

Perspectives Of Hotel Management 1st Edition

Vietnam has experienced rapid growth within its tourism industry during the past decades. This growth is part of Vietnam's opening economy allowing a wide range of forms of tourism. Vietnam Tourism: Policies and Practices provides a comprehensive review of tourism development in Vietnam. Part I outlines the history of tourism, the role and involvement of public and private sectors in governance and planning, and the markets for tourism. Part II offers analysis and assessment of various types of tourism in Vietnam, including marine and island, eco, heritage, dark and community-based tourism. Part III centres on current operational issues of tourism, hotels and events. Written by scholars with extensive research experience on tourism in Vietnam this book is a reliable source of reference for students, researchers and industry practitioners who are interested modern tourism specifically in Vietnam and Southeast Asia.

Successfully written and thoughtfully edited, making it essential reading for those studying hospitality and embarking on a career in the industry." - Peter Lugosi, Oxford School of Hospitality Management "This text is a fascinating read... Roy Wood has spent 25 years teaching, researching and writing on the hospitality industry - much of that learning is here in this book." - Erwin Losekok, Auckland University of Technology "All different aspects of the hospitality industry are elaborated on... All in all a wonderful course book for our students!" - Claudia Rothwangl, ITM College This book covers the major concepts students are likely to encounter throughout their study within the hospitality management, giving a comprehensive and up-to-date overview as well as providing engaging everyday examples from around the world. A leading figure in the field, Roy Wood has successfully gathered international contributors with direct experience of hospitality management and the hospitality industry as a whole, ensuring the academic, geographical and practical integrity of the book. Key Concepts in Hospitality Management is written for undergraduate students and those studying post graduate or executive education courses in hospitality management, events management, tourism management and leisure management.

Introduction to Management in the Hospitality Industry, Ninth Edition gives you the industry know-how and the management skills needed to thrive in all aspects of the field, from food service to lodging to tourism. In this latest edition, the authors have brought the text thoroughly up to date by featuring new and emerging companies, new technologies, and new ways of doing business. Covering everything from careers to operations to finance, the text offers the most comprehensive and engaging introduction to this exciting field possible.

As hyper-personalization has yet to be perfected, developing hyper-personalized strategies presents a critical challenge; due to this, optimizing hyper-personalization and designing new processes and business models takes center stage in tourism and hospitality to reach new levels of customer service and experience through the introduction and development of new solutions supported in the internet of things, software interfaces, artificial intelligence solutions, back-end and front-end management tools, and other emergent business intelligence strategies. Optimizing Digital Solutions for Hyper-Personalization in Tourism and Hospitality serves as an essential reference source that emphasizes the importance of hyper-personalization models, processes, strategies, and issues within tourism and hospitality fields with a particular focus on digital IT solutions. More than a simple starting point for a critical reflection on the state of the art of this sector, this book aims to contribute in an objective way to leveraging digital solutions to optimize the concept of hyper-personalization in the tourist experience. The content of this book covers research topics that include digital tourism and hospitality, consumer behavior, customer journey, and smart technologies and is ideal for professionals, executives, hotel managers, event coordinators, restaurateurs, travel agents, tour directors, policymakers, government officials, industry professionals, researchers, students, and academicians in the fields of tourism and hospitality management, marketing, and communications.

In Search of Hospitality
Conferences and Conventions
A Brief Introduction
Benchmarking in Tourism and Hospitality Industries
Vietnam Tourism

Vertical Disintegration in the Corporate Hotel Industry

This handbook analyzes the main issues in the field of hospitality marketing by focusing on past, present and future challenges and trends from a multidisciplinary global perspective. The book uniquely combines both theoretical and practical approaches in debating some of the most important marketing issues faced by the hospitality industry. Parts I and II define and examine the main hospitality marketing concepts and methodologies. Part III offers a comprehensive review of the development of hospitality marketing over the years. The remaining parts (IV-IX) address key cutting-edge marketing issues such as innovation in hospitality, sustainability, social media, peer-to-peer applications, Web 3.0 etc. In a wide variety of hospitality settings. In addition, this book provides a platform for debate and critical evaluation that enables the reader to learn from the industry's past mistakes as well as future opportunities. The handbook is international in its constitution as it attempts to examine marketing issues, challenges and trends globally, drawing on the knowledge of experts from around the world. Because of the nature of hospitality, which often makes it inseparable from other industries such as tourism, events, sports and even retail, the book has a multidisciplinary approach that will appeal to these disciplines as well as others including management, human resources, technology, consumer behavior and anthropology.

Hospitality is an industry characterised by its complex nature and numerous sectors including hotels, hostels, B&Bs, restaurants, pubs, nightclubs and contract catering. However, despite its segmentation, there are key issues that are pertinent to all subsectors. The Routledge Handbook of Hospitality Management adopts a strategic approach and explores and critically evaluates current debates, issues and controversies to enable the reader to learn from the industry's past mistakes as well as future opportunities. Especially relevant at a time when many sectors of the industry have to re- evaluate and reinvent themselves in response to the economic downturn the Handbook brings together specialists from both industry and academia and from a range of geographical regions to provide state-of-the-art theoretical reflection and empirical research. Each of the five inter related sections explores and evaluates issues that are of extreme importance to hospitality organisations, many of which have not been adequately explored before: external and internal customers, debates surrounding finance, uncertainty risk and conflict, sustainability, and e-Hospitality and Technology. This book is an invaluable resource for all those with an interest in hospitality, encouraging dialogue across disciplinary boundaries and areas of study. It is essential reading for students, researchers & academics and managers of Hospitality as well as those of Tourism, Events, Marketing, and Business Management.

At last, a comprehensive, systematically organized Handbook which gives a reliable and critical guide to all aspects of one of the world's leading industries: the hospitality industry. The book focuses on key aspects of the hospitality management curriculum, research and practice bringing together leading scholars throughout the world. Each essay examines a theme or functional aspect of hospitality management and offers a critical overview of the principle ideas and issues that have contributed, and continue to contribute, within it. Topics include: • The nature of hospitality and hospitality management • The relationship of hospitality management to tourism, leisure and education provision • The current state of development of the international hospitality business • The core activities of food, beverage and accommodation management • Research strategies in hospitality management • Innovation and entrepreneurship trends • The role of information technology The SAGE Handbook of Hospitality Management constitutes a single, comprehensive source of reference which will satisfy the information needs of both specialists in the field and non-specialists who require a temporary introduction to the hospitality industry and its analysis. Bob Brotherton formerly taught students of Hospitality and Tourism at Manchester Metropolitan University. He has also taught Research Methods to Hospitality and Tourism students at a number of international institutions as a visiting lecturer; Roy C. Wood is based in the Oberoi Centre of Learning and Development, India.

The Routledge Handbook of Tourism Experience Management and Marketing offers a comprehensive and thorough inquiry into both customary and emergent issues of tourism experience and co-creation. Drawing together contributions from 83 authors from 28 countries with varied backgrounds and interdisciplinary interests, the handbook highlights multiple representations and interpretations of the theme. It also integrates a selection of illustrative global case studies to effectively present its chapter contents. Tourism experience drives the contemporary tourist's behavior as they travel in pursuit of experiencing unique and unusual destinations and activities. Creating a memorable and enduring experience is therefore a prerequisite for the all tourism business organizations irrespective of the nature of their products or services. This handbook focuses on conceptualizing, designing, staging, managing and marketing paradigms of tourism experiences from both supply and demand perspectives. It sheds substantial light on the contemporary theories, practices and future developments in the arena of experiential tourism management and marketing. Encompassing the latest thinking and research themes, this will be an essential reference for upper-level students, researchers, academics and industry practitioners of hospitality as well as those of tourism, gastronomy, management, marketing, consumer behavior, cultural studies, development studies and international business, encouraging dialogue across disciplinary boundaries.

Hospitality Management
An International Perspective
Optimizing Digital Solutions for Hyper-Personalization in Tourism and Hospitality
Introduction to Hospitality Management
The End of Business as Usual
Hotel Management and Operations

Hospitality and Tourism - Synergizing creativity and innovation in research contains 116 accepted papers from the International Hospitality and Tourism Postgraduate Conference 2013 (Shah Alam, Malaysia, 2-3 September 2013). The book presents trends and practical ideas in the area of hospitality and tourism, and is divided into the sections below:-

The hospitality sector is one of the largest growing industries in the world. This is reflected in the growing number of academic courses available on the subject. The key element of hospitality management is interaction between the people who work in the industry and the environment in which they work. Yvonne Guerrier has compiled a state-of-the-art textbook which considers the core elements of organizational behaviour in the hospitality industry with an international perspective. By its very nature, hospitality management is becoming an international topic and as such needs to be studied in this context. The book draws on the available case studies and experiences from around the world in order to develop an understanding of working and living with people from different cultures. Organizational Behaviour in Hotels and Restaurants will enable you to find the answers to such questions as: "Why is it a pleasure to work in some organizations and torture to work in others?" "Why is it sometimes difficult to motivate people to work hard?" "How can one person persuade people to work together as a team?" "What is the best way of designing an organization structure?" "How can I persuade my boss to listen to my ideas?" Students studying hospitality management, hotel management or hotel and catering management at degree level will find this book an invaluable guide to the subject. Students studying for degrees in tourism management, leisure management will also find much in this book which is of relevance and interest to them.

Talent Management Innovations in the International Hospitality Industry explores a wide range of subjects within the talent management field, including employer branding, creative talent, talent pools, and mentoring initiatives, along with a focus on talent identification, development, and retention.

The marketing of a destination necessitates effective strategic planning, decision making and organization. Notwithstanding, the destination managers should possess relevant knowledge and understanding on traditional and contemporary marketing channels to better engage with prospective visitors. Strategic Perspectives in Destination Marketing is a collection of innovative research on the methods and applications of branding in the tourism, travel, and hospitality industry sectors. This book provides students and practitioners with a good understanding of the tourism marketing environment, destination branding, pricing of tourism products, tourism distribution channels, e-tourism, as well as on sustainable and responsible tourism practices, among other topics. It explores the socio-economic, environmental, and technological impacts of tourism through various regional-focused empirical studies and contemporary discussions. This book is ideally designed for managers, travel agents, tourism professionals, executives, marketing agencies, academicians, researchers, and graduate-level students seeking current research on the applications of branding strategies in the tourism sector.

Human Resource Management in the Hospitality Industry

Introduction to Management in the Hospitality Industry, Study Guide

Promotional Practices and Perspectives from Emerging Markets

A Research Perspective

Synergizing Creativity and Innovation in Research

ECIE 2016

This volume analyses the positive effects that tourism generates on resident's quality of life, and how this influences tourists' quality of life as they enjoy an enriching experience in the destination they visit. It provides significant theoretical and empirical contributions, as well as, case studies related to quality of life in hospitality and tourism marketing and management. This volume is the result of the effort that many researchers from all over the world have done to spread some new light on this outstanding research line and add knowledge on the relationship between tourism and quality of life of both residents and tourists. This last is highlighted as a fundamental factor to take into account for the development of new tourism practices. This volume is a true reference for researchers, academicians and professionals working in tourism marketing and management.

Managing People in Commercial Kitchens: A Contemporary Approach uses original research to argue that senior managers (head chefs) should differentiate their people management practices in kitchen brigades from those used in the hospitality industry more generally (induction, socialisation, and performance evaluation) due to the group's strong occupational identity and culture. The understanding of chefs' work from a management perspective is critical for successful hospitality operations but has been historically under-researched. Chapters provide a detailed account of chefs' work in commercial kitchens from an HRM perspective. Using occupational identity and culture as a vehicle, this book explores the different aspects of managerial work in commercial kitchen settings: general management, leadership, education and training, skills and competencies, managing deviant behaviour, managing stress, and managing diversity (focused on gender segregation). The final chapter looks at future perspectives on this unique working environment and the many challenges arising from the latest developments such as the COVID-19 pandemic. Providing both theoretical insights and practical applications with the use of case studies throughout, this will be of great interest to upper-level students and researchers in hospitality, as well as a useful reference for current managers in the field.

A concise, practical guide that provides the skills and knowledge for current and future managers across the hospitality industry. The book provides a concise resource for all emerging hospitality managers, and for academics preparing students for careers within the hospitality industry. With a 'how to do' agenda, the authors offer a practical guide to the skills and knowledge needed by those who will be managing bars, restaurants and hotels in the fast moving hospitality retailing contexts. Written in a non-academic style, this book will be a valuable resource for students and early career managers working in the hospitality sector.

This book evaluates how and why vertical disintegration has occurred in the global corporate hotel industry, as it undergoes a structural transformation. It provides a unique insight into the new competitive landscape. Underpinned by academic literature, it includes first-hand accounts from the most eminent senior executives of firms in and around the industry. It provides an in-depth perspective of a modern industrial phenomenon and makes observations as to the profitable way forward for the industry. This text is an important read for those working, advising and investing in the sector as well as for students, graduates and researchers.

Cross-Cultural Aspects of Tourism and Hospitality

Key Concepts in Hospitality Management

The Routledge Handbook of Hotel Chain Management

The Challenge of Sustainability

International Research and Industry Perspectives

The Routledge Handbook of Hospitality Studies

A comprehensive and wide-ranging introduction to operational hotel management, this textbook brings together business administration, management and entrepreneurship into a complete overview of the discipline. Essential reading for students of hospitality management, the book also benefits from online support materials including student tests, a glossary and PowerPoint slides.

In recent years there has been a growing interest in the study of hospitality as a social phenomenon. This interest has tended to arrive from two communities. The first comprises hospitality academics interested in exploring the wider meanings of hospitality as a way of better understanding guest and host relations and its implications for commercial settings. The second comprises social scientists using hosts and guests as a metaphor for understanding the relationship between host communities and guests as people from outside the community - migrants, asylum seekers and illegal immigrants. The Routledge Handbook of Hospitality Studies encourages both the study of hospitality as a human phenomenon and the study for hospitality as an industrial activity embracing the service of food, drink and accommodation. Developed from specifically commissioned original contributions from recognised authors in the field, it is the most up-to-date and definitive resource on the subject. The volume is divided into four parts: the first looks at ways of seeing hospitality from an array of social science disciplines; the second highlights the experiences of hospitality from different guest perspectives; the third explores the need to be hospitable through various time periods and social structures, and across the globe; while the final section deals with the notions of sustainability and hospitality. This handbook is interdisciplinary in coverage and is also international in scope through authorship and content. The 'state-of-the-art' orientation of the book is achieved through a critical view of current debates and controversies in the field as well as future research issues and trends. It is designed to be a benchmark for any future assessment of the field and its development. This handbook offers the reader a comprehensive synthesis of this discipline, conveying the latest thinking, issues and research. It will be an invaluable resource for all those with an interest in hospitality, encouraging dialogue across disciplinary boundaries and areas of study.

Understanding the global hotel business is not possible without paying specific attention to hotel chain management and dynamics. Chains are big business, approximately 80 percent of hotels currently being constructed around the world are chain affiliated and, in 2014, the five largest brands held over a one million rooms. The high importance of the hotel chains and their global presence justifies the academic research in the field however, despite this, there is no uniform coverage in the current body of literature. This Handbook aids in filling the gap by exploring and critically evaluates the debates, issues and controversies of all aspects of hotel chains from their nature, fundamentals of existence and operation, expansion, strategic and operational aspects of their activities and geographical presence. It brings together leading specialists from range of disciplinary backgrounds and regions to provide state-of-the-art theoretical reflection and empirical research on current issues and future debates. Each of the five inter-related section explores and evaluates issues that are of extreme importance to hotel chain management, focusing on theoretical issues, the expansion of hotel chains, strategic and operational issues, the view point of the individual affiliated hotel and finally the current and future debates in the theory and practice of hotel chain management arising from globalisation, demographic trends, sustainability, and new technology development. It provides an invaluable resource for all those with an interest in hotel management, hospitality, tourism and business encouraging dialogue across disciplinary boundaries and areas of study. This is essential reading for students, researchers and academics of Hospitality as well as those of Tourism, Marketing, Business and Events Management.

"An innovative and cross-cutting approach to Hospitality that examines the fundamentals of the subject in a concise and commendable way. Roy Wood's academic and practitioner expertise is brought to bear on this succinct synthesis of the subject that will quickly become a must read for all students and academics in the hospitality area." - Professor Stephen J. Page, Bournemouth University Hospitality Management: A Brief Introduction is designed for undergraduate and postgraduate students studying hotel and hospitality management and hospitality studies. The book includes coverage of the principal areas of functional management in hospitality including: employee relations accommodation management food and beverage management marketing and sales industry structure and strategy the nature of management roles hospitality management education future trends in the field. Roy Wood uses a wide range of established and contemporary research and reflects critically on its subject, including from the perspective of the hospitality consumer, to ensure that readers gain wide awareness of the realities and challenges of the hospitality industry.

Hospitality and Tourism

Strategic Perspectives in Destination Marketing

Proceedings of the 2019 AMS World Marketing Congress (WMC)

Enlightened Marketing in Challenging Times

Issues and Implications

Convention Tourism

offers methodological framework for answering key benchmarking questionsoy substantial work covering this topicworld-wide coverage and usageBenchmarking is a buzzword of the last decade that describes a method for comparing different companies, by measuring various data, performance and goals. This book focuses on the methodological aspects of the right selection of benchmarking partners.

This volume explores the interconnection of social, political, technological and economic challenges that impact consumer relationships, new product launches and consumer interests. Featuring contributions presented at the 2019 Academy of Marketing Science (AMS) World Marketing Congress (WMC) held in Edinburgh, Scotland, the theme of this proceedings draws from the Scottish Enlightenment movement of the mid-Eighteenth Century, which centered on ideas of liberty, progress and the scientific method. The core values of this movement are being challenged by the rapidly changing,

globally important importance of the hotel chains and their global presence justifies the academic research in the field however, despite this, there is no uniform coverage in the current body of literature. This Handbook aids in filling the gap by exploring and critically evaluates the debates, issues and controversies of all aspects of hotel chains from their nature, fundamentals of existence and operation, expansion, strategic and operational aspects of their activities and geographical presence. It brings together leading specialists from range of disciplinary backgrounds and regions to provide state-of-the-art theoretical reflection and empirical research on current issues and future debates. Each of the five inter-related section explores and evaluates issues that are of extreme importance to hotel chain management, focusing on theoretical issues, the expansion of hotel chains, strategic and operational issues, the view point of the individual affiliated hotel and finally the current and future debates in the theory and practice of hotel chain management arising from globalisation, demographic trends, sustainability, and new technology development. It provides an invaluable resource for all those with an interest in hotel management, hospitality, tourism and business encouraging dialogue across disciplinary boundaries and areas of study. This is essential reading for students, researchers and academics of Hospitality as well as those of Tourism, Marketing, Business and Events Management.

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This book presents selected theoretical and empirical papers from the 23rd Eurasia Business and Economics Society (EBES) Conference, held in Madrid, Spain. Covering diverse areas of business and management in various geographic regions, it focuses on current topics, like entrepreneurship, the suitability of classical motivation theories, assessment of socio-economic efficiency, and workplace bullying. It also includes related studies that analyze management and marketing aspects such as progressive services from the service provider perspective, supply chain governance mechanisms, and social media and magazines.

New Perspectives, Practice and Cases

Managing People in Commercial Kitchens

The SAGE Handbook of Hospitality Management

Advances in Social Media for Travel, Tourism and Hospitality

Environmental, Social, and Governance Perspectives on Economic Development in Asia

Organizational Behavior Challenges in the Tourism Industry

Luxury is no longer a privilege of the high-net-worth individuals. It is now accessible to all. This has become possible because the essence of luxury has changed: from something based upon materialism and conspicuous and hedonic consumption to one that embraces enrichment and experiences for the consumers. This evolution creates challenges for luxury brands and for the managers of luxury brands. Building Consumer-Brand Relationship in Luxury Brand Management is a collection of innovative research that focuses on the conception and marketing of luxury as an experience and explores more integrative and comprehensive approaches to modeling and understanding the consumer-brand relationship with luxury brands and their sustainability in a global and multicultural world. Highlighting a broad range of topics including digital marketing, consumer demand, and social responsibility, this book is ideally designed for marketers, brand managers, consumer analysts, advertisers, entrepreneurs, executives, researchers, academicians, and students.

This volume of the International Symposia in Economic Theory and Econometrics explores the latest economic and financial developments in Asia.

Improving positive and reducing negative organizational behaviors in businesses are important in terms of organizational success as this will lead to an increase in employee organizational commitment and job satisfaction. Considering that the tourism industry has such a dynamic structure, it is obvious that behavioral issues in the industry need to be scrutinized. Organizational Behavior Challenges in the Tourism Industry is a collection of innovative research that aims to explore relevant theoretical frameworks in terms of organizational behavior issues and provides the opportunity for tourism organizations to understand their employees' behavior. While highlighting topics including emotional labor, deviant behavior, and organizational cynicism, this book is ideally designed for hotel managers, tour directors, restaurateurs, travel agents, business managers, professionals, researchers, academicians, and students.

Cross-Cultural Aspects of Tourism and Hospitality is the first textbook to offer students, lecturers, researchers and practitioners a comprehensive guide to the influence of culture on service providers as well as on customers, affecting both the supply and the demand sides of the industry - organisational behaviour, and human resource management, and marketing and consumer behaviour. Given the need for delivering superior customer value, understanding different cultures from both demand and supply sides of tourism and hospitality and the impact of culture on these international industries is an essential part of all students' and practitioners' learning and development. This book takes a research-based approach critically reviewing seminal cultural theories and evaluating how these influence employee and customer behaviour in service encounters, marketing, and management processes and activities. Individual chapters cover a diverse range of cultural aspects including intercultural competence and intercultural sensitivity, uncertainty and risk avoidance, context in communication, power distance, indulgence and restraint, time orientation, gender, assertiveness, individualism and collectivism, performance orientation, and humane orientation. This book integrates international case studies throughout to show the application of theory, includes self-test questions, activities, further reading, and a set of PowerPoint slides to accompany each chapter. This will be essential reading for all students, lecturers, researchers and practitioners and future managers in the fields of Tourism and Hospitality.

Tourism and Religion

Tourism SMEs, Service Quality, and Destination Competitiveness

Modern Hotel Operations Management

Policies and Practice

The Routledge Handbook of Hospitality Management

A Contemporary Approach

This volume explores the dynamic nature of emerging markets, which constitute a major share of global GDP, with a focus on the opportunities for growth and the challenges for businesses in meeting the needs of a diverse set of consumers. With the objective to ensure sustainable growth, there is a need for multinationals belonging to and working in emerging economies to learn best practices and continuously evolve. To conduct business in both urban and rural areas, marketing and promotions are potent tools when applied correctly to portray the right brand image. The book studies recent trends and developments in promotional practices as business strategy, sustainability, and innovation across businesses, including retail, textile, and digital technology. It highlights the path that managers should take in order to better understand the potential of distinct market segments and take marketing managerial decisions accordingly. This book will be useful to scholars and researchers of marketing, management studies, business management, financial management, business economics, international business, finance, digital technologies, development studies, and economics. It will also interest policymakers and practitioners in the field.

This book examines both specific issues and more general problems stemming from the interaction of religion, travel and tourism with hospitality and culture, as well as the implications for site management and interpretation. It explores the oldest form of religious tourism - pilgrimage - from its original form to the multiple spiritual and secular variations practised today, along with issues and conflicts arising from the collision of religion, politics and tourism. The volume considers the impact of tourism and tourist numbers on religious features, communities and phenomena, including the deliberate involvement of some religious agencies in tourism. It also addresses the ways in which religious beliefs and philosophies affect the behaviour and perceptions of tourists as well as hosts. The book illustrates how different faiths interact with tourism and the issues of catering for religious tourists of the major faiths, as well as managing the interaction between increasing numbers of secular tourists and pilgrims at religious sites.

Distinguishing between sustainable development and sustainable tourism, the authors examine whether, and in what form, tourism can contribute to sustainable development and growth. Focusing on different types of tourism appropriate to particular situations, the team of leading contributors draws on examples from around the world - Canada, USA, Spain, Belgium, UK, Australia - to explore tourism's contribution to the economic, social, political and environmental advancement of developing countries and the importance of tourism in industrialised nations. This book examines the new policies and initiatives established by both the private sector and the state to pursue sustainable tourism growth and identifies the opportunities and challenges inherent in achieving it.

This book brings together cutting edge research and applications of social media and related technologies, their uses by consumers and businesses in travel, tourism and hospitality. The first section addresses topical issues related to how social media influence the operations and strategies of tourism firms and help them enhance tourism experiences: open innovation, crowdsourcing, service-dominant logic, value co-creation, value co-destruction and augmented reality. The second section of the book looks at new applications of social media for marketing purposes in a variety of tourism-related sectors, addressing crowd-sourced campaigns, customer engagement and influencer marketing. The third section uses case studies and new methodologies to analyze travel review posting and consumption behaviors as well as the impact of social media on traveller perceptions and attitudes, with a focus on collaborative consumption and sharing economy accommodation. Finally, the fourth section focuses on hot topics and issues related to the analysis, interpretation and use of online information and user-generated content for deriving business intelligence and enhancing business decision-making. Written by an international body of well-known researchers, this book uses fresh theoretical lenses, perspectives and methodological approaches to look at the practical implications of social media for tourism suppliers, destinations, tourism policy makers and researchers alike. For these reasons, it will be a valuable resource for students, managers and academics with an interest in information and communication technologies, marketing for tourism and hospitality, and travel and transportation management.

11th European Conference on Innovation and Entrepreneurship

Talent Management Innovations in the International Hospitality Industry

Pocket Guide for Hospitality Managers

Southern African Perspectives on Sustainable Tourism Management

Routledge Handbook of Hospitality Marketing

Organizational Behaviour in Hotels and Restaurants

Now in its ninth edition, Human Resource Management in the Hospitality Industry: A Guide to Best Practice, is fully updated with new legal information, data, statistics and examples. Taking a 'process' approach, it provides the reader with an essential understanding of the purpose, policies and processes concerned with managing an enterprise's workforce within the current business and social environment. Since the eighth edition of this book there have been many important developments in this field and this ninth edition has been completely revised and updated in the following ways: Extensively updated content to reflect recent issues and trends including: labour markets and industry structure, impacts of IT and social media, growth of international multi-unit brands, role of employee branding, talent management, equal opportunities and managing diversity. All explored specifically within the Hospitality Industry The text explores key issues and shows real life applications of HRM in the Hospitality industry and is informed through the authors' research projects within Mitchells & Butlers plc, Pizza Express, Marriott Hotels and Café Rouge. An extended case study drawing from the authors' experience working with Forte and Co., Centre Hotels, Choice Hotels and Bass, Price Waterhouse and Grant Thornton Written in a user friendly style and with strong support from the Institute of Hospitality, each chapter includes international examples, bulleted lists, guides to further reading and exercises to test knowledge.

The hospitality industry's rapid evolution provides career-seekers with tremendous opportunity and unique challenges. Changes in the global economy, rising interest in ecotourism, the influence of internet commerce, and a myriad of other trends contribute to the dynamic nature of this exciting field. Introduction to Hospitality Management presents a thorough overview of historical perspectives, current trends, and real-world practices. Coverage of bar and restaurant management, hotel and lodging operations, travel and tourism, and much more gives students a comprehensive analysis of this rewarding field. Focusing on practicality, this text presents real-world examples of traditional methods alongside insightful discussions surrounding changes in consumer demands and key issues affecting the industry. The industry's multifaceted nature lends itself to broad exploration, and this text provides: Clear guidance through topics related to foodservice operations, convention management, meeting planning, casino and gaming management, leadership and staffing, financial and business models, and promotion and marketing Emphasis on career planning and job placement strategies, giving students a head start in charting their future in hospitality A combination of Drs. Reynolds and Barrows' two leading textbooks, Introduction to Management in the Hospitality Industry and Introduction to the Hospitality Industry, into one cohesive, comprehensive edition Substantial coverage of internet commerce and marketing Case studies, including actual interviews with industry professionals, to reinforce primary learning objectives and build critical thinking skills An emphasis on real-world skills and practical methods employed by management professionals Methods to prepare students for job placement in multiple areas of the hospitality and tourism industry Introduction to Hospitality Management is an essential text for students learning about, or with an interest in, the hospitality industry. Written in a clear and accessible style, this important book leaves readers with a strong grasp of the topics and trends most important to a career in the hospitality industry.

Conferences and conventions are one of the fastest growing areas of the events industry. This is a substantially important sector yet research into many dimensions is in its infancy. This timely book, uniquely presents a 'state of the art' synthesis of the research on both demand and supply sides of the industry as well as insights into how current and future trends are affecting conferences and conventions. This volume provides a critical review of the players involved in conferences and conventions; destination image and impacts; and current and future trends. The players in the industry include attendees/delegates, professional conference organisers, and association meeting planners. On the destination side, conference venues and facilities, along with convention and visitor bureaux are examined, as well as how destination image can be developed and improved. Further, this section considers the economic, social and environmental impacts of conferences and conventions. The final section considers some of the major trends that are likely to impact on the industry, including climate change, new technologies and risk and crisis management. To reflect the sector's international nature case studies and examples from different geographical regions are included throughout. By identifying gaps in our knowledge, and presenting a collection of themes to guide future research, this book not only adds to our current knowledge, but will underpin the advancement of knowledge in the future. This book is essential reading for all those interested in Events.

This edited collection focuses on tourism development, sustainability and local change in southern Africa. The book offers a range of both conceptual and applied perspectives that address various changes in southern African tourism and community development relations. The key drivers of change that include climate change and globalization form the context for the diverse and interesting set of case studies from the region. The main conceptual grounds of the book cover sustainability, sustainable development goals (SDGs), responsibility, vulnerability, adaptation, resilience, governance, local development and inclusive growth. In this book sustainability is seen as one of the most important issues currently facing the tourism sector, affecting all types and scales of tourism operations and environments in the region. Tourism is an increasingly important economy in the southern African region and the industry is creating changes for communities and environment while also facing major challenges caused by global trends and changes. The book offers a case study driven approach to sustainability needs of tourism development in local community contexts. The case study chapters are linked through the book's focus on sustainable tourism and local community development. Through emphasizing the need to understand both global change and local contexts in sustaining tourism development, this book is a valuable resource for all those working in the field.

The Routledge Handbook of Tourism Experience Management and Marketing

Proceedings of the 23rd Eurasia Business and Economics Society Conference

A Quality of Life Perspective

Tourism, Development and Growth

Tourism and Changing Localities

Eurasian Business Perspectives

"In Search of Hospitality" is a unique contribution to the study of hospitality, exploring the practice of hospitality across disciplines, and adopting an international perspective where appropriate. This title brings together an extraordinary collection of leading researches and writers in hospitality, sociology, philosophy and social history, thereby providing a broad and comprehensive perspective on hospitality. It focuses the

study of hospitality across the range of human, social and economic settings, and provides a reference point for the future development of hospitality as an academic discipline. Harnessing this wide range of viewpoints, 'In Search of Hospitality' offers an intellectually stimulating and innovative approach to the study of hospitality. It is ideal for students and academics within both the applied fields of hospitality and tourism studies and the general fields of business studies and behaviour sciences. It is also suitable for practitioners in hospitality, leisure and tourism businesses, for whom it provides a provocative and informative guide to understanding and providing hospitality within a commercial context.

This book focuses in on the dominant role of SMEs (small and medium-sized enterprises) in the tourism and hospitality industry. It explores their impact on consumer perceptions of a destination, drawing on examples of small hotels, guesthouses, cafes and restaurants. It also highlights the challenges faced by SMEs to promote destination business growth - with discussion of competitiveness, quality and standards. With its entity-relationship model of a destination, this edited collection of international papers fully explores the dynamics SMEs. Case studies from around the world also puts SMEs research into a global context.

Stay up to date on international trends in convention tourism! Convention Tourism: International Research and Industry Perspectives is a thorough analysis of the industry ' s key markets, combining insightful articles with detailed case studies. Equally valuable as a professional handbook, research reference guide, and textbook, this comprehensive book includes an account of the history of convention tourism and its economic contributions, marketing and human resources analyses, global and regional developments, and research issues and challenges. Convention Tourism addresses issues critical to the three key regions of the convention and meeting industry--North America, Europe, and Asia-Pacific. The book features a wide range of material from the top educators around the world, reflecting an international perspective befitting the industry ' s growing trend toward globalization. Convention Tourism also presents in-depth studies that focus on the United States, the Mediterranean, Australia, and Korea, and takes a look ahead at likely business, technological, and social trends that are likely to affect the convention industry in the coming years. Convention Tourism also examines: proposed economic impact assessment framework regional planning and development initiatives education and training programs from industry associations and universities research resources international meeting management As more and more international sites compete with traditional markets for lucrative convention contracts, it is crucial that professionals, researchers, and academics have a global understanding of the industry ' s past, present, and future. Convention Tourism is an essential overview of the most important element of the business tourism industry.

Best Practices in Hospitality and Tourism Marketing and Management

A Services Marketing and Management Perspective

A Guide to Best Practice

The Selection of Benchmarking Partners

Building Consumer-Brand Relationship in Luxury Brand Management