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Dimensions of the Hospitality Industry 3E (Hardback)

By Paul R. Dittmer

John Wiley and Sons Ltd, United States, 2001. Hardback. Condition: New. 3rd Revised ed.. Language: English . Brand New Book. Dimensions of the Hospitality Industry, Third Edition offers students a dynamic and accessible introduction to the broad world of hospitality and tourism. Newly revised and updated, this Third Edition gives students the foundation they need to prepare for managerial careers in this rapidly growing field. The book offers focused coverage of each sector within hospitality: food and beverage, lodging, and travel and tourism. It examines the size, scope, and operations of each of these key areas and shares essential information on related concepts, products, and services. A separate chapter explains the basics of hospitality management that have applications throughout the industry, with an emphasis on marketing, human resources, accounting, and computer technology. Throughout the text, this Third Edition brings the material out of the classroom and into the real world with a set of powerful new learning tools, including: Moments of Truth-case studies that share critical insights into important business issues Newsflashes-excerpts from publications, showing industry-based illustrations of major concepts Technology Gateways-practical tips on making the most of technology on the job Internet Exercises-a springboard to accessing the best industry-related...



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