



MyLab
Hospitality
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Exploring the Hospitality Industry Edition 3

Walker

Binding Paperback | **Page Count** 368

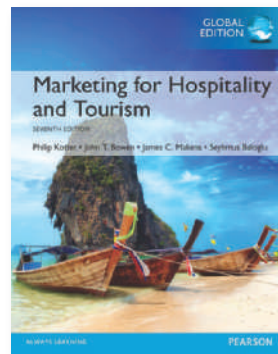
For introduction to hospitality courses

Exploring the Hospitality Industry gives students a broad foundation of hospitality industry knowledge. 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 includes new growth areas such as event management, meeting planning, cruising, theme parks, and gaming entertainment. The focus on sustainability features case studies on practitioners and corporations that engage and involve readers as they explore the trends in this ever-growing field.

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3. Characteristics of Tourism
4. Lodging
5. Lodging Operations
6. Cruising
7. Restaurants
8. Restaurant Operations
9. Managed Services
10. Beverages
11. Clubs
12. Theme Parks and Attractions
13. Gaming Entertainment
14. Meetings, Conventions, and Expositions
15. Special Events

ISBN 9781292102801 | **PUB Date** 2/19/2018



Marketing for Hospitality and Tourism Edition 7

Kotler / Bowen / Makens / Baloglu

Binding Paperback | **Page Count** 688

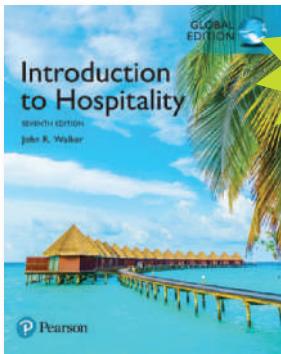
For courses in hospitality marketing, tourism marketing, restaurant marketing, or hotel marketing

Taking an integrative approach, this highly visual, four-color book discusses hospitality marketing from a team perspective, examining each hospitality department and its role in the marketing mechanism. These authors are known as leading marketing educators and their book is the leading resource on hospitality and tourism marketing. The 7th Edition of this popular book includes new and updated coverage of social media, destination tourism and other current industry trends, authentic industry cases, and hands-on application activities.

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- Part I: Understanding the Hospitality and Tourism Marketing Process
1. Introduction: Marketing for Hospitality and Tourism
 2. Service Characteristics of Hospitality and Tourism Marketing
 3. The Role of Marketing in Strategic Planning
- PART II: Developing Hospitality and Tourism Marketing Opportunities and Strategies
4. The Marketing Environment
 5. Managing Customer Information to Gain Customers Insights
 6. Consumer Markets and Consumer Buying Behavior
 7. Organizational Buyer Behavior of Group Market
 8. Customer Driven Marketing Strategy: Creating Value for Target Customers
- PART III: Developing the Hospitality and Tourism Customer Value-Driven Strategy and Mix
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 10. Internal Marketing
 11. Pricing: Understanding and Capturing Customer Value
 12. Marketing Channels: Delivering Customer Value
 13. Engaging Customers and Communicating Customer Value
 14. Public Relations and Sales Promotion
 15. Professional Sales
 16. Direct, Online, Social Media and Mobile
- PART IV: Managing Hospitality and Tourism Marketing
17. Destination Marketing
 18. Next Year's Marketing Plan

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Introduction to Hospitality Edition 7

Walker

Binding Paperback | **Page Count** 656

For all introductory-level courses in hospitality

Introduction to Hospitality, 7th Edition, 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!

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2. The Hotel Business
3. Rooms Division

PART II: BEVERAGES, RESTAURANTS, AND MANAGED SERVICES

5. Beverages
6. The Restaurant Business
7. Restaurant Management
8. Managed Services

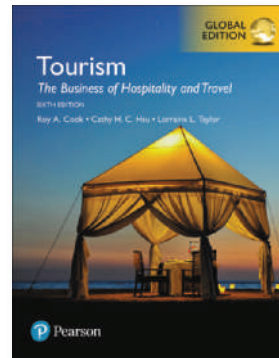
PART III: TOURISM, RECREATION, ATTRACTIONS, CLUBS AND GAMING

9. Tourism
10. Recreation, Attractions, and Clubs
11. Gaming Entertainment

PART IV: ASSEMBLIES, EVENTS, ATTRACTIONS, LEADERSHIP, AND MANAGEMENT

12. Meetings, Conventions, and Expositions
13. Special Events
14. Leadership and Management

ISBN 9781292157597 | **PUB Date** 2/19/2018



Tourism: The Business of Hospitality and Travel Edition 6

Cook / Hsu / Taylor

Binding Paperback | **Page Count** 448

For introductory hospitality or tourism courses

Tourism: The Business of Hospitality and Travel, 6th Edition views the industry from a 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. Readings and integrative cases close each part and end-of-chapter exercises offer application activities for students. This edition includes early coverage of geography, more international examples, new case studies and expanded application and web-based exercises.

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- Introducing the World's Largest Industry, Tourism
- Marketing to the Traveling Public
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- Bringing Travelers and Tourism Service Suppliers Together
- Capturing Technology's Competitive Advantages

PART II: TOURISM SERVICE SUPPLIERS

- Transportation
- Accommodations
- Food and Beverage
- Attractions and Entertainment
- Destinations

PART III: THE TOURISM ENVIRONMENT

- Economic and Political Impacts of Tourism
- Environmental and Social/Cultural Impacts of Tourism
- Sustaining Tourism's Benefits
- The Future of Tourism

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