



Tourism: The Business of Travel (4th Edition)

Roy A. Cook D.B.A., Laura J. Yale Ph.D. Emerita, Joseph J. Marqua

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Written in a conversational style, this book 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 new chapters on technological innovations and sustainability issues and offers a view of today's tourism industry that is as interesting and multi-faceted as the field itself.

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