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This book represents a comprehensive, authoritative and up-to-date analysis of key sectors in the hospitality and tourism industries in China and India, and will address the market's growing need for information on Tourism in China and India. The text will be written in an accessible style drawing on the authors' wealth of theoretical, educational and industry experience. The text will contain inputs from academic colleagues and commercial contacts from the identified region. Case studies will give real life experiences of hospitality and tourism companies and organisations operating in this region and will include interactive exercises and discussion points.

Make smart business decisions! Recognizing that most students will become managers, and not accountants, Jiambalvo's Managerial Accounting, Second Edition focuses on the knowledge and skills that managers need to make good business decisions. Students and instructors alike have praised the clear and concise writing style – discussions are to the point, ideas are illustrated, and examples are presented to make the ideas concrete. Before you buy, make sure you are getting the best value and all the learning tools you'll need to succeed in your course. If your professor requires eGrade Plus, you can purchase it now at no additional cost. With this special eGrade Plus package you get the new text — no highlighting, no missing pages, no food stains — and a registration code to eGrade Plus, a suite of effective learning tools to help you get a better grade. All this, in one convenient package! eGrade Plus gives you: A complete online version of the textbook Over 1,500 problems from the end-of-chapter problem sets and test bank 2 self-assessment tests per chapter One Demonstration Problem per chapter (a worked out end-of-chapter problem that steps students through that chapter's key concepts) Cases, which promote critical thinking and decision-making skills Learning objectives for each chapter eGrade Plus is a powerful online tool that provides students with an integrated suite of teaching and learning resources and an online version of the text in one easy-to-use website.

Order of authors reversed on previous eds.

Hospitality Financial Management is an up-to-date finance text that offers hospitality students a uniquely Canadian introduction to financial management specifically for hospitality and tourism majors. The book uses hospitality examples throughout to cover concepts from a practical perspective, explaining and demonstrating the importance of financial management in the hospitality industry.

Customer service is of critical importance for the tourism and hospitality sector now more than ever before as customers are looking to increase value for money and are less forgiving of mediocre service. However, despite its importance, quality customer service is the exception rather than the norm in many parts of the world. Customer Service for Hospitality and Tourism is a unique text and vital to both students and practitioners as it explains not only the theory behind the importance of customer service but also acts as a guidebook for those wishing to put this theory into practice. In essence it is the 'whys' and 'hows' of customer service. It is easy to read, very current, and full of references to all the latest research from both academic and practitioner literature. Chapters cover important topics such as the financial and behavioural consequences of customer service, consumer trends influencing service, developing and maintaining a service culture, managing service encounters, the importance of market research, building and maintaining customer relationships, providing customer service through the servicescape, the impact of technology on customer service, the importance of service recovery, and promoting customer service internally and externally. Key features include: An 'At Your Service' Spotlight at the beginning of each chapter focuses on the achievements of successful individuals related to the art of customer service. Each chapter contains a 'Service Snapshot' - short, real-life cases to illustrate a particular concept or theoretical principle presented in the chapter. Detailed international 'Case Studies', which cover a variety of sectors, organizations and regions designed to foster critical thinking, the cases illustrate actual business scenarios that stress several concepts found in the chapter. They analyze customer service in the U.S., South America, South Africa, Europe, Russia, Australia, China, Canada, Korea and Dubai.

Professional foodservice managers are faced with a wide array of challenges on a daily basis. Controlling costs, setting budgets, and pricing goods are essential for success in any hospitality or culinary business. Food and Beverage Cost Control provides the tools required to maintain sales and cost histories, develop systems for monitoring current activities, and forecast future costs. This detailed yet reader-friendly guide helps students and professionals alike understand and apply practical techniques to effectively manage food and beverage costs. Now in its seventh edition, this extensively revised and updated book examines the entire cycle of cost control, including purchasing, production, sales analysis, product costing, food cost formulas, and much more. Each chapter presents complex ideas in a clear, easy-to-understand style. Micro-case studies present students with real-world scenarios and problems, while step-by-step numerical examples highlight the arithmetic necessary to understand cost control-related concepts. Covering everything from food sanitation to service methods, this practical guide helps readers enhance their knowledge of the hospitality management industry and increase their professional self-confidence.

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