

Hospitality/Tourism

DVDs

Careers in Hospitality: Service and Adventure

Careers in Hospitality: Service and Adventure goes behind the scenes to show all the possibilities of a career in hospitality management. You'll learn from people working in the field about restaurant management, hotel management and event and conference management. ©2009. Length: 20. Recommended: HS.

DVD-09-023-4...\$79.95 (Member: \$75.95)

New! Event Marketing

This DVD explains that "event marketing" includes both the marketing of an event and marketing with an event. Covers social entertainment events such as fairs, festivals, cause-related, and street events. Also covers business events such as trade shows, seminars and expos. In addition to numerous local events, the program includes the large regional events of the Calgary Stampede, Bele Chere Festival, Mountain State Fair and the Southeast Franchising Expo. ©2010. Length: 22. Recommended: HS.

DVD-10-007-4...\$140.00 (Member: \$133.00)

Introduction to Entertainment Marketing

This presentation discusses entertainment marketing techniques and how they increase the success of a business. ©2009. Length: 30. Recommended: HS.

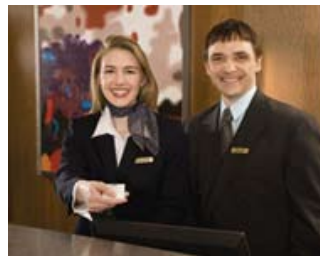
Rated: ★★☆☆☆

DVD-09-137-4...\$99.00 (Member: \$94.05)

New! Top Careers in Two Years: Hospitality, Human Services, and Tourism

[DVD] This DVD is meant to supplement the book Top Careers in Two Years: Hospitality, Human Services, and Tourism (RB-07-168). The program provides a unique, behind-the-scenes look at a specific field for students seeking a rewarding career without a four-year commitment to college. ©2009. Length: 25. Recommended: HS.

DVD-09-182-4...\$99.95 (Member: \$94.95)



Reference Books



Revised! Career Opportunities in Casinos and Casino Hotels; 2nd Ed.

[Hardcover] The gaming industry has created more than 1 million jobs nationwide, according to the American Gaming Association. Commercial casinos alone employ some 350,000 people, and, over the past decade, the casino workforce has grown by nearly 80 percent.

Career Opportunities in Casinos and Casino Hotels, Second Edition gives readers everything they need to know to start an exciting career in the growing casino and gaming industry. This new resource features more than 90 updated job profiles—with nine new to this edition—as well as extensive appendixes covering professional organizations, schools, associations, unions, and casinos. ©2009. Length: 344. Recommended: HS

RB-09-147-4...\$49.50 (Member: \$47.00)

Revised! Career Opportunities in the Food and Beverage Industry

[Softcover] Career Opportunities in the Food and Beverage Industry includes key information on more than 80 jobs in this industry, including position descriptions, salary ranges, employment outlook, tips for entry, and more. ©2010. Length: 272. Recommended: HS/PS

RB-10-004-4...\$18.95 (Member: \$18.00)

Career Opportunities in Travel and Hospitality

[Softcover] According to the American Hotel and Lodging Association, tourism is currently the third largest retail industry in the United States, behind automotive and food stores. People who work in the travel and hospitality industry make their living by helping others enjoy themselves.

Career Opportunities in Travel and Hospitality profiles occupations in a wide variety of areas, including travel and tourism services, hotels and lodging, specialty resorts and cruise ships, recreation, restaurants and culinary, casinos and gaming, and communications. ©2010. Length: 320. Recommended: HS/PS

RB-10-005-4...\$18.95 (Member: \$18.00)

Lots more:

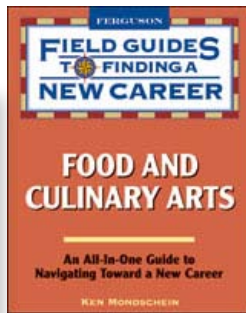
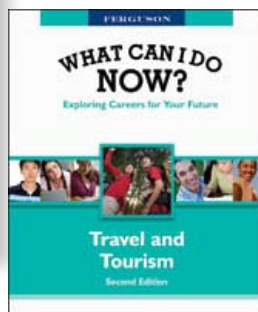
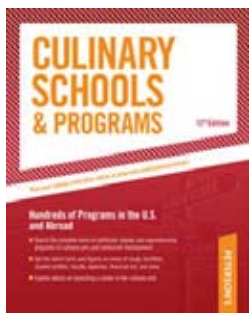
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- Top Careers in Two Years...
...and more!

Hospitality/Tourism

Reference Books (Continued)



Revised! Culinary Schools & Programs, 12th Ed.

[Softcover] An essential resource for anyone looking for a first career in culinary arts or restaurant management and those looking for a career change. The guide provides detailed descriptions of hundreds of professional degree and apprenticeship programs and valuable advice from professionals in the field. ©2009. Length: 432. Recommended: HS/PS

RB-09-163-4...\$27.95 (Member: \$26.55)

Field Guides to Finding a New Career: Food and Culinary Arts

[Softcover] Food and Culinary Arts helps those interested in exploring new careers in these innovative professions. This helpful new guide examines various job possibilities and provides readers with useful self-assessment questions and interviews with professionals in the field to get them started on their career path. ©2009. Length: 176. Recommended: HS

RB-09-158-4...\$16.95 (Member: \$16.10)

Revised! What Can I Do Now? Travel and Tourism; 2nd Ed.

Travel and Tourism, Second Edition offers invaluable, straightforward advice in an easy-to-read, accessible format for students looking to get started on their career path. ©2010. Recommended: MS/HS

RB-10-009-4...\$32.95 (Member: \$31.30)

PowerPoints by CEV

These products are produced by CEV Multimedia and have not been reviewed by MBAResearch. Your satisfaction is guaranteed with ALL products purchased from MBAResearch. Additional, professionally produced PowerPoint presentations are listed with individual LAP modules.

The Entertainment Industry

This presentation will show students the business side of the entertainment industry. Students will learn the history and business of the movie industry. Students will be able to see how the various entertainment industries are different yet related. The movie industry along with concerts, zoos, gaming, casinos and museums will be covered in-depth. Students will also learn about recent trends and controversies in the entertainment industry. ©2009. Length: 78. Recommended: HS

PPT-09-137-4...\$69.00 (Member: \$65.55)



PowerPoints (Continued)

Event Planning

This presentation will show students the various aspects of planning an event. Event marketing will be discussed in detail, along with concessions, merchandising, seating, ticketing, staffing, personal seat licenses, luxury boxes and sponsorship. Students will learn that as events increase in size so does the manpower and planning necessary to execute the event. Real world examples, such as the Baltimore Ravens® football team, will be used to illustrate key points. ©2009. Length: 50. Recommended: HS

PPT-09-136-4...\$79.00 (Member: \$75.05)



Resorts and Theme Parks

After viewing this presentation students will have a basic understanding of the various elements involved in resorts and theme park marketing. Students will look into the planning, positioning and promotional efforts in the market, and recognize the role marketing plays in resorts and theme parks. ©2009.

Length: 48. Recommended: HS

PPT-09-139-4...\$69.00 (Member: \$65.55)

Special Events and Foundations

This presentation gives students an insight into the different facets of fundraising and charity. Through the use of real-world scenarios students will better understand the use of special events for fundraising, and will be exposed to different foundations involved in this type of charity. ©2009. Length: 34. Recommended: HS

PPT-09-144-4...\$59.00 (Member: \$56.05)

Sponsorships and Endorsements

This presentation will introduce students to both sponsorships and endorsements. Students will be shown how sponsorships and endorsements are used in sports marketing, and analyze past and present trends in sports sponsorships and endorsements. Lastly, students will discuss the future of sports sponsorships and endorsements. ©2009. Length: 50. Recommended: HS

PPT-09-140-4...\$59.00 (Member: \$56.05)

