

TOURISM & HOSPITALITY MANAGEMENT

Course	TOUR 6000 – RESEARCH METHODS
Author	Ritchie, Burns
Title	TOURISM RESEARCH METHODS, THEORY WITH PRACTICE
Publisher	CABI Publishing
Edition	Latest
ISBN	

Course	TOUR 6020 – CARIBBEAN TOURISM BUSINESS MANAGEMENT
Author	
Title	READINGS
Publisher	
Edition	
ISBN	

Course	TOUR 6030 – TOURISM DESTINATION MANAGEMENT
Author	Fletcher, Cooper, Fyall (2) Beech
Title	(1)TOURISM PRINCIPLES AND PRACTICE (2)COMPETITIVE STRATEGIES AND POLICIES FOR TOURISM DESTINATIONS
Publisher	Financial Time – Prentice Hall, Nova Scotia Publishing Inc.
Edition	(1) Latest Edition
ISBN	(1)978-073-4060 (2)978-16087-64754

Course	TOUR 6040 – SUSTAINABLE TOURISM DEVELOPMENT
Author	(1), Harris, Griffith, Williams (2) Weaver
Title	SUSTAINABLE TOURISM – A GLOBAL PERSPECTIVE SUSTAINABLE TOURISM
Publisher	Butterworth - Heinemann
Edition	Latest
ISBN	(1) 07506 894 6320 (2) 978-0750664387

Course	TOUR6050 – STRATEGIC MARKETING FOR TOURISM & HOSPITALITY
Author	Kotler, Bowen, Makens
Title	MARKETING FOR HOSPITALITY AND TOURISM
Publisher	Prentice Hall
Edition	Latest
ISBN	0131193783

Course	TOUR 6060 – SERVICE QUALITY
Author	Zeithami, Bitner
Title	SERVICE MARKETING – Interesting Customer Focus Across the Firm
Publisher	McGrawhill
Edition	Latest
ISBN	

Course	TOUR 6120 – RESORT HOTEL DEVELOPMENT & OPERATIONS
Author	Robert Christie Mill
Title	RESORTS: MANAGEMENT AND OPERATION
Publisher	Wiley
Edition	2nd
ISBN	978-0-471-74722-2

Course	TOUR 6130 - SPORTS AND EVENT MANAGEMENT
Author	Bowdin, Allen
Title	EVENTS MANAGEMENT
Publisher	Butterworth Heinemann
Edition	
ISBN	978-075066-5339

Course	TOUR6140 – FINANCIAL MANAGEMENT
Author	Warren and Reeve
Title	FINANCIAL & MANAGERIAL ACCOUNTING
Publisher	Thomson Southwestern
Edition	10th
ISBN	

Course	TOUR 6150 – HUMAN RESOURCES MANAGEMENT
Author	Bratton & Gold
Title	HUMAN RESOURCES MANAGEMENT
Publisher	
Edition	
ISBN	