



Dimensions of the Hospitality Industry, Third Edition Package (includes Text and NRAEF Workbook), Student Workbook

Paul R. Dittmer, National Restaurant Association Educational Foundation

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Dimensions of the Hospitality Industry, Third Edition Package (includes Text and NRAEF Workbook), Student Workbook Paul R. Dittmer, National Restaurant Association Educational Foundation 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.

Organized into seven major sections, the book begins with an overview of the hospitality industry and concludes with a discussion of the significant issues facing managers today and in the future. It covers the history of the industry and provides an introduction to the management and operation of the three principal segments: food and beverage; lodging; and travel and tourism.

The book offers focused coverage of each sector within hospitality: food and beverage, lodging, and travel and tourism. examines the size, scope, and operations of each of these key areas and shares essential information on related concepts products, and services. Throughout the text, this Third Edition brings the material out of the classroom and into the real world with a set of powerful new learn-ing tools.

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