



Fourth Edition

INTRODUCTION TO HOSPITALITY MANAGEMENT

John R. Walker

Introduction Hospitality Management 4th Edition

John R. Walker



Introduction Hospitality Management 4th Edition:

Introduction to Hospitality Management John R. Walker, 2016-02-19 This is the eBook of the printed book and may not include any media website access codes or print supplements that may come packaged with the bound book Prepare students to succeed in hospitality management Capturing the breadth of the world s largest and fastest growing business Introduction to Hospitality Management 5 e gives an in depth overview of both hospitality and management The text is organized into five sections with six chapters devoted to management hospitality and lodging beverages restaurants and managed services tourism recreation attractions clubs and gaming and assemblies events attractions leadership and management managerial areas of the hospitality industry 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 that help students understand the how to aspects of today s hospitality industry Updated to reflect today s trends and realities the Fifth 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 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 0134514238 9780134514239 Introduction to Hospitality Management and Plus MyHospitalityLab with Pearson eText Access Card Package Package consists of 0134151909 9780134151908 Introduction to Hospitality Management 0134487281 9780134487281 MyHospitalityLab with Pearson eText Access Card for Intro to Hospitality Intro to Hospitality Management

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