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
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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
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