

Introduction Hospitality Management 4th Edition

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for courses in introduction to hospitality and hospitality management capturing the flavor and breadth of the industry introduction to hospitality management fourth edition explores all aspects of the field including travel and tourism lodging foodservice meetings conventions and expositions and leisure and recreation devoting six chapters to management the text focuses on hospitality and management and uses first person accounts corporate profiles and industry morsels to foster a student s appreciation for the field throughout author john r walker invites students to share this industry s unique enthusiasm and passion the text is organized into five sections the hospitality industry and tourism lodging restaurants managed services and beverages recreation theme parks clubs and gaming entertainment and assemblies and event management

looks at issues within employee relations in the hospitality industry

a real world look at every major aspect of hotel management and operations hotel management and operations third edition helps readers to develop the wide ranging knowledge and analytical skills they need to succeed in today s burgeoning and dynamic hotel industry featuring contributions from 60 leading industry professionals and academics this comprehensive presentation encourages critical thinking by exposing readers to different viewpoints within a coherent theoretical structure enabling them to formulate their own ideas and solutions each of the book s nine parts examines a specific hotel department or activity and presents a variety of viewpoints on the duties responsibilities problems and opportunities encountered there multidimensional case studies challenge readers to identify the central issues in complex management problems understand the structure and resources of the department in question and find solutions that may involve other hotel resources and departments this remarkably well designed learning tool covers all hotel departments from front office to finance from marketing to housekeeping links advanced theory with real world problems and solutions encourages critical thinking by presenting differing viewpoints features as i see it and day in the life commentary from young managers provides a solid introduction to every aspect of hotel management complete with extensive references and suggestions for further reading hotel management and operations third edition is an ideal book for university hospitality programs and management training programs within the hotel industry

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