## REFERENCES

- Atila Yuksel & Fisen Yuksel, "Measurement of tourist satisfaction with restaurantservices: A segment-based approach," *Journal of Vacation Marketing*, Dec 2002, p.52-68.
- Brotherton, Bob. (2003). *The International Hospitality Industry: Structure, Characteristic and Issues*, Jordan Hill: Oxford.
- Charles Comegys, Mika Hannula, and Jaani Váisánen, "Longitudinal comparison of Finnish and US online shopping behaviour among university students: The five-stage buying decision process," *Journal of Targeting, Measurement and Analysis for Marketing*, Jul 2006, p.336-356.
- Cooper, Donald R. & Schindler, Pamela S. (2004). *Business Research Methods,* 8<sup>th</sup> edition, New York: McGraw-Hill.
- Davis, Bernard; Lockwood, Andrew; Stone, Sally. (1998). Food and Beverage,  $3^{rd}$  edition, Jordan Hill: Oxford.
- Hair, Joseph F.; Bush, Robert P.; Ortinau, David J. (2003). *Marketing Research,* 2<sup>nd</sup> edition, New York: McGraw-Hill.
- Hawkins, Del I.; Mothersbaugh, David L.; Best, Roger J. (2007). Consumer Behavior: Building Marketing Strategy, 10<sup>th</sup> edition, New York: McGraw-Hill.
- Kotler, Philip & Armstrong, Gary. (1996). *Principles of Marketing Management*, 7<sup>th</sup> edition, New Jersey: Prentice Hall.

- Kotler, Philip & Armstrong, Gary. (2004). *Principles of Marketing Management,* 10<sup>th</sup> edition, New Jersey: Pearson Education.
- Kotler, Philip. (1997). Marketing Management: Analysis, Planning, Implementation, and Control, 9<sup>th</sup> edition, New Jersey: Prentice Hall.
- Ninemeier, Jack D. (2000). *Management of Food ad Beverage Operations*, 3<sup>rd</sup> *edition, Michigan:* The Educational Institute of the American Hotel & Lodging Association
- Solomon, Michael R. (2004). *Consumer Behavior Buying, Having, and Being,* 6<sup>th</sup> *edition,* New Jersey: Prentice Hall.
- Thomson, Arthur A. & Strickland, A. J. (2004). *Strategic Management: Concept* and Cases, 13<sup>th</sup> edition, New York: McGraw-Hill.
- Wikipedia, The free encyclopedia. (2000). Chinese cuisine. 20 October 2007. http://en.wikipedia.org/wiki/Chinese\_cuisine.
- Wikipedia, The free encyclopedia. (2000). Restaurant. 20 October 2007. http://en.wikipedia.org/wiki/Restaurant.