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Exploring the Hospitality Industry offers broad coverage of the hospitality industry all in an easy-to-read, conversational style. This latest text from best-selling author John Walker is less theoretical and more industry relevant than other books. It focuses not just on restaurants and hotels, but on new growth areas such as event management , meeting planning, cruising, theme parks, attractions, and entertainment. Each chapter features case studies, insight from industry practitioners, and corporate profiles that emphasize the real world issues that make up this field. Reader´-friendly strategies make material meaningful and involve readers as they explore the excitement and trends in this ever-growing industry.