year schools in Canada and the United States. In addition to being a hospitality management consultant and text author, he has been published in The Cornell Hotel Restaurant

Administration Quarterly, The Hospitality Educators Journal, and the New York Times. He is a 10-time recipient of the President's Award for teaching, scholarship, and service, and he has received the Patnubay Award for exemplary professional performance through teaching and authorship of tourism and hospitality publications. John is an editorial advisory board member for Progress in Tourism and Hospitality Research. He is a past president of the Pacific Chapter of the Council on Hotel, Restaurant, and Institutional Education (CHRIE). He is a certified hotel administrator (CHA) and a certified foodservice management professional (FMP). John is married to Josielyn T. Walker, and they have twins, Christopher and Selina. The Walkers live in Sarasota, Florida.

Very good, lots and lots of interesting and current information. used as a textbook for Intro to Hospitality course. Very good index and glossary. Pictures and charts and graphs are used effectively, and reinforce the text very well. Bonus: verbatim interviews with industry leaders from all categories of hospitality. Truly all I could ask for in an introductory book.

Perfect for the college class I am taking and exactly what I needed.

The text was well prepared.

Book was as listed.

Correct book need for my class.

Perfect for my intro class

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