



Hospitality: An Introduction

By Robert A. Brymer, Misty M. Johanson

Kendall/Hunt Publishing Co ,U.S., United States, 2014.
 Paperback. Book Condition: New. 15th edition. 272 x 213 mm.
 Language: English . Brand New Book. Hospitality: An Introduction explores many of the general topics common to traditional business and hospitality topics and is unique in that it also explores many different career paths. The goal is to provide a survey approach to hospitality, while offering the information needed to help students proceed into more advanced courses and readings. Hospitality: An Introduction features instructor resources: test banks, PowerPoint slides, and instructor guides. Hospitality: An Introduction is divided into four distinct sections: Hospitality Industry - gives a broad view that includes a welcome introduction, history, trends, and career realities that every student should understand. Hospitality Companies - explores the corporate/organizational level of the industry from entrepreneurial opportunities to chains, franchising, contract management, and trade associations. Hospitality Operations - identifies the key aspects from a hands-on operational level such as service excellence, leadership, marketing, revenue management and cost control, human resources, legal and ethical issues, and facilities management. Hospitality Career Menu - presents an overview of 20 different hospitality career options, including lodging and food service, event management, private clubs, golf management, casinos, cruise ships,...



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