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Marketing for Hospitality and Tourism [RENTAL EDITION]

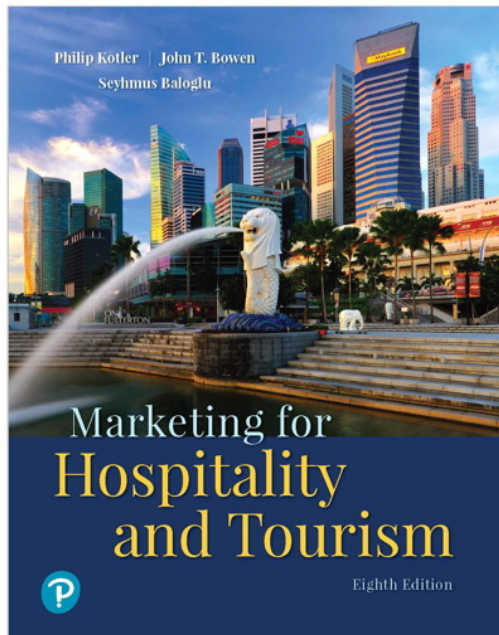
Edition 8

Philip Kotler



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Publication date 11-01-2020

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Pages 688

RRP \$55.99

Short description

This print textbook is available for students to rent for their classes. For courses in hospitality sales and marketing. Market leader in hospitality marketing around the world Marketing for Hospitality and Tourism is the definitive source for hospitality and tourism marketing worldwide. The best-selling authors, who are leading educators in hospitality and tourism, deliver a work grounded in theory and research.

Discipline/Subject

Import Hospitality and Tourism

Author bio

Philip Kotler is S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University.

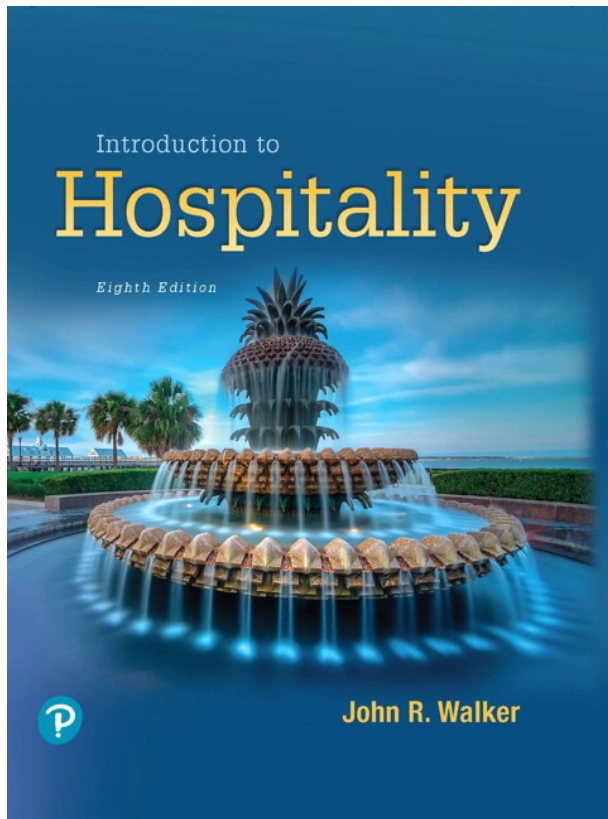
Introduction to Hospitality

Edition 8

John R. Walker



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9780135209813

Previous edition 9780133762761

Global edition 9781292330235

Publication date 30-06-2019

Pearson

Pages 432

RRP \$108.99

Short description

For introductory courses in hospitality. An engaging introduction to hospitality, for tomorrow's managers. Introduction to Hospitality is a lively, comprehensive survey of the world's largest industry, hospitality. Students explore the vibrant inner workings of each hospitality segment and managed services; tourism, recreation, attractions, clubs, and gaming; assemblies, events, and attractions; and managerial areas of the hospitality industry. The 8th edition highlights a range of issues shaping the future of each segment of the hospitality industry.

Discipline/Subject

Import Hospitality and Tourism

Author bio

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.