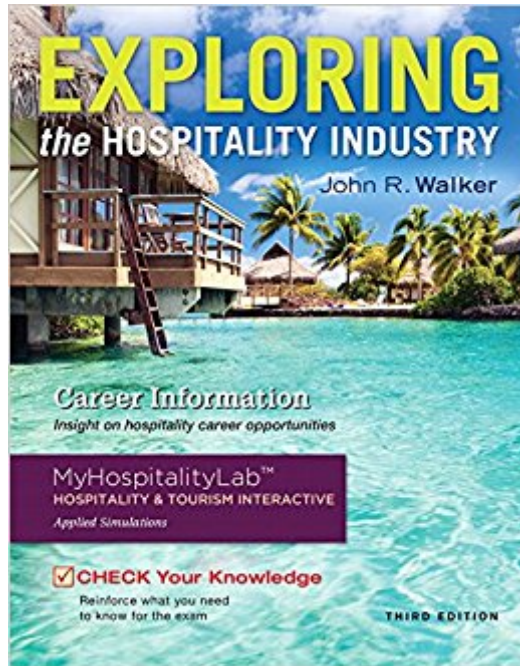




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Exploring The Hospitality Industry (3rd Edition)



Synopsis

For Introduction to Hospitality courses • Exploring the Hospitality Industry helps readers advance in their careers by giving them a broad foundation of hospitality industry knowledge presented in a lively, visually appealing, engaging manner. The emphasis is on the people, companies, and positions that make up the hospitality industry today, and the focus on sustainability includes case studies on practitioners and corporations that engage and involve readers as they explore the trends in this ever-growing field. The book moves beyond just restaurants and hotels to cover all facets and segments of the industry, including new growth areas such as event management, meeting planning, cruising, theme parks, and gaming entertainment. • Also available with MyHospitalityLab® This title is also available with MyHospitalityLab “an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. To help students explore the hospitality industry, MyHospitalityLab includes industry-specific simulations from Hospitality & Tourism Interactive (HTi), and real case studies written by industry leaders. • NOTE: You are purchasing a standalone product; MyHospitalityLab does not come packaged with this content. If you would like to purchase both the physical text and MyHospitalityLab search for 0134123824 / 9780134123820 Exploring the Hospitality Industry Management and Plus MyHospitalityLab with Pearson eText -- Access Card Package, 3/e That package consists of: 0133762777 / 9780133762778 Exploring the Hospitality Industry, 3/e 0134105362 / 9780134105369 MyHospitalityLab -- Access Card -- for Exploring the Hospitality Industry, 3/e • MyHospitalityLab should only be purchased when required by an instructor.

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Customer Reviews

Empower tomorrow's hospitality leaders with a visually appealing, easy, and engaging introduction to the exciting opportunities in the many, varied segments of the industry. Exploring the Hospitality Industry helps students advance in their careers by giving them a broad foundation of hospitality industry knowledge presented in a lively, visually appealing manner using engaging features to facilitate the learning process. 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. Moving beyond just restaurants and hotels to cover all facets and segments of the industry, 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 reads as they explore the trends in this ever-growing field. The new edition includes: Updated trends reflecting current directions of the industry; Updated facts and figures including corporate financial data, sourcing foods locally, cruise forecasts, hotel and lodging data, and more; New individuals sharing their stories and career paths; New corporate profiles such as MGM Resorts, Carnival Cruise Lines, and Bloomin' Brands, Inc.; Learning outcomes to help readers focus on the main points of each chapter and guide student learning of the concepts; and New review questions, Internet exercises, and activities. Personalize Learning with MyHospitalityLab® MyHospitalityLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. To help students explore the hospitality industry, MyHospitalityLab includes industry-specific simulations from Hospitality & Tourism Interactive (HTi), and real case studies written by industry leaders.

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Perhaps I'm being too critical given this textbook is intended to be an introduction to the hospitality industry, however I found parts of it to be common knowledge and irrelevant. There were many instances that I felt the author was redundant when discussing certain topics just to make the sections longer, however it was unnecessary - the point had been made and understood without reiterating it over and over. Beyond this, the book does a pretty good job of explaining the ins and outs of the hospitality industry for someone who is completely unfamiliar (but let's be honest, if you're taking a class that requires this book you probably have a basic knowledge of hospitality). If you don't have any knowledge or experience in hospitality then this book is for you - if you have even the slightest experience in hospitality then you'll be bored.

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This Book is what I anticipated and more, I purchased it for my introduction to hospitality course, and I must admit I am pleased with the results thus far.

thank you alot cheaper then buying

Great info and details in your journey into the Hospitality industry!

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