



# Tourism: The Business of Hospitality and Travel

*Roy A. Cook*

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## **Tourism: The Business of Hospitality and Travel** Roy A. Cook

*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 quality and personal selling. Readings and integrative cases close each part and end-of-chapter exercises offer application activities for students. This edition includes early coverage of geography, more international examples, new case studies and expanded application and web-based exercises.

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**ScarlettOwl says**

This book was read for a class semester in college and was a great help and understanding travel and tourism, from learning about the system that air travel uses to how the history of the few some bit of history.

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