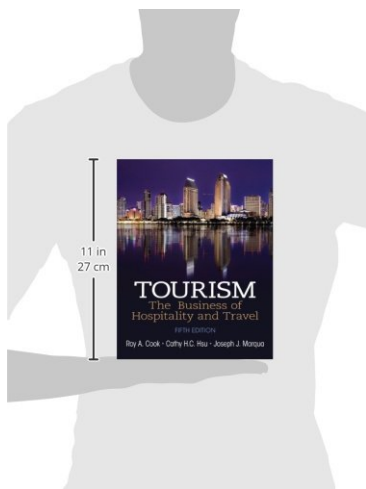


[PDF] Tourism: The Business Of Hospitality And Travel (5th Edition)

Roy A. Cook, Cathy H. C. Hsu, Joseph J. Marqua - pdf download free book



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Description:

Tourism: The Business of Hospitality and Travel, 5e 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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He has written several books: *Tourism: The Business of Hospitality and Travel*; *Guide to Business Etiquette*; *Human Resource Management, Meeting 21st Century Challenges*; and *The Source: A Guide to Academic Journals in Hospitality, Leisure, Tourism & Travel*. He has authored well-over one hundred articles, cases, and papers based on his extensive working experiences in the tourism and hospitality industry and research interests in the areas of strategic management, human resource management, communications, and small business management. The travel & tourism industry makes up 9.8 % of global GDP, and it's still growing. Responsible for one out of every eleven jobs worldwide, the industry is the world's largest employer according to the World Tourism Organization UNWTO. Every day, a new idea is hatched, big investment firms sign off on the designs of a five-star luxury resort or some mom and pop diner opens its doors. The students who graduate with a Master's in Tourism and Hospitality Management from GBSB Global Business School in Barcelona benefit from the large variety of internship opportunities in the tourism and hospitality industry in the city. Recently, we have placed students with the Renaissance, Hosco and eDreams, to name a few.

The engaging writing style and hundreds of updated industry examples make *Tourism: The Business of Hospitality and Travel*, 6/e, the perfect textbook for students taking their first hospitality or tourism class. It views the industry from a holistic, global 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. The thoroughness of content and references also make it suitable for upper-level hospitality and tourism courses. Find statistics, reports and market data about Travel, Tourism & Hospitality on statista.com! This includes, for example, information on restaurants, restaurant chains, food services, hotels, business and leisure travel, holiday destinations and activities, camping, and the cruise industry. The travel & tourism sector has developed into an industry with an annual economic impact (direct, indirect and induced) of around 6.5 trillion U.S. dollars worldwide. In 2012, the number of international tourist arrivals exceeded the one billion mark for the first time, an increase of almost 50 percent compared to ten years earlier. International travelers from China, Germany and the United States are the top sources of international arrivals. *Tourism: The Business of Hospitality and Travel*, 5e 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 provide additional practice. *Tourism: The Business of Hospitality and Travel*, 5e views the industry from a business perspective—examining the management, marketing and finance issues most important to industry members. Chapters