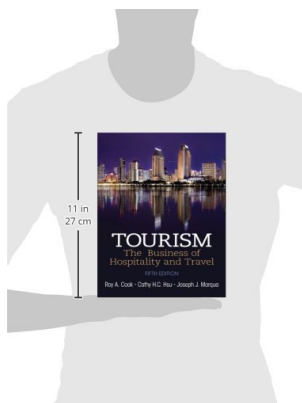


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Tourism: The Business of Hospitality and Travel, 5e views the industry from a business perspective—examining the management, marketing and finance issues most important to industry members. Chapters reveal an integrated model of tourism and address consumer behavior, service

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