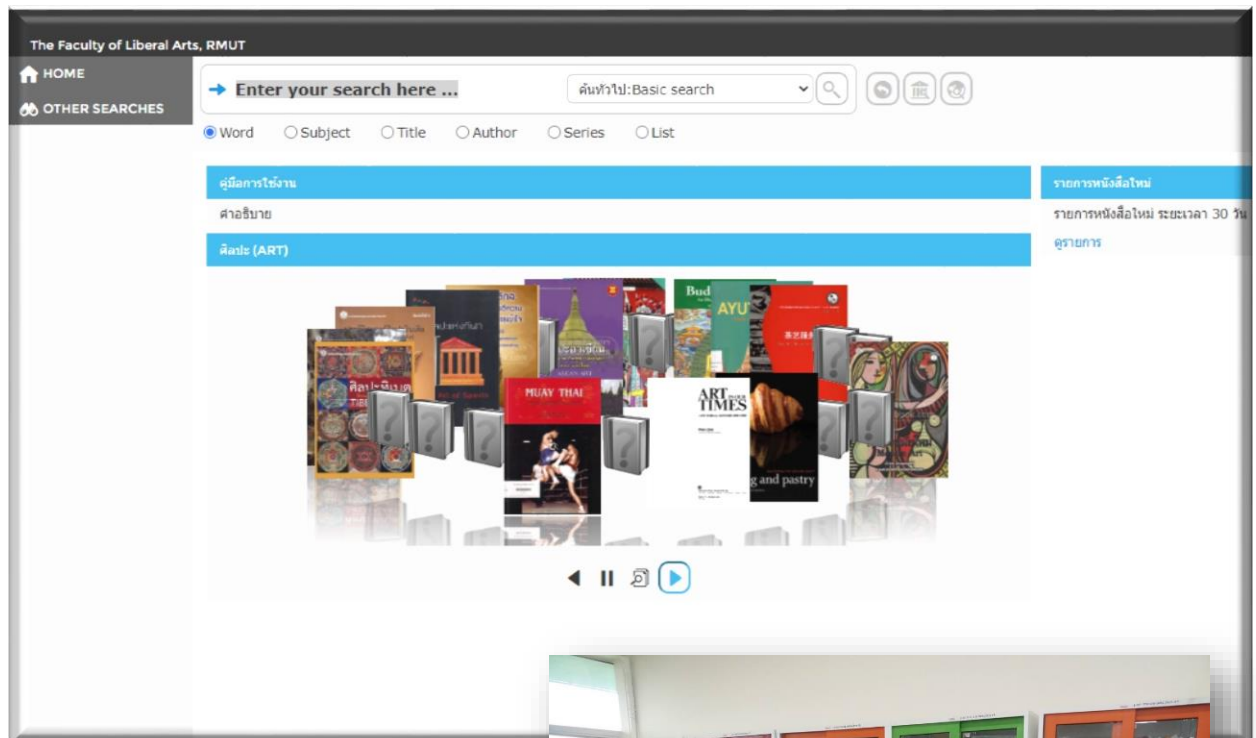


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Managing Hospitality Experiences
Alexandra Kenyon, Ade Oriade, Peter Robinson, James Maygrave, Ademike Adeboye, Nadia Wika, Kevin Burke, Sandra J. Cooper, Peter Cox, and Martin Hillson

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Book Details
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Description
Managing hospitality experiences is a crucial part of the hospitality business and industry alike. While many textbooks cover the management of hospitality services, this text focuses specifically on experiences, while also providing a full and detailed insight into the ways in which experiences are designed and delivered using examples from the gamut of hospitality. This book explores issues around people, services and spaces. It covers management issues such as marketing, human resources, operations, quality management, facilities management, project management and strategy, while considering hospitality operations within their wider, geo-local and geo-environmental settings. This book includes a range of important contemporary topics, such as sustainability, tourism and ethics, supported throughout by learning objectives, case studies, further questions, links to videos and further reading suggestions. This book: Emphasises experiences within hospitality, providing students with a focused and applicable text; includes numerous international industry case studies to illustrate how hospitality organisations manage experiences; these real-life scenarios provide key teaching points; provides wider theoretical principles to develop the field of hospitality and place it within an industry context. An invaluable read for undergraduate students of hospitality and event management, this textbook also provides an overview for postgraduate students and those studying further education courses in hospitality and related areas.

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Social Entrepreneurship in Hospitality : Principles and Strategies for Change
Willy Legrand, Miguel Ángel Gerdetti, Robert Schenck Nelson, Colin Johnson, and Mehmet Ergil

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Description
This innovative book is the first to explore social entrepreneurship in the field of hospitality, introducing students to the principles of social entrepreneurship motivation, business, sustainability, issues and challenges, and how these can be successfully implemented in a range of hospitality settings. The hospitality industry offers a particularly fertile framework for social entrepreneurs, partly due to the core values of empathy and opportunities to enhance social and environmental wealth. A variety of international case studies are integrated throughout to showcase the challenges and successes of social entrepreneurship in the hospitality industry in a wide range of settings. Discussion questions, further reading suggestions and exercises at the end of each chapter help the student to explore these concepts further, together with the industry's role during and potentially beyond the COVID-19 crisis are offered in the concluding chapter. This is a timely addition to the literature, written by a team of highly regarded professionals and academics, and will be essential reading for all current and future entrepreneurs in the field of Hospitality Management.

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Human Resource Management in Hospitality Cases
Peter Szondi, Suzanne Markham Baggett, and Danielle Clark Cole

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Human Resource Management in Hospitality Cases

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Peter Szondi, Suzanne Markham Baggett, and Danielle Clark Cole

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Description
Human Resource Management in Hospitality Cases adopts a practical case-based approach to develop critical thinking and problem-solving skills in future hospitality managers. Using cross-disciplinary specific scenarios, this book thoughtfully prepares hospitality students for a career in the field. Chapters are comprised of 75 short vignettes, split into nine sections that reflect and cover the primary challenges facing hospitality managers on a daily basis, including leadership, training, and managing employee performance, managing a diverse workforce, dealing with problem behaviors, and many others, all contextualized within the hospitality industry with a main "think point" and series of questions for each case. The book is a highly insightful and engaging read, suggested answers and solutions to the questions can be found within the extensive online resources that complement the book. Each section is also summarized and characterized with an additional reading section, organized by key concept. This book will be essential for all students of hospitality and an invaluable resource for current practitioners in the field as well.

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Supply Chain Management of Tourism Towards Sustainability
Kullapa Soratane, Amy E. Landis, Pa Jing, and Hirotugu Suto

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Description
This book discusses applied life cycle and supply chain management approaches for the sustainable development of tourism in Asian countries. The book describes the current status of the tourism industry in Asia from a perspective of sustainability, and analyzes the trade-offs between the three pillars of sustainability (environment, society, economy) as they pertain to the implementation of sustainable tourism. In 5 chapters, this book offers guidance for students, researchers and corporations interested in applying sustainability in tourism-related activities. Chapter 1 introduces readers to the life cycle and supply chain approaches to driving sustainable development in tourism, and discusses the need for these strategies in the face of current issues with the tourism industry in Asia. Chapter 2 provides more details on the role of life cycle approaches in the sustainable development of tourism, including proper practices and implications. Chapter 3 presents how knowledge and best practices among stakeholders in the tourism sector can be shared. Chapter 4 discusses how promoting sustainable tourism can improve tourists' experience, and chapter 5 concludes the book by addressing how life cycle and supply chain approaches can be used together for tourism enterprises.

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