

# Hospitality Event Planning Program

## Books

The Hospitality Supervisor's Survival Kit, Cliff Goodwin, Alfred B Squire III, Elwood Chapman,  
ISBN: 0-13-049846-7

Snapshots - An Introduction to Tourism, 5th Canadian Edition, Norma Polovitz Nickerson, Paula Kerr,  
ISBN: 978-0-13-502509-3

Marketing for Hospitality & Tourism, 5th Edition, Philip Kotler, John T Bowen, James C. Makens,  
ISBN: 978-0-13-504599-6

Accounting Made Easy, An introductory Financial Accounting Course, 1st Edition, Neville Joffe,  
ISBN: 978 0 9733051-5-9

## Recommended Reading

Vancouver Sun, Saturday Edition

Business in Vancouver – Weekly Publication

Strategy Magazine, a Publication of Brunico Communications Ltd.

Northwest Palate, food, wine and travel of the Pacific Northwest

Hotels, the magazine of the Worldwide Hotel Industry

The Concise Oxford Dictionary – new edition

Tourism Principles, Practices, Philosophies – 10th Edition, Charles R. Goeldner; J.R. Brent Ritchie

Organizational Behavior for the Hospitality Industry, Florence Berger; Judi Brownell

Event Management for Tourism, Cultural, Business and Sporting Events, Lynn Van Der Wagen;  
Brenda R. Carlos

Hotel Sales & Operations, Ahmed Ismail

Food and Wine Pairing, A Sensory Experience, Robert J. Harrington