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Introduction to Hospitality Management: Helps students prepare to succeed in any area of the hospitality industry. Includes thorough coverage of all segments of the industry, including tourism, lodging, restaurants, managed services, recreation, theme parks, clubs, gaming, assemblies, event management, and more.

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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. 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. Each section includes insight from industry professionals, contains up-to-date information on career opportunities, and includes many examples illuminating current industry trends and realities. Extensively revised and updated, this edition contains new photos, new page layouts, and new coverage on topics ranging from sustainability to globalization

"Portions of this book were previously published under the title Introduction to hospitality management"--T.p. verso.

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The Sixth Edition of Introduction to Hospitality focuses on hospitality operations while offering a broad, comprehensive foundation of current knowledge about the world's largest industry. 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. Each section includes insight from industry professionals, contains up-to-date information on career opportunities, and includes many examples illuminating current industry trends and realities. Extensively revised and updated, this edition contains new photos, new page layouts, and new coverage on topics ranging from sustainability to globalization. 0134066375 / 9780134066370 Introduction to Hospitality and Plus MyHospitalityLab with Pearson eText -- Access Card Package Package consists of: 013281465X / 9780132814652 Introduction to Hospitality 0134104919 / 9780134104911 MyHospitalityLab with Pearson eText -- Access Card -- for Intro to Hospitality, 6/e and Introduction to Hospitality Management

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