



Tourism: The Business of Travel (4th Edition)

By 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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Editorial Review

From the Back Cover

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. Anyone interested in a career in either Tourism and/or Hospitality.

About the Author

Roy A. Cook, D.B.A. (Mississippi State University), brings extensive real-world insights to this text. His industry and consulting experiences have spanned over twenty years of service to the hospitality industry. He has held positions ranging from controller and food and beverage manager at the property level to internal auditor and human resource director at the corporate level with organizations such as Hyatt Hotels and Adam's Mark Hotels. He has written and published numerous articles, cases, and papers based on his extensive experience in services industries. Dr. Cook is currently Assistant Dean of the School of Business Administration at Fort Lewis College, Durango, Colorado and serves as Director of the Colorado Center for Tourism Research®.

Laura J. (Richardson) Yale, Ph.D., holds B.S. and M.S. degrees in Hotel, Restaurant, and Travel Administration from the University of Massachusetts at Amherst. Subsequent to experience in the restaurant, institutional food service, and entertainment industries, Dr. Yale began teaching at Northern Arizona University. While in Arizona, she was instrumental in developing and directing a regional tourism association and served on the Governor's Intrastate Tourism Committee. She received her Ph.D. in Marketing from the University of California-Irvine. Dr. Yale is recently retired from Fort Lewis College, after years of teaching courses and conducting research in Tourism and Resort Management and Services Marketing and Management. She now devotes herself full-time to writing and traveling.

Joseph "Jay" Marqua has degrees from the Culinary Institute of America and Fort Lewis College. He is a hospitality and services executive with 20 years experience in operations; finance; and organizational design and development of food and beverage, lodging, resort, and gaming entertainment properties. He currently serves as the managing partner for The Tourism and Hospitality Development Group. The client list for his company has included organizations such as Amtrak, Aramark, the Culinary Institute of America, GWC Gaming, The Sky Ute Lodge and Casino, and SunRay Park and Casino. Mr. Marqua remains an active consultant, speaker, and trainer for hospitality organizations.

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Preface

The tourism industry is both dynamic and diverse. Most students come to the study of tourism full of

enthusiasm and questions. Yet, the textbooks available have been dry and/or overly focused on travel agencies and transportation modes. Often they are full of facts with little theoretical or macro-issue discussion. As a result, students' enthusiasm soon wanes and their interest in careers in "tourism" diminishes. We decided to write a book that would be as interesting and multifaceted as the field itself.

Like the first edition, the second edition of *Tourism: The Business of Travel* features a conversational style, making it fun to read, yet providing a thorough overview of the tourism industry, giving balanced coverage to each component part. The role of the travel agent and the importance of transportation modes are included, but not to the omission of significant coverage of other industry issues, such as accommodations, destinations, attractions, and food and beverage operations.

As our title suggests, we look at the tourism industry through the lens of business, specifically by considering the management, marketing, and finance issues most important to industry members. In addition, the book starts with a comprehensive model of tourism and unfolds by considering each piece of the model in succession. All students should find the book enjoyable and educational, no matter which facet of the industry they find most interesting.

ENHANCEMENTS IN THE SECOND EDITION

We have built on the success of the first edition of *Tourism: The Business of Travel* and created an even better learning tool in the second edition. We kept and expanded all the features that readers and reviewers said they liked and added topics about which they said they wanted to know more. The impacts of technology on the industry have been integrated throughout the text. Several important improvements are featured in this second edition and in the Instructor's Manual. The most significant modifications include:

1. Special attention to the Internet and its impact on the tourism industry,
2. Expanded discussion of the growth segments of tourism: singles, disabled, adventure and extreme travelers, and nonprofessional meeting attendees,
3. Enhanced discussion of the importance of tours, tour operators, and meeting planners,
4. Increased emphasis on human resources and personal selling,
5. Industry-specific readings added to each chapter,
6. Dozens of new and updated tables and figures to increase ease of comprehension,
7. Expanded end-of-chapter glossaries.

WHO SHOULD USE THIS BOOK

We designed this second edition of *Tourism: The Business of Travel* so that it can be tailored to suit a variety of needs. Its engaging writing style and its hundreds of updated industry examples make it the perfect textbook for freshman and sophomore students taking their first tourism class. The thoroughness of content also makes it suitable for a similar course introducing students to the hospitality industry. To meet the advanced critical-thinking needs of junior and senior students, we have augmented the text's basic content with end-of-chapter readings and comprehensive cases that they can use to apply their knowledge and refine their problem-solving skills.

No matter how experienced the instructor or students, we believe this second edition is one that professors can teach with, not simply from. The various text features and teaching supplements allow each instructor to develop the course to fit his or her style and the special needs and learning styles of students.

HOW THE TEXT IS ORGANIZED

The second edition of *Tourism: The Business of Travel* introduces students to an integrative model of tourism as a dynamic industry and then unfolds, considering each of the model's components in turn. The first part focuses on the traveling public and tourism promoters, explaining the critical linking role that travel agents and tour wholesalers provide. Part 2 familiarizes students with each of the tourism service providers in turn, beginning with transportation and concluding with destinations and resorts. Part 3, The Service and Hospitality Environment, elevates students' attention to macro-issues facing the industry, including service quality and the important impacts that tourism can have on host communities and the world.

Each chapter of the book is followed by a supplementary reading(s). Three practical applications appendices are included to increase students' transferable skills. The text concludes with six integrative real-world cases that professors can use during the course as it unfolds or at the end of the course to bring all the pieces together.

SPECIAL FEATURES

We incorporated many features into the second edition of *Tourism: The Business of Travel* to make it engaging for both the instructor and the students.

Feature: Each chapter opens with learning objectives and a detailed outline.

Feature: Each chapter features a real-world vignette that illustrates a major component of the chapter and then is mentioned again within the chapter pages.

Feature: All chapters include ethical/critical thinking dilemmas (termed "You Decide") that are useful in generating class discussion and encouraging students to practice critical-thinking skills. Each "You Decide" is written to be especially relevant to the chapter in which it appears.

Feature: Each chapter includes many tables and figures that help students understand the more abstract concepts and theories presented.

Feature: FYI (For Your Information) boxed items are sprinkled throughout the chapters. These items serve as examples of chapter concepts and provide helpful travel tips or useful business information.

Feature: Each chapter includes a Tourism in Action topic that provides students with an in-depth industry example of the chapter's content.

Feature: Discussion questions at the end of the chapter are based on the learning objectives.

Feature: The Applying the Concepts section of each chapter offers professors and students a variety of thought-provoking topics to explore or to use as a blueprint for applying newly acquired knowledge.

Feature: A glossary of terms follows each chapter's content, and the index highlights the page on which a term is defined.

Feature: The text is full of concepts and examples of organizations, many of which will be familiar to students to engage their interest; however, many are from outside North America.

Feature: The importance of service quality in the increasingly competitive industry is accentuated by giving it full chapter coverage.

Feature: Students are sensitized to the variety of impacts that tourism can have: economic, political, social, and environmental.

Feature: Three appendixes build student skills in problem-solving, good manners, and career/job-seeking.

Feature: Readings follow each chapter, offering the instructor supplemental material and examples for student discussion.

Feature: The text concludes with six integrative cases that have been classroom tested and can be used to give students practice in applying what they have learned and improving their problem-solving/critical-thinking skills.

THE INSTRUCTOR'S TOOLKIT

To fulfill our goal of making this second edition of *Tourism: The Business of Travel* customizable for individual instructor needs, we have developed a comprehensive instructor's toolkit of resources. The instructor's manual includes the usual elements—detailed chapter outlines and a testbank—but also includes supplemental lecture material and discussion guides to support the use of the readings and cases provided in the text. In addition, discussion suggestions are offered throughout the chapter outlines to generate student debate on several of the textbook features, such as the You Decide chapter dilemmas.

The power of the written word in our text is also supported by a series of videos and a website that both students and professors will find educational and entertaining.

Users Review

From reader reviews:

Patricia Kirby:

What do you about book? It is not important along? Or just adding material when you want something to explain what the one you have problem? How about your time? Or are you busy particular person? If you don't have spare time to do others business, it is give you a sense of feeling bored faster. And you have spare time? What did you do? Everybody has many questions above. They should answer that question since just their can do in which. It said that about publication. Book is familiar on every person. Yes, it is appropriate. Because start from on guardería until university need that *Tourism: The Business of Travel* (4th Edition) to read.

Lois Bottoms:

The book *Tourism: The Business of Travel* (4th Edition) has a lot details on it. So when you read this book you can get a lot of gain. The book was published by the very famous author. This articles author makes some research prior to write this book. This specific book very easy to read you will get the point easily after perusing this book.

Debra Daniel:

On this era which is the greater man or who has ability to do something more are more valuable than other. Do you want to become one among it? It is just simple strategy to have that. What you must do is just spending your time not much but quite enough to have a look at some books. One of several books in the top record in your reading list will be *Tourism: The Business of Travel* (4th Edition). This book that is qualified as *The Hungry Hills* can get you closer in becoming precious person. By looking way up and review this e-book you can get many advantages.

John Wiser:

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library in order to make summary for some e-book, they are complained. Just very little students that has reading's internal or real their leisure activity. They just do what the educator want, like asked to go to the library. They go to at this time there but nothing reading very seriously. Any students feel that examining is not important, boring in addition to can't see colorful pictures on there. Yeah, it is being complicated. Book is very important for you. As we know that on this period of time, many ways to get whatever we want. Likewise word says, many ways to reach Chinese's country. So , this Tourism: The Business of Travel (4th Edition) can make you truly feel more interested to read.

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