

The Future Of Hospitality Entrepreneurship

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Global Entrepreneurial Trends in the Tourism and Hospitality Industry - Batabyal, Debasish 2020-03-13

Tourism has been gaining importance in recent decades with its increasing socio-economic, geo-political, and ecological contributions, including its potential contribution to GDP, foreign exchange, and international business. At this juncture, an assessment and analysis of the scope, opportunities, and challenges of tourism and hospitality entrepreneurship is essential to the economic development of numerous countries. Global Entrepreneurial Trends in the Tourism and Hospitality Industry is a pivotal reference source that provides conceptualized ideas regarding the scope, prospects, and challenges of tourism and hospitality entrepreneurship. While highlighting topics such as destination tourism, multigenerational travel, and social entrepreneurship, this publication explores the relationship among tourism, hotel management, transportations, international trade, cargo and supply chain management, as well as the inter-linkages among various sectors and sub-sectors of the tourism industry. This book is ideally designed for entrepreneurs, directors, restaurateurs, travel agents, hotel management, industry professionals, academics, professors, and students.

Business Writing for Hospitality - Vivienne J. Wildes 2009

This book introduces the current and future manager to writing in the hospitality Industry. Starting with a grammar review, the book quickly moves into the writing done daily in the various hospitality operational departments from food and beverage to lodging. Ideal for both the classroom and the office, this book provides current and future managers with the tools needed to communicate effectively in the hospitality industry.

Disruptive Innovation and Emerging Technologies for Business

Excellence in the Service Sector - Vipin Nadda 2022-03-11

The book provides an in-depth understanding of various dimensions of scope of disruptive business innovation, to help readers understand the contributions and implications of disruptive technology, and aid in trend forecasting, design thinking and its applications, and the role of data mining & predictive analysis in today's business world.

Sustainability and the Future of Work and Entrepreneurship for the Underserved - Rolle, JoAnn Denise 2022-06-24

Disparity in the workplace has been exacerbated in recent years as society faces a number of challenges in promoting inclusion and equality across fields. To ensure appropriate steps are taken to move in the direction of a diverse and equitable future for the workforce, further study and consideration on the key challenges, opportunities, and strategies for advancing business policy to provide for the underserved is required. Sustainability and the Future of Work and Entrepreneurship for the Underserved highlights marginalized labor and entrepreneurial market segments and reviews strategies used to prepare for technological change globally. The book also provides a series of recommendations to assist in growing and sustaining a more inclusive global society. Covering a range of topics such as disparities, class challenges, and entrepreneurs, this reference work is crucial for policymakers, business owners, managers, researchers, academicians, scholars, instructors, and students.

The Family Business in Tourism and Hospitality - Donald Getz 2004-04-16

The family business is a global phenomenon, and is particularly prominent in tourism and hospitality. In many cases, the family business was developed for the purpose of facilitating personal and family goals. For example, in rural areas, farmers can use tourism as a way to generate additional income, thereby remaining in the area and retaining

family property. Running a bed and breakfast establishment is a way to mix family and work. Lifestyle, locational and autonomy motives are the norm, but profit and growth-oriented entrepreneurs are also found within family businesses. This book is the first academic treatment of family business issues within the tourism and hospitality industry. It provides comprehensive assessment of ownership, management and family-related concerns across the entire business and family life cycle. Many new international case studies of real family businesses are used to illustrate key points. The book will be of significant interest to researchers and students in tourism and hospitality, small business and entrepreneurship studies, as well as to owners and potential investors in family businesses.

The Future of Food Tourism - Ian Yeoman 2015

This book presents a systematic and pattern-based explanation of food tourism, focusing on how and why change could occur and what the implications could be. In the future will food tourism involve food grown in the laboratory or a more authentic experience associated with place and history? The book's approach to the future has focused on explanation; the contributors look for the causes, trends and theoretical concepts that explain change, thus attempting to justify and explore the future. Scenarios are used to explore alternative futures and the book examines the implications for the future of food tourism and highlights future research avenues. This book is primarily aimed at postgraduate students and researchers in the field of tourism studies.

English for Hospitality Business (1st Edition) - Dr. Francisca Titing Koerniawaty, M.Pd. 2020-09-21

This book is adopted, compiled and revised from various sources, prepared for the millennial generation or simply Gen Y and also Gen Z who live in a world of technology backed communication, in order to enrich references in improving English proficiency in the field of hospitality business. Students who use this book are those who have intermediate level English proficiency, since the material is designed to prepare the students to have English proficiency at the managerial level.

Entrepreneurship Education in Tourism and Hospitality Management - Bagri, Satish Chandra 2022-05-27

Entrepreneurship education is a rapidly evolving field that is critical to the development of well-equipped and competent business leaders. The importance of training the future generation of managers and leaders cannot be overlooked as they play a vital role in ensuring the survival of various industries and companies. Entrepreneurship Education in Tourism and Hospitality Management provides an in-depth look at various cases of entrepreneurship education in the tourism and hospitality industries across the world as well as their recent changes and developments. This book also advances the literature in the field of entrepreneurship education by broadening the discussion on the recent trends and ongoing challenges to include perspectives on creating the next generation of tourism and hospitality entrepreneurs. Covering topics such as digital education and tourism sustainability, this reference work is ideal for administrators, academicians, policymakers, entrepreneurs, scholars, researchers, practitioners, instructors, and students.

How to Create Heart-Based Hospitality: The Future of the Hotel Hospitality Experience - Peter McAlpine

This book shows hoteliers how to create a spirit of hospitality that is impossible to create with the globally pervasive, standards manual-based concept of SOP-Customer Satisfaction. Heart-Based Hospitality is an energetic and spiritual concept of hospitality, and it provides a completely new direction in hospitality. It is based on creating an ever-increasing spirit of unconditional love, Metta loving-kindness,

compassion, and heart-warming care, which are the forgotten essence of hospitality. By working with energy, especially heart energy, and by developing the spiritual capacity of the staff you can create limitless levels of spiritual and energetic hospitality far above the traditional SOP-Customer Satisfaction ceiling. As you develop Heart-Based Hospitality you can increase the softness, gentleness, loving-kindness, compassion, and heart-warming care of the staff and the energetic warmth of the hospitality without limit. Heart-Based Hospitality is a concept and a direction that enables the spirit of hospitality to evolve energetically and spiritually. It will revolutionise the hospitality industry. I call the level Heart-Based Hospitality because it is created by working with human energy, especially with the energy of the heart; by developing the heart's intelligence; by increasing heart coherence so as to open the heart to experience ever-stronger emotions of love; and by developing spiritual capacity which increases the desire to show unconditional love, Metta loving-kindness, heart-warming care, and compassion from the heart. The future hospitality experience will be energetic and spiritual. Hotels in the future will also use heart field energy techniques to change the energetic vibration of the hotel staff, the guests, and spaces. They will also infuse spaces, facilities, and guest accommodation with pleasant-feeling energy through specific meditations. I have written the book in order to bring about a revolution of change in the hotel industry. The book shows hotels how to implement and develop the process of creating Heart-Based Hospitality. Part 1, the Introduction to the book, explains what the book is about. Go to this link:

http://heartbasedhospitality.com/?page_id=57800

Entrepreneurship in Hospitality and Tourism - Maureen Brookes
2015-09-30

'Entrepreneurship in Hospitality and Tourism: a global perspective' gives a new and definitive overview of the vital role and effective practice of entrepreneurship in one of the most dynamic industry sectors in the world. The highly qualified international team of contributors ensures a global perspective.

The International Hospitality Business - Lawrence Yu 1999

Yu (tourism and hospitality management, George Washington University) examines the social, cultural, political, and economic environment within which international hospitality operations compete. He covers a broad range of policy issues in operating hotels and restaurants in foreign countries, including development strategies and organizational structures. He also discusses managerial functions, such as accounting, finance, tax, law, marketing, and human resources. The book is intended for both students and managers. Annotation copyrighted by Book News, Inc., Portland, OR

The Routledge Companion to International Hospitality Management - Marco A. Gardini 2020-11-09

The hospitality sector is facing increasing competition and complexity over recent decades in its development towards a global industry. The strategic response to this is still that hospitality companies try to grow outside their traditional territories and domestic markets, while the expansion patterns and M&A activities of international hotel and restaurant chains reflect this phenomenon. Yet, interestingly, the strategies, concepts, and methods of internationalization as well as the managerial and organizational challenges and impacts of globalizing the hospitality business are under-researched in this industry. While the mainstream research on international management offers an abundance of information and knowledge on topics, players, trends, concepts, frameworks, or methodologies, its ability to produce viable insights for the hospitality industry is limited, as the mainstream research is taking place outside of the service sector. Specific research directions and related cases like the international dimensions of strategy, organization, marketing, sales, staffing, control, culture, and others to the hospitality industry are rarely identifiable so far. The core rationale of this book is therefore to present newest insights from research and industry in the field of international hospitality, drawing together recent scientific knowledge and state-of-the-art expertise to suggest directions for future work. It is designed to raise awareness on the international factors influencing the strategy and performance of hospitality organizations, while analyzing and discussing the present and future challenges for hospitality firms going or being international. This book will provide a comprehensive overview and deeper understanding of trends and issues to researchers, practitioners, and students by showing how to master current and future challenges when entering and competing in the global hospitality industry.

Innovation and Entrepreneurship - Klaus Weiermair 2010

Handbook of Research on Approaches to Alternative Entrepreneurship Opportunities - Dantas, José Guilherme Leitão 2020-02-25

In some cases, technology-based projects have revolutionized the way of living by contributing to job and wealth creation. These types of ventures, regardless of their outstanding relevance, are the exception rather than the norm in that they account for only a very small percentage of entrepreneurial activity. Although not ignoring these important ventures, the main goal of this title is to fully unleash the wide potential of the entrepreneurial activity, exploring and highlighting the somewhat hidden part, which is ultimately responsible for the largest part of new businesses and, as a consequence, for the wellbeing of millions of people virtually everywhere. The Handbook of Research on Approaches to Alternative Entrepreneurship Opportunities is a collection of innovative research on the methods and applications of entrepreneurial activity beyond the traditional boundaries of entrepreneurship research. While highlighting topics including collective business, organizational performance, and generational differences, this book is ideally designed for entrepreneurs, developers, researchers, business managers, industry professionals, academicians, and students seeking to draw attention to distinctive and multifaceted types of entrepreneurship.

Business Information Systems - Witold Abramowicz 2017-06-21

This book constitutes the refereed proceedings of the 20th International Conference on Business Information Systems, BIS 2017, held in Poznań, Poland, in June 2017. Big Data Analytics helps to understand and enhance enterprises by linking many fields of information technology and business. This year's conference theme was: Big Data Analytics for Business and Public Administration. The 24 full papers presented in this volume were carefully reviewed and selected from 72 submissions. They were organized in topical sections named: big and smart data; business and enterprise modeling; ICT project management; process management; smart infrastructure; and applications.

Resiliency Models and Addressing Future Risks for Family Firms in the Tourism Industry - Zehrer, Anita 2021-05-07

Family-owned and family-run firms, which are mostly small and medium-sized enterprises, are important when it comes to tourist destinations. It is therefore essential to understand how family firms address future risks and the challenges they face as part of the tourism industry. Since family businesses play such an important role for the entire tourism industry, it is worthwhile to analyze this business type when it comes to organizational resilience. Further, the development of practical solutions from field or case studies are beneficial for creating valuable learning effects for both firms and destinations alike. The examination of one risk scenario and its successful or missing management might be beneficial to create useful learning effects for the future. Therefore, it is essential to understand contemporary issues and future challenges of family firms in the hospitality/service industry and to examine different perspectives at an individual, firm, and destination management level. Resiliency Models and Addressing Future Risks for Family Firms in the Tourism Industry provides an in-depth examination of tourism family firms, since these firms are essential for supplying solutions for challenges such as dealing with uncertainty, becoming or remaining resilient, and creating sustainable tourism destinations. The chapters address the challenges of sustainability and resilience in an uncertain world and connects knowledge from family business research to tourism research, focusing on hospitality. Highlighted topics include organization ambidexterity, pandemic risk, firm management and leadership, and technology use in firm operations. This book is essential for family firms, hotel management, entrepreneurs, restaurateurs, tourism professionals, academicians, researchers, and students seeking the most advanced research on family firm's resilience and risk management within the tourism industry.

Entrepreneurship and Organizational Change - Vanessa Ratten 2020-01-06

Change is a part of any organization, but in order to compete in the globally connected business environment, organizations also need to incorporate an entrepreneurial focus. This book investigates how successful organizations have intelligently responded to change by utilizing creative, innovative and dynamic solutions. Pursuing a complexity theory approach, it analyzes the changes currently taking place, and discusses the optimal use of organizational resources. This provides the reader with a more cohesive way to assess the current and potential future challenges faced by organizations as they respond to environmental, social and economic changes.

Markplus Inc: Winning The Future - Marketing And Entrepreneurship In

Harmony - Philip Kotler 2021-02-04

This book seeks to understand how a one-man consultancy practice can grow to become what is arguably the largest such enterprise in one of the world's largest countries. It follows the incredible story of the start-up MarkPlus and its journey to become what it is today. Through this journey, one will discover the importance of developing innovative and original marketing frameworks and practices, along with the purpose and passion of a start-up's founder. This insightful book covers many well-established marketing concepts and practices and sheds light on the path that many entrepreneurs must take in establishing their own businesses.

Tourism - Roy A. Cook 2017-04-12

A comprehensive, international view of the business of tourism. The engaging writing style and hundreds of updated industry examples make *Tourism: The Business of Hospitality and Travel*, 6/e, the perfect textbook for students taking their first hospitality or tourism class. It views the industry from a holistic, global business perspective—examining the management, marketing and finance issues most important to industry members. Chapters reveal an integrated model of tourism and address consumer behavior, service quality, and personal selling. The thoroughness of content and references also make it suitable for upper-level hospitality and tourism courses. Readings and integrative cases close each part, and end-of-chapter exercises allow students to apply their knowledge and refine their problem-solving and critical-thinking skills. This edition includes new and updated material on social media, event management, timeshares, sustainable and marijuana tourism, and the future of tourism.

Planning and Managing Sustainability in Tourism - Anna Farmaki

This book provides a holistic approach to understand the challenges and opportunities related to the planning and management of sustainable development in tourism. The editors present a collection of empirical studies, best-practice cases, and theoretical discussions to draw insights on the economic, social, environmental, and political dimensions of sustainability. Specifically, using a range of case studies examining sustainability applications within various tourism industry sectors as well as different geographical regions, this book is of value to tourism policymakers, practitioners, academicians, and students, encouraging them to develop proactive behavior. This publication represents an up-to-date, innovative guide in helping readers understand the challenges facing sustainable tourism development and implementation as well as the potential opportunities for both developed and developing nations in pursuing sustainability goals in their tourism plans.

Hospitality Law - Stephen C. Barth 2017-04-17

Hospitality Law: Managing Legal Issues in the Hospitality Industry, Fifth Edition takes an applied approach to the study of hospitality law with its touchstone of compliance and prevention. The book is highly pedagogical and includes many interactive exercises and real world cases that help students focus on the practical application of hospitality laws and model their decision process to avoid liability. As a result, this book does look different than others on the market as the legal information contained is carefully selected to specifically correlate with helping students understand how to do the right thing, i.e., it is not a comprehensive book on the laws. Barth immediately helps readers learn about the legalities of situations and work through exercises – both individually and in groups -- to effectively apply them to hospitality management situations. Many instructors teach their course from a very applied perspective, which aligns with Barth's approach.

The Future of Entrepreneurship in Africa - Anthony Abiodun Eniola 2022-12-30

For many years, entrepreneurship has been considered as one of the most important solutions to the three-pronged challenges, poverty, unemployment and inequality, of most African countries. A recent development that has undoubtedly compounded the challenges that African entrepreneurs face and further impede the economic growth impact is Covid-19. This pandemic has exerted severe damage to economies and businesses globally. For the African setting, the implications of Covid-19 on businesses and individuals would be enormous, as African societies are rarely equipped to absorb unexpected shocks of this magnitude as the social and welfare schemes are far below requirements. This book illuminates entrepreneurship in the African setting, focusing on the prospects, challenges, and the post-Covid-19 pandemic future. It aims to offer a rich repository of information on strategies and techniques for sustaining entrepreneurial activities that can enrich African nations and will be of relevance to academics, researchers, advanced students, entrepreneurs, governments, and

government agencies who are interested in understanding issues relating to entrepreneurship development within the African continent.

Entrepreneurship and Small Business Management in the Hospitality Industry - Darren Lee-Ross 2009

Divided into four sections, *Entrepreneurship and Small Business Management in the Hospitality Industry* takes an intuitive step by step progression through each stage of the entrepreneurial process: *Context, theoretical perspectives and definitions; the entrepreneur and their environment. What are the characteristics of an entrepreneur? *Concept to reality: the feasibility study, analyzing the competition, sourcing funding and selecting partners, especially in a family business *The business plan: the structure and content of the business plan, through to detailed distribution, marketing and human resource planning including cultural differences and considerations *Growth and the future: venture capital, e-strategies, new markets and exit strategies. *Covers all aspects of entrepreneurship in the hospitality industry from entrepreneurial characteristics to business planning * Uses culturally diverse cases and examples to give a holistic view of entrepreneurship * Takes a learning by doing approach with features such as chapter objectives, case studies, reflections, role-play activities and experiential exercises

Tourism and Entrepreneurship - Jovo Ateljevic 2017-12-04

Tourism and Entrepreneurship: International Perspectives provides an innovative, interdisciplinary approach. This book takes as its central theme the role of entrepreneurship in the context of regional, local and national tourism development. By engaging with top academics in both tourism and entrepreneurship this book delivers a cohesive, interdisciplinary examination of the most recent developments in both tourism and entrepreneurship. Several key themes are explored and articulated through the following concepts and issues: tourism, innovation and entrepreneurship; the role and nature of individual and collective entrepreneurship in different contexts; the role of tourism in responding to development opportunities created by global forces; and finally, issues associated with tourism strategies and policies. Divided into four parts, the book reflects on the most relevant areas of tourism entrepreneurship: * Understanding the conceptual basis of tourism entrepreneurship * Creative use of entrepreneurship and processes of social innovation * Tourism entrepreneurship mediating the global-local divide * Sectoral strategies and policy issues of tourism entrepreneurship *Tourism and Entrepreneurship: International Perspective*: * Explains the impact of tourism entrepreneurship on places and overall regional and destination development * Examines the role of the public sector in facilitating the need for sustainable tourism development * Examines the effects and implications of funding schemes and support programmes * Takes the owner, manager and entrepreneur as the starting point of analysis to explore specific issues * Allows practitioners and policy-makers to explore practical applications and best practice of theory through a diverse range of international case studies * Contributed to by an international team of leading scholars in tourism and entrepreneurship This book is a unique combination of theory, case studies and discussion highlighting the importance of entrepreneurial tourism activity for economic success. It is essential reading for students and researchers in both tourism and entrepreneurship.

Sustainable Hospitality Management - Huub Ruël 2020-11-20

The hospitality industry is major industry. Due a steady growth, by 2030 the hospitality and tourism industry is expected to provide 380 million jobs. This title explores the challenges presented including labor shortages, containing and reducing the ecological footprint, Over tourism, and a poor industry image.

Hospitality Business Development - Ahmed Hassanien 2019-11-22

Hospitality Business Development analyses and evaluates the different aspects of business growth routes and development processes in the international hospitality industry. It considers the essential features of the strategic business context, in which any hospitality organisation operates. Since the first edition, the hospitality industry has evolved significantly with the emergence of new entrants, new technologies and evolved global market structures. This new edition has been updated to reflect these developments in the field and includes the following: New contemporary topics such as social enterprises, business models, social capital, value proposition, co-creation and the sharing economy. Examples and case studies on hospitality organisations from across the world to demonstrate the globalisation of the hospitality business. A new up-to-date standard for explaining the hospitality business development concept, scope and process. This book equips students and aspiring hospitality managers with the necessary knowledge, expertise and skills in business development. It is a must-read for anyone studying or

working in the hospitality industry.

Charting a Sustainable Future of ASEAN in Business and Social Sciences - Naginder Kaur 2020-07-23

This volume showcases selected conference papers addressing the sustainable future of ASEAN from the perspectives of business and social science disciplines. In addressing the 17 Sustainable Development Goals (SDGs) envisioned by the United Nations in the domains of environment, health and well-being, posing potential means of reducing inequalities globally, the authors target specific issues and challenges confronting the fast-growing region of ASEAN and present suggestions for co-operation and commitment from governments, non-governmental organisations (NGOs) and society at large, in line with the ASEAN Vision 2020. Papers are selected from the 3rd International Conference on the Future of ASEAN (ICoFA) 2019, organised by Universiti Teknologi MARA in Malaysia, whose conference theme "Charting the Sustainable Future of ASEAN" enables intellectual discourse on sustainability issues from business and the social sciences, as well as science and technology. The selection of papers is published in two volumes, comprising scholarly and practical insights into sustainability in ASEAN. This first volume of papers from business and social science scholars will be of interest to researchers and policymakers interested in sustainability developments in the ASEAN region.

Disruptive Technology, Legal Innovation, and the Future of Real Estate - Amnon Lehavi 2020-09-30

This book addresses challenges that new technologies and the big data revolution pose to existing regulatory and legal frameworks. The volume discusses issues such as blockchain and its implications for property transactions and taxes, three (or four) dimensional title registration, land use and urban planning in the age of big data, and the future of property rights in light of these changes. The book brings together an interdisciplinary collection of chapters that revolve around the potential influence of disruptive technologies on existing legal norms and the future development of real estate markets. The book is divided into five parts. Part I presents a survey of the current available research on blockchain and real estate. Part II provides a background on property law for the volume, grounding it in fundamental theory. Part III discusses the changing landscapes of property rights while Part IV debates the potential effects of blockchain on land registration. Finally the book concludes with Part V, which is devoted to new technological applications relevant to real estate. Providing an interdisciplinary perspective on emerging technologies that have the potential to disrupt the real estate industry and the regulation of it, this book will appeal to a broad audience, consisting of scholars, policy-makers, practitioners, and students, interested in real estate, law, economics, blockchain, and technology policy.

Hospitality Strategic Management - Cathy A. Enz 2009-04-07

Updated to include the current models, theories, and hospitality practices, *Hospitality Strategic Management: Concept and Cases*, Second Edition is a comprehensive guide to strategic management in the international hospitality industry. Author Cathy A. Enz uses the case study approach to cover current topics such as innovation, entrepreneurship, leadership, ethics, and franchising. Eight full case studies with exhibits and documents address the areas of lodging, food service, tourism e-commerce, gaming, cruise lines, and airlines, making this book ideal for executive level training courses or hospitality industry executives interested in developing their strategic management skills.

The Future Opportunities and Challenges of Business in Digital Era 4.0 - Satria Bangsawan 2020-07-24

One of the main challenges faced by all entrepreneurs, is the need to growth. Growth is part of all organizations, it implies continuous growth of sales, purchases, number of employees, profit and thus the growth of the enterprise. Most innovations that are part of the organizations are derived from the internal organization. Industrial Revolution 4.0 provides both opportunities and challenges to all entrepreneurs to grow their business. The rapid development of technology and all digital aspects create opportunities of innovation in organizations. These proceedings provide details beyond what is possible to be included in an oral presentation and constitute a concise but timely medium for the dissemination of recent research results. It will be invaluable to professionals and academics in the field of business, entrepreneurship and economics to get an understanding of recent research developments.

Handbook on Digital Business Ecosystems - Baumann, Sabine 2022-04-22

This timely Handbook on Digital Business Ecosystems provides a comprehensive overview of current research and industrial applications

as well as suggestions for future developments. Multi-disciplinary in scope, the Handbook includes rigorously researched contributions from over 80 global expert authors from a variety of areas including administration and management, economics, computer science, industrial engineering, and media and communication.

The International Hospitality Business - Richard Kotas 1996

Features forty contributions from well-known figures in the hospitality industry, academics, industrialists, and researchers, primarily from Europe and North America, writing on contemporary issues affecting the industry.

Gastronomy, Hospitality, and the Future of the Restaurant

Industry: Post-COVID-19 Perspectives - Pinto Borges, Ana 2022-03-04

Gastronomic tourism has made remarkable progress within the past decade in both academia and within its own sector. However, many industries have suffered from the COVID-19 pandemic, and food tourism businesses had to take unique precautions for the health and safety of global consumers. Despite the economic turbulence of the COVID-19 pandemic, there are many strategies available for the restaurant industry to thrive. *Gastronomy, Hospitality, and the Future of the Restaurant Industry: Post-COVID-19 Perspectives* presents the most recent research surrounding food and gastronomy in relation to hospitality and tourism, highlighting emerging themes and different methods of approach.

Concretely, it constitutes a timely and relevant compendium of chapters that offers its readers relevant issues in gastronomy and management strategies in the hospitality industry. Covering topics such as food tourism, organic food production, and restaurant communication, this book is an essential resource for managers, business owners, entrepreneurs, consultants, marketing specialists, government officials, libraries, researchers, academicians, educators, and students.

The Future of Entrepreneurship in Latin America - E. Brenes 2012-04-02

This book examines the outlook for Latin American entrepreneurs in the new global environment. Using case studies from across the region, the book highlights liberalization measures nations are adopting to facilitate small and medium size enterprise (SME) creation and growth, and existing barriers that are threatening SME sector gains.

Generation Z Marketing and Management in Tourism and Hospitality - Nikolaos Stylos 2021-05-24

Generation Z (Gen Z) is the demographic cohort also known as Post-Millennials, the iGeneration or the Homeland Generation. Referring to individuals born roughly between the mid-1990s and the early 2000s, they are our youngest consumers, students, colleagues, and voters. Understanding them is a key aspect. In the context of the hospitality and tourism, Gen Z-ers represent the future in human resources, and service production and consumption. This book focuses on the aspirations, expectations, preferences and behaviours related to individuals within this demographic. It critically discusses their dynamism in driving the tourism sector and offers insights into the roles that Gen Z will inhabit as visitors, guests, consumers, employees, and entrepreneurs. This book is a valuable resource for managers, scholars and students interested in acquiring concrete knowledge on how Gen Z will shape the marketing and management of tourism-related services.

Strategic International Restaurant Development: From Concept to Production - Camillo, Angelo A. 2021-04-09

Foodservice industry operators today must concern themselves with the evolution of food preparation and service and attempt to anticipate demands and related industry changes such as the supply chain and resource acquisition to not only meet patrons' demands but also to keep their competitive advantage. From a marketing standpoint, the trend toward a more demanding and sophisticated patron will continue to grow through various factors including the promotion of diverse food preparation through celebrity chefs, mass media, and the effect of globalization. From an operational standpoint, managing and controlling the business continues to serve as a critical success factor. Maintaining an appropriate balance between food costs and labor costs, managing employee turnover, and focusing on food/service quality and consistency are fundamental elements of restaurant management and are necessary but not necessarily sufficient elements of success. This increasing demand in all areas will challenge foodservice operators to adapt to new technologies, to new business communication and delivery systems, and to new management systems to stay ahead of the changes. *Strategic International Restaurant Development: From Concept to Production* explains the world of the food and beverage service industry as well as industry definitions, history, and the status quo with a look towards current challenges and future solutions that can be undertaken when

developing strategic plans for restaurants. It highlights trends and explains the logistics of management and its operation. It introduces the basic principles for strategies and competitive advantage in the international context. It discusses the food and beverage management philosophy and introduces the concept of food and beverage service entrepreneurship, restaurant viability, and critical success factors involved in a foodservice business venture. Finally, it touches on the much-discussed topic of the food and beverage service industry and sustainable development. This book is ideal for restaurateurs, managers, entrepreneurs, executives, practitioners, stakeholders, researchers, academicians, and students interested in the methods, tools, and techniques to successfully manage, develop, and run a restaurant in the modern international restaurant industry.

Social Entrepreneurship in Hospitality - Willy Legrand 2020-11-16

This innovative book is the first to explore social entrepreneurship in the field of hospitality, introducing students to the principles of social entrepreneurship motivation, finance, sustainability, issues and challenges, and how these can be successfully implemented in a range of hospitality settings. The hospitality industry offers a particularly fruitful framework for social entrepreneurs, partly due to the low barriers of entry 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. Insights into 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.

The Future of Business Schools - Rico J. Baldegger 2022-11-18

Are business schools on the wrong track? For many years, business schools enjoyed rising enrollments, positive media attention, and growing prestige in the business world. However, due to the disruption of Covid-19, many previously ignored issues relating to MBA programs resurfaced. As a result, MBA programs now face lower enrollments and intense criticism for being deficient in preparing future business leaders and ignoring essential topics like ethics, sustainability, and diversity and inclusion. The Future of Business Schools discusses these issues in the context of three critical areas: complexity, sustainability, and destiny

Sport Entrepreneurship - Vanessa Ratten 2018-02-05

This book introduces the structure, economic arguments, and business strategies for entrepreneurship in sport. Here, the entrepreneurial process is usually initiated by organizations, people or governments who are embedded in both economic and social contexts. The development of technologies that have enhanced the diffusion of information and the creation of new international markets has impacted sports entrepreneurship activities. The goal of this book is to introduce readers to emerging issues in sport entrepreneurship and management. The book focuses on the role of entrepreneurship in the sports context by examining how to leverage the opportunities that arise from networks and optimize resources by identifying where they can most effectively be put to use. As a unique discipline, sport entrepreneurship helps to identify the conditions under which and the processes in which upcoming business ventures need to be pursued. The book will be useful for sports organizations, athletes and government organizations promoting the use of entrepreneurship to generate competitive advantages on the global marketplace.

The SAGE Handbook of Hospitality Management - Roy C Wood 2008-06-05

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 contemporary 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