Entrepreneurship and Small Business Management in the Hospitality Industry - Darren Lee-Ross 2010-05-04 Small businesses are the backbone of the tourism and hospitality industry and, depending on which statistics one uses, represent somewhere between 75 to 95 percent of all firms globally in this sector. The number of entrepreneurs has dramatically and uniformly increased globally over the last ten years. 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; Concept to reality; The business plan; Growth and the future. Ideal for students at any level, the chapters of this book invite you to ponder upon your reading through a series of ‘reflective practice’ activities. These, along with case studies, clearly defined chapter objectives, reflections, role-play activities and experiential exercises, allow you to both think actively about themes, concepts and issues and then apply them to a number of suggested scenarios. Perfect preparation for the up-and-coming entrepreneur!

The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality - Marcos Sotiriadis 2018-07-11 This book is a practical handbook for entrepreneurship in tourism related industries. The book will provide students and prospective entrepreneurs with the knowledge, know-how and best practices in order to assist them in planning, implementing and managing business ventures in the field of tourism.

Global Entrepreneurial Trends in the Tourism and Hospitality Industry - Bataylal, Debashis 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, transportation, 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.

Entrepreneurship in Tourism - Andreas Walmisley 2018-11-19 The development of tourism has historically been characterised by enterprising individuals. Small businesses are the backbone of the tourism and hospitality industry. However, entrepreneurship and the entrepreneurial process have long been marginal topics within tourism scholarship. This is a critical, yet accessible, introduction to the subject. Structured into twelve chapters, this book takes an intuitive step-by-step progression through entrepreneurship in tourism: context, theoretical perspectives and definitions; the entrepreneurial process from concept to reality; growth, policy context and future directions. Featuring learning outcomes, ‘reflective practice’ activities and a range of international case studies that encourage critical thinking and practical applications, this is essential reading for anyone studying tourism degree programmes at undergraduate and graduate level.

Social Entrepreneurship in Hospitality Industry - 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.

Entrepreneurship in the Hospitality, Tourism and Leisure Industries - Michael Rimington 2009-11-03 Entrepreneurship is the engine that drives any successful industry or economy. In the rapidly evolving hospitality, tourism and leisure sector worldwide this is particularly true. This new text is designed to develop a greater understanding of the process and context for entrepreneurship as well as to provide key concepts which will enable the reader to become more entrepreneurial themselves. The text unites appropriate theory with copious real world examples giving the student, manager or trainer a powerful framework for understanding every aspect of this vital business function. Rigorously developed by authors with wide teaching and industry experience it contains: * Clear learning objectives and teaching structure * Up-to-date cases throughout * The widest possible coverage of the latest research and literature * A clear focus on the dynamic hospitality, tourism and leisure sector. Entrepreneurship in the Hospitality, Tourism and Leisure Industries is an essential teaching tool and reference on all serious academic and professional courses and gives a uniquely powerful overview of the subject for students and trainees.

Entrepreneurship in the Hospitality, Tourism and Leisure Industries - Alison J. Morrison 2006

Entrepreneurship in Tourism - Andreas Walmisley 2018-11-19 The development of tourism has historically been characterised by enterprising individuals. Small businesses are the backbone of the tourism and hospitality industry. However, entrepreneurship and the entrepreneurial process have long been marginal topics within tourism scholarship. This is a critical, yet accessible, introduction to the subject. Structured into twelve chapters, this book takes an intuitive step-by-step progression through entrepreneurship in tourism: context, theoretical perspectives and definitions; the entrepreneurial process from concept to reality; growth, policy context and future directions. Featuring learning outcomes, ‘reflective practice’ activities and a range of international case studies that encourage critical thinking and practical applications, this is essential reading for anyone studying tourism degree programmes at undergraduate
and graduate level.

Social Entrepreneurship and Tourism—Pauline J. Sheldon 2016-12-22
This volume explores the links between the rapidly growing phenomenon of social entrepreneurship (SE) and the international tourism and hospitality industry. This unique industry is particularly ripe for transformation by SE and the book’s authors delve deeply into the reasons for this. The book has three parts. The first creates a conceptual and theoretical framework for understanding the uniqueness of SE in the tourism context. The second examines different communities of practice where SE is being applied in tourism. The third is a rich collection of case studies from eight countries where tourism SE is already having an impact. The book’s authors address the topic from many different angles, disciplinary backgrounds and geographic areas. Many case study authors are practicing social entrepreneurs who share their successes, challenges and experience with tourism-related projects. The book also proposes a research agenda and educational programmatic changes needed to support tourism SE. As these are developed, tourism SE will bring innovation to destinations, transformation of their economic and social structures, and contribution to a better world. The book has many insights and resources for scholars and practitioners alike to usher in this transformation.

Entrepreneurship in the Hospitality, Tourism and Leisure Industries—Biswajit Pattajoshi 2018-10-10 Many standard BOP models have been undergoing radical transformations. Newer functioning models with inclusivity with holistic, systems approach is the mantra. Development has morphed into community leadership, and societal fabric building now frames the effect of corporate governance activities on shareholder value. Not surprisingly, new voices have been calling for reinvention of marketing. CEOs cannot get clear, compelling answers about marketing’s impact on the bottom line. The adage of Sam Wannamaker- that he knows that 50 percent of his advertisement works but he does not know which half- still haunts management. Consider the following: Economic liberalisation has given a new impetus to the hospitality industry. It costs an average of US$50-80 million to set up five-star hotels with 300 rentable rooms in India. The gestation period is usually between three and four years. Movements in real estate prices have to be watched, though they have stabilised in the past three years or so. Non-five-star hotels are obviously cheaper and have smaller gestation periods, but international chains are expected to go into the five-star category. Biswajit Pattajoshi offers not only a candid critique of eradicating poverty through bottom of pyramid spins but more important a clear agenda- indeed the Samantha agenda- for meaningful change in end of poverty by immortal brand equity white horse. He calls upon leadership to deliver value and solutions, not physicality colours. He believes that the stalwart must understand their building blocks and operations from finance to supplier partnerships. They must co-operate and compete on multidisciplinary teams, because BOP model fails whenever any part of greater agenda fails to cohort with great acres. BOP’s are posing titanic challenges to manage marketing tectones, many of which are exemplary spectacles in waves of shareholders. Marketing change agents have led to innovative, community building indispensability models that track futuristic transformation eradication of poverty, establishing peace communities. If community building model’s take-off profits are harnessed by the BOP.

Entrepreneurial Development and Innovation in Family Businesses and SMEs—Masuours, Andreas 2020-06-19 Entrepreneurship is very important for both entrepreneurs and economic development. It helps boost innovation and competitiveness in every country and facilitates the creation of new jobs and new opportunities, especially for family businesses and small and medium enterprises (SMEs). Both entrepreneurship and innovation constitute a subject that is both topical and timeless, since institutions and the various institutional processes have always affected a country’s sustainability. Entrepreneurial Development and Innovation in Family Businesses and SMEs is an essential scholarly publication that contributes to the understanding, improving and strengthening of entrepreneurial development, and innovation’s role in family businesses and SMEs by providing both theoretical and applied knowledge in order to find how and why entrepreneurship and innovation can produce inefficient and dysfunctional outcomes. Depending on a wide range of factors such as women entrepreneurship, internationalization, and organizational learning, this book is ideal for researchers, policymakers, entrepreneurs, executives, managers, academics, and students.

Franchising Hospitality Services—Conrad Lashey 2007-06-07 ‘Franchising in the Hospitality Industry’ provides an overview of the issues, debates and challenges associated with business franchising. In two parts, this text firstly looks at the issues from both an academic and practitioner perspective. The second part looks more closely at service sector groups in the hospitality industry, such as hotels, leisure and catering using national and international examples and illustrations. These demonstrate how the theories and debates discussed in the first part, are tackled in real life situations. Examples used are from well known companies such as McDonalds, Baskin Robbins, Burger King, Choice Hotels, Holiday Inn, Domino Pizza, Pierre Victorie amongst others.

Building Community Capacity for Tourism Development—G. Moscato 2008 A lack of entrepreneurial capacity, limited understanding of tourism markets and a lack of community understanding of tourism and its impacts have been identified as barriers to effective tourism development in peripheral regions. This book provides an analysis of this issue within tourism development practice.

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 * 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.

Nascent Entrepreneurship and Successful New Venture Creation—Carrizo Moreira, António 2017-08-10 Entrepreneurship is the backbone of a strong economy. Necessity-driven entrepreneurs make up a large portion of the employed population and analyzing their methods and habits offers numerous benefits for future workers. Nascent Entrepreneurship and Successful New Venture Creation is a valuable resource that delves into the current trends and methodologies of recent entrepreneurs and entrepreneurial activities. Highlighting relevant topics that include non-cognitive skills, intellectual capital protection, regional development, and technology-based firms, this scholarly reference source is an ideal publication for business managers, organizational leaders, professionals, and researchers that would like to discover new insights into the world of entrepreneurship.

Innovation and Entrepreneurial Opportunities in Community Tourism—Soares, Jakson Renner Rodrigues 2020-10-16 Innovation is essential to remaining competitive in the tourism industry, especially for new enterprises. Community-based tourism is not only innovative but also a responsible tourism initiative that lessens the negative impacts of economic activity and increases the positive impacts of the sector. This type of tourism works with respect for the environment and generates innovations in products, services, because BOP, and processes. Moreover, from a social innovation perspective, it explores businesses, initiatives, and ideas that can add value to tourism. Entrepreneurs looking to remain successful need to improve their knowledge of this valuable industry. Innovation and Entrepreneurial Opportunities in Community Tourism is a critical reference source that examines the latest empirical research findings in innovation in the community tourism network and its contribution to the development of the territory. The book also investigates the dynamic capacities related to small tourism entrepreneurs in the coastal space. Highlighting themes that include female entrepreneurship, marketing, and marine tourism, this book is ideal for entrepreneurs, small business owners, tourism and hospitality...
Entrepreneurship in the Hospitality Industry—Chris Sheppardson 2011 Many aspire to be leaders and entrepreneurs where they can set the tone of business. This is particularly true in the hospitality industry where entrepreneurship is a dominant force, yet few people understand what it demands to be a leader in the sector.

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, localational 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 Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality—Marios Sotiriadis 2016-07-11 This book is a practical handbook for entrepreneurship in tourism related industries. The book will provide students and prospective entrepreneurs with the knowledge, know-how and best practices in order to assist them in planning, implementing and managing business ventures in the field of tourism.

Entrepreneurship in the Hospitality, Tourism and Leisure Industries—Michael Rimington 2009-11-03 Entrepreneurship is the engine that drives any successful industry or economy. In the rapidly evolving hospitality, tourism and leisure sector worldwide this is particularly true. This new text is designed to develop a greater understanding of the process and context for entrepreneurship as well as to provide key concepts which will enable the reader to become a more entrepreneurial themselves. The text unites appropriate theory with copious real world examples giving the student, manager or trainer a powerful framework for understanding every aspect of this vital business function. Rigorously developed by authors with wide teaching and industry experience it contains: Clear learning objectives and teaching structure *Up-to-date cases throughout *The widest possible coverage of the latest research and literature *A clear focus on the dynamic hospitality, tourism and leisure sector. Entrepreneurship in the Hospitality, Tourism and Leisure Industries is an essential teaching tool and reference on all serious academic and professional courses and gives a uniquely powerful overview of the subject for students and trainees.

Strategic Business Models to Support Demand, Supply, and Destination Management in the Tourism and Hospitality Industry—Carvalho, Luisa Cagica 2019-08-30 The international tourism industry has seen increased growth in the past few years as millions of individuals continue to travel worldwide. As one of the world’s largest economic sectors, creating jobs, driving exports, and generating prosperity worldwide, hospitality and tourism management needs to continually be explored in order to update best business models and practice. Strategic Business Models to Support Demand, Supply, and Destination Management in the Tourism and Hospitality Industry is an essential reference source that emphasizes emergent and innovative aspects and new challenges and issues within the industry with a particular focus on demand, supply, and destination management. Featuring research on topics such as circular economy, consumer behavior, and social networking, this book is ideally designed for business professionals, executives, hotel managers, event coordinators, restaurateurs, travel agents, tour directors, policymakers, government officials, industry professionals, researchers, students, and academicians.

Handbook of Research on Human Capital and People Management in the Tourism Industry—Costa, Vania Gonçalves 2020-10-09 The tourism industry is an industry of people and is directly dependent on the performance of activities such as business gain competitive capacity in the global marketplace. This aspect is crucial in tourism in the face of strong and growing competition in the sector. Human Capital and People Management in the Tourism Industry is a crucial reference source that reveals groundbreaking human resource policies for tourism destinations, revolutionary human capital and managerial business approaches in tourism, innovative tourism training perspectives, and new tourism qualification prospects. Featuring research on topics such as intellectual capital, human resource management, and financial performance, this book is ideally designed for business managers, entrepreneurs, human resource officers, industry professionals, academicians, students, and researchers.

Entrepreneurship in the Hospitality, Tourism and Leisure Industries—Michael Rimington 1999 Entrepreneurship is the engine that drives any successful industry or economy. In the rapidly evolving hospitality, tourism and leisure sector worldwide this is particularly true. This new text is designed to develop a greater understanding of the process and context for entrepreneurship as well as to provide key concepts which will enable the reader to become more entrepreneurial themselves. The text unites appropriate theory with copious real world examples giving the student, manager or trainer a powerful framework for understanding every aspect of this vital business function. Rigorously developed by authors with wide teaching and industry experience it contains: Clear learning objectives and teaching structure *Up-to-date cases throughout *The widest possible coverage of the latest research and literature *A clear focus on the dynamic hospitality, tourism and leisure sector. Entrepreneurship in the Hospitality, Tourism and Leisure Industries is an essential teaching tool and reference on all serious academic and professional courses and gives a uniquely powerful overview of the subject for students and trainees.

Degrowth and Tourism—Levent Altinay 2018-04-27 This book examines key contemporary marketing concepts, issues and challenges that affect destinations within a multidisciplinary global perspective. Uniquely bringing both the theoretical and practical approaches, this handbook discusses cutting edge marketing questions such as innovation in destinations, sustainability, social media, peer-to-peer applications and web 3.0. Drawing from the knowledge and expertise of 70 prominent scholars from over 20 countries around the world, The Routledge Handbook of Destination Marketing aims to create an international platform for balanced academic and professional practical perspectives to foster synergetic interaction between academia and industry. For these reasons, it will be a valuable resource for both researchers and practitioners in the field of destination marketing.

Planning Research in Hospitality and Tourism—Levent Altinay 2015-10-23 Planning Research in Hospitality and Tourism provides an up-to-date cases throughout *The widest possible coverage of the latest research and literature *A clear focus on the dynamic hospitality, tourism and leisure sector. Entrepreneurship in the Hospitality, Tourism and Leisure Industries is an essential teaching tool and reference on all serious academic and professional courses and gives a uniquely powerful overview of the subject for students and trainees.
international hospitality and tourism sectors, and provide detailed guidance on both quantitative and qualitative methods of research. It includes a variety of features throughout to aid students’ understanding and offers practical tips to help students overcome any potential research issues. Building on the success of the first edition, the volume has been fully revised and updated, and contains new chapters on mixed methods and how to make best use of recent technology in research practices. The second edition also benefits from: • increased coverage of research design strategies including sampling, ethnography and experimental design • inclusion of computer-mediated data collection techniques, such as online interviews, focus groups and online observation (netnographic research) • new and updated international case studies and extracts, with a more even spread of tourism and hospitality examples of research • online student and lecturer resources, including PowerPoint slides and a test bank of multiple choice and true/false questions for each chapter. Written by three leading scholars with experience of both the industry and university courses globally, this insightful text is an essential resource for all tourism and hospitality research students and early career research professionals around the world.

Sustainability, Social Responsibility, and Innovations in the Hospitality Industry—H. G. Parsa 2015-04-01 A reference on sustainability, social responsibility, and green practices in hospitality and tourism, this book presents innovative research methods in sustainability, state-of-the-art research by leading internationally recognized scholars on this topic, providing an excellent source of quality research. Readers can expect to find several new ways to pursue research in sustainability. The book covers sustainability in the context of public policy and ethics, a popular topic with universal appeal to many disciplines beyond hospitality. It includes case studies and addresses sustainability issues from hotels, restaurants, tourism, travel, meetings, and others, with authors from all five continents.

New Frontiers in Hospitality and Tourism Management in Africa—Michael Z. Ngassong 2021-04-26 This book provides a management perspective on the full historical, contemporary, and geographic landscape of hospitality and tourism (H&T) in Africa. In so doing, it critically assesses and challenges the applicability of Western theories within the African context and draws attention to the insights offered by African management concepts. A variety of key topics are examined, including, for example, H&T management practices and management innovation in Africa, the drivers of and variation in uptake of Western management practices, policies and strategies to promote the development of H&T organizations, the influence of management practices on the competitiveness of African countries as tourism destinations, and areas for improvement of H&T organizations in Africa in the digital age. The approach is multidisciplinary. Both local and global perspectives are presented by authors from Africa, Europe, North America, and Asia, making it a valuable tool for international comparisons. This book will be essential reading for scholars, students, businesses, and policy makers with an interest in H&T in Africa.

Female Entrepreneurship in Transition Economies—V. Ramadani 2015-04-22 This book explores different topics in the field of female entrepreneurship, such as motivational factors of female entrepreneurs, career perspectives of women, social female enterprises, tourism and hospitality, and emotional and institutional support of female entrepreneurial initiatives in the perspective of different transitional countries.

Multilevel Approach to Competitiveness in the Global Tourism Industry—Teixeira, Sérgio Jesus 2019-10-25 Companies compete to gain public notoriety every day and use creativity and innovation to get ahead of their competition. In oversaturated industries, such as the tourism sector, smart strategies and global network capabilities must be adopted and improved in order to increase competitiveness. Multilevel Approach to Competitiveness in the Global Tourism Industry contains crucial reference material that discusses new intelligent practices to increase business competitiveness in the tourism sector. Featuring research on topics such as networking, artificial intelligence, and regional competitiveness, this book is ideally designed for program directors, event coordinators, tour developers, hotel managers, restaurateurs, travel agents, policymakers, academicians, researchers, advanced students, entrepreneurs, government officials, and professionals in the tourism and hospitality industry.

Generation Z Marketing and Management in Tourism and Hospitality—Nikolaos Stylos

Innovation in Hospitality and Tourism—Mike Peters 2012-11-12 Get the latest research on new ways to measure innovation in the tourism value chain. Until now, most research on innovation and its product service and development has focused on concepts, rather than facts. Innovation in Hospitality and Tourism presents empirical studies that identify the major “push and pull” factors of innovation in hospitality and tourism, providing vital information on how to measure innovation in the control and sustainable management of new service development. This unique book examines the internal and external drivers of innovation in the market place, the difference between innovative firms and those that merely follow trends, and explanations and examples of innovations in special areas of the tourism value chain. With hospitality markets saturated and clients selecting services from all over the world, it’s not enough to have an innovative idea for a new tourism product—your idea has to have the potential to be successfully marketed. Innovation in Hospitality and Tourism looks at methods of measuring the market-based applications of new processes, products, and forms of organization, the economic impact of innovation, innovation as a bipolar process between market and resources, and forms of cooperation that can strengthen and reinforce innovation. The book’s contributors analyze the relationship between welfare services and tourism in Denmark, the innovation potential throughout the tourism value chain from the supply side focus, innovation as a competitive advantage in Alpine tourism and in the small- and medium-sized hotel industry, tourism innovation statistics across products, providers, markets, and geopolitical regions, and a case study of AltinSPA, a wellness concept of the ArabshahSheraton group. Innovation in Hospitality and Tourism also examines—product development measuring innovation consumer-based measurement of innovation innovation processes in hotel chains innovation performance in hotel chains and independent hotels mobile business solutions for tourist destinations Internet portals in tourism analyzing innovation potential leadership and innovation processes welfare services and tourism as a driving force for innovation, as a tool to developing innovations and much more Innovation in Hospitality and Tourism is an invaluable resource for academics, professionals, practitioners, and researchers working in the field of hospitality and tourism.

A Profile of the Hospitality Industry, Second Edition—Betsy Bender Stringam 2020-08-04 This book tells the history, organizational structure, and management strategies of the hospitality industry. The hospitality industry is a unique and diverse industry. This book tells the history, organizational structure, and management strategies of the hospitality industry. Traditionally, the hospitality industry today includes organizations ranging from small independent cafés and inns to large multinational corporations. The author highlights key hotel, restaurant, and casino companies, and explains the concepts of franchising, consortia, and management contracts. The book divulges how the hospitality product is different from other industries: part service and part product, produced and consumed simultaneously, and the role of the hospitality industry in so doing, it critically assesses and challenges the applicability of Western theories within the African context and draws attention to the insights offered by African management concepts. A variety of key topics are examined, including, for example, H&T management practices and management innovation in Africa, the drivers of and variation in uptake of Western management practices, policies and strategies to promote the development of H&T organizations, the influence of management practices on the competitiveness of African countries as tourism destinations, and areas for improvement of H&T organizations in Africa in the digital age. The approach is multidisciplinary. Both local and global perspectives are presented by authors from Africa, Europe, North America, and Asia, making it a valuable tool for international comparisons. This book will be essential reading for scholars, students, businesses, and policy makers with an interest in H&T in Africa.

Managing Sustainable Tourism Resources—Batabyal, Debasish 2018-06-08 Different tourism sites and destinations require different tourism management strategies including sustainability, and the role of the customer as part of the service process. The book explains how perishable inventory and labor intensity affect hotels, restaurants, and casinos. The author also reviews policies that promote or restrict tourism and travel, government and employee safety, labor regulations, food safety laws, and requirements for accommodations for customers with disabilities. This text explains key strategic management decisions of the hospitality industry. The author projects how global expansion and sustainability efforts are shaping the industry, but also warns of the ongoing threats of pandemics and terrorism to travel.

Entrepreneurship Management in Hospitality Industry—Sophia Tieng 2018-12 Entrepreneurship is the backbone of a strong economy. In the rapidly evolving hospitality, tourism and leisure sector worldwide this is particularly true. This book explains and analyzes entrepreneurship and hospitality management issues in the creative and cultural sectors and...
Tourism Innovation in Spain and Portugal

João Leitão

Don't Mess It Up: How Founders and Their Successors Can Avoid the Clichés That Inhibit Growth
Les Trachtman

Tourism and Hospitality Entrepreneurship
Dr Rob Hallak

Small and medium enterprises (SMEs) represent the majority of businesses in the tourism and hospitality sector. The motivations, objectives, characteristics, and capabilities of SME owners steer the direction, strategies and business activities of these enterprises. This book focuses on the men and women who create and operate tourism and hospitality businesses, as well as examining the key factors that may influence entrepreneurial success. Based on an empirical study of 300 small business owners in South Australia, evidence suggests that the relationship between the entrepreneur and the local community can influence business performance. The extent to which an entrepreneur feels a sense of belonging (or ‘place identity’) to the community can influence their ability to operate a successful enterprise. This is because ‘place identity’ can affect both ‘entrepreneurial self-efficacy’ (individuals’ belief in their capabilities to successfully operate an entrepreneurial business) as well as their level of support for the community. These may then have a significant effect on the performance of the business and its owner.

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