

Global Cases On Hospitality Industry By Timothy L G Lockyer

As one of the largest service industries serving millions of international and domestic individuals yearly, it is important to understand the current trends, practices, and challenges surrounding tourism. Emphasized by the effects on people, management processes, and technological advancements, this economic and socio-cultural phenomenon's importance is increasing worldwide. *Global Trends, Practices, and Challenges in Contemporary Tourism and Hospitality Management* discusses and analyzes the impacts of new trends in the tourism industry, including sub-sectors of tourism, and revisits existing trends, identifies new types and forms of tourism, and discusses the influence and use of technology. Featuring research on topics such as guest retention, predictive analysis, and ecotourism practices, the material collected is ideally designed for managers, travel agents, industry professionals, practitioners, consultants, and researchers.

Tourism is one of the most rapidly evolving industries of the twenty-first century. The economy of many countries all over the world depends on their ability to attract visitors and maintain a distinct edge in a highly competitive market. *International Tourism and Hospitality in the Digital Age* brings together the best practices for growth, development, and strategic management within the tourism and hospitality industries. Highlighting comparative research that explores the cross-cultural contexts and societal implications of tourism, this book is an essential resource for professionals, researchers, academics, and students interested in a contemporary approach to promoting, managing, and maximizing profitability of leisure and recreation services.

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.

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 economic 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.

This detailed look at the hospitality industry's dynamics uses an international perspective that provides reader understanding by spanning several strategic and functional areas in management practices. The contributors offer research-based perspectives on real-life issues in this competitive industry.

The *European Journal of Tourism Research* is an interdisciplinary scientific journal in the field of tourism, published by Varna University of Management, Bulgaria. Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism. Publications from all fields, connected with tourism such as management, marketing, sociology, psychology, geography, political sciences, mathematics, statistics, anthropology, culture, information technologies and others are invited. The journal is open to all researchers. Young researchers and authors from Central and Eastern Europe are encouraged to submit their contributions. Regular Articles in the *European Journal of Tourism Research* should normally be between 4 000 and 20 000 words. Major research articles of between 10 000 and 20 000 are highly welcome. Longer or shorter papers will also be considered. The journal publishes also Research Notes of 1 500 – 2 000 words. Submitted papers must combine theoretical concepts with practical applications or empirical testing. The *European Journal of Tourism Research* includes also the following sections: Book Reviews, announcements for Conferences and Seminars, abstracts of successfully defended Doctoral Dissertations in Tourism, case studies of Tourism Best Practices. The *European Journal of Tourism Research* is published in three Volumes per year. The full text of the *European Journal of Tourism Research* is available in the following databases: EBSCO Hospitality and Tourism CompleteCABI Leisure, Recreation and TourismProQuest Research Library Individual articles can be rented via journal's page at DeepDyve. The journal is indexed in Scopus and Thomson Reuters' Emerging Sources Citation Index. The editorial team welcomes your submissions to the *European Journal of Tourism Research*.

Innovation and technological advancements can be disruptive forces, especially for conventional business in the hospitality and tourism industries. This book is timely with its critical examination of such forces and how the two industries should strategize and respond to changes effectively. It examines a wide scope of topics, from environmental scanning, formulation, implementation and evaluation to the way managers make strategy choices for better organizational performance. The book illustrates how companies can re-orient their strategies and appraise the effectiveness of the business; its key competitors; and how they should set business goals through various cases, i.e. different types of hospitality and tourism business from traditional hotels to Airbnb and endeavors to provide strategic conceptual theories with real world application through such case studies.

Thoroughly revised and updated, *MARKETING STRATEGY*, 6e continues with one primary goal: to teach students to think and act like marketers. Packed with cutting-edge coverage, current examples, new cases, and photographs, the sixth edition delivers a practical, straightforward approach to analyzing, planning, and implementing marketing strategies--helping students learn to develop a customer-oriented market strategy and market plan. Students sharpen their analytical and creative critical thinking skills as they learn the key concepts and tools of marketing strategy. Continuing in the text's signature student-friendly style, the sixth edition covers essential points without getting bogged down in industry jargon--all in a succinct 10 chapters. Available with InfoTrac Student Collections <http://goengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

For introductory hospitality or tourism courses 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.

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.

Whether managing a kitchen, dining room, front desk, travel agency, fast-food restaurant, or an entire hotel, employees seek cues and reinforcement from managers to guide their behavior. *Cases in Hospitality Management* provides readers with the opportunity to apply their knowledge, experience, and management skills, allowing them to think quickly on their feet and react appropriately in a wide variety of settings. By analyzing and understanding the causes and effects of a number of real, critical incidents, readers will be better prepared to effectively deal with similar situations when they face them on the job"--Jacket.

International Hospitality Business: Management and Operations will introduce hospitality managers to the most up-to-date developments in hospitality to prepare you for the rapidly changing world of international hospitality. This book is a compilation of the most current research in global operations. It examines new developments, new management concepts, and new corporate mergers. *International Hospitality Business* analyzes and discusses the complexity of the political, economic, financial, commercial, and cultural environment within which international business takes place to help you become a productive global manager. Through *International Hospitality Business*, you will learn how an effective global hospitality manager must have a broad trans-disciplinary perspective that includes studies in politics, culture, and geography to better prepare for the complexity of international operations. Expand your knowledge of how to deal with the issues that confront hospitality firms and managers in international development and operations by: understanding the great demand for competent managers to oversee operations in foreign countries because of the explosive growth of the international hospitality industry exploring the complex issues faced by hospitality managers when they are assigned to work overseas gaining insight into international hospitality firms' policies regarding developmental strategy, organizational structure, marketing, finance, accounting, and human resource management recognizing the international hospitality industry as an integral part of the service import and export business to help students gain a better understanding of managerial roles With *The International Hospitality Business*, you will examine world travel patterns, major hotel chains, and foodservice companies in different regions of the world to expand your knowledge and help you face the dynamic changing world of international hospitality. While this volume provides you with important, comprehensive knowledge that will help you manage the your overseas hospitality operations in a way that keeps the most important person in any business--the customer--contented.

International Cases in Tourism Management includes: * Profiles of individual companies * Case studies on destination management and marketing * Material on different management functions in tourism, such as marketing and human resource management * Case studies of particular types of tourism, such as ecotourism and cultural tourism The case studies are supplemented by exercises and questions, which ensure that for students and tutors alike the book is the ideal accompaniment to all tourism courses. * A wide-ranging collection of pertinent case studies from around the world. * An ideal companion volume for both tutors and students of tourism. * Simultaneous publication on www.businesscases.org, which means that tutors can refer their students to individual cases for purchase online.

Open innovation has been widely implemented in small and medium enterprises (SMEs) with the aim of influencing business promotion, value gain, and economic empowerment. However, little is known about the processes used to implement open innovation in SMEs and the associated challenges and benefits. *SMEs and Open Innovation: Global Cases and Initiatives* unites knowledge on how SMEs can apply open innovation strategies to development by incorporating academic, entrepreneurial, institutional, research, and empirical cases. This book discusses diverse policy, economic, and cultural issues, including numerous opportunities and challenges surrounding open innovation strategies; studies relevant risks and risk management; analyzes SMEs evolution pattern on adopting open innovation strategies through available measurable criteria; and assists practitioners in designing action plans to empower SMEs.

Get a comprehensive research-based look at real life hospitality industry issues from leaders in the field *Global Cases on Hospitality Industry* is a comprehensive examination into hospitality issues around the world. This detailed look at the industry's dynamics uses an international perspective that provides reader understanding by spanning several strategic and functional areas in management practices. Leading academics, trainers, and consultants from around the globe offer research-based perspectives on real life issues in this competitive industry. This important text extensively explores various aspects of the industry from both Asian and Western countries, providing important insights into policymaking, research, consulting, and teaching. *Global Cases on Hospitality Industry* presents extensively-researched illustrative case studies and accounts of revealing management practices from experts around the world. This book explains both the positive and negative impact of certain real life policy and management decisions in various aspects of the industry. This text discusses topics such as marketing, human resources, strategy, entrepreneurship, the use of technology, and ethics, using inside looks into different hospitality and travel and tourism companies. The book includes numerous figures

and tables to clearly illustrate research data. Topics in Global Cases on Hospitality Industry include: consumer marketing research price promotions consumer behaviors bed and breakfast expectation analysis assessment of service quality company organizational structure labor productivity human resource issues franchise restaurants impact around the world tour operator strategies similarity of problems between the hospitality and tourism industries heritage tourism societal effects of tourism development ethical challenges and much more! Global Cases on Hospitality Industry is essential reading for hospitality management educators, students, trainers, and researchers in services management. Get an in-depth understanding of tourism education—worldwide! Global Tourism Higher Education: Past, Present, and Future extensively reviews tourism education on a global basis, focusing on the history, development, current status, challenges, and opportunities now present in various regions and countries. Leading international authorities discuss program administration, curriculum offering, faculty qualifications, and student learning in tourism higher education programs, exploring issues both specific to their own region as well as common to other areas around the world. This unique book offers educators and students a valuable informative view of the historical development, present situations, and future directions of tourism education. The main ingredient in successfully providing a quality tourism product is highly qualified, fully trained people. Global Tourism Higher Education compiles an impressive collection of interdisciplinary perspectives exploring various directions different countries are traveling on the road to quality tourism education. Chapters reveal the numerous challenges faced by developing regions as well as more mature tourism education locations. This book provides a useful overview of education strategies around the world, exploring educational issues that are common across borders. Countries and regions reviewed include Canada, the British Isles, Austria, Switzerland, Israel, Turkey, China, Hong Kong, Taiwan, Thailand, Korea, and Australia. The book includes extensive references and graphs and tables to ensure understanding of research. Topics in Global Tourism Higher Education include: past, present, and future directions of tourism education in Canada, Hong Kong, and Taiwan five educational and tourism environments in the British Isles differences and similarities in tourism educational development in Switzerland and Austria accreditation processes of local academic programs in Israel reforms needed in Turkey's higher education system the hierarchy of educational programs in China with suggestions for the future the problem of the quality of tourism graduates in Thailand the distinctive niche of Australian tourism education much more! Global Tourism Higher Education: Past, Present, and Future is timely, horizon-expanding reading perfect for tourism researchers, educators, students, higher education administrators, government education departments, and anyone around the world interested in developing tourism education programs.

Tourism and the Lodging Sector is a pioneering book, the first text of its kind to examine the lodging sector from a tourism perspective. The book highlights the importance of the lodging sector in tourism as a major income generator and essential part of the travel experience. The book offers an international perspective on topics such as sustainability, security, economic development, technology and globalization. The issues, concepts and management concerns facing this industry are examined, highlighting important topics such as: the place of accommodations in tourism and vice versa the social ecological and economic implications of lodging development management and restructuring issues in a globalizing industry sustainable tourism and the accommodation sector cross-sectoral linkages between lodging, food services, gaming, conferences, and other intermediaries the interaction between supply and demand safety and security in tourism and lodging. Tourism and the Lodging Sector critically examines a wide range of lodging establishments from an industry and social science perspective, drawing parallels and distinctions between the various types of accommodation, from campgrounds for the cost-conscious or adventurous outdoor traveler, to luxury, five-star resorts, and more innovative accommodation such as tree-house hotels and ecolodges. Essential reading for students of tourism, this book is an indispensable guide, unprecedented in the field of tourism management. Dallen J. Timothy is Professor, School of Community Resources and Development, Arizona State University, USA Victor B. Teye is Associate Professor, School of Community Resources and Development, Arizona State University, USA

This book profiles preliminary findings on the impact of COVID-19 on the travel, tourism and hospitality sector. Starting with a narrative relating COVID-19 to the global development agendas, the book proceeds with a focus on global tourism value chains and linkages between COVID-19 and the Sustainable Development Goals (SDGs). Other perspectives addressed in separate chapters include impacts of COVID-19 on various industries within the global tourism value chain including aviation, airports, cruise ships, car rentals as well as ride and share car services, hotels, restaurants, sporting, pilgrimage and religious tourism, gaming and entertainment, and the stock market. The book also includes chapters on corporate, philanthropic and public donations, as well as tourism economic stimulus packages. It then concludes with a chapter focusing on building back a better tourism sector post-COVID-19 that strongly draws from the Sendai Framework on Disaster Risk Reduction (2015-2030) and the disaster cycle. To this end, this book is suitable as a read for several professionals in disciplines such as tourism and hospitality studies, economics, sustainable development, development studies, environmental sciences, geography, politics, planning and public health.

International Hospitality Management: issues and applications brings together the latest developments in global hospitality operations with the contemporary management principles. It provides a truly international perspective on the hospitality and tourism industries and provides a fresh insight into hospitality and tourism management. The text develops a critical view of the management theory and the traditional theories, looking at how appropriate they are in hospitality and tourism and in a multicultural context. The awareness of cultural environments and the specifications imposed by those cultures will underpin the whole text. International Hospitality Management is designed to instil a greater awareness of the international factors influencing the strategies and performances of hospitality organisation. The approach focuses on a critical analysis of the relevance and application of general management theory and practice to the hospitality industry. Consisting of three 3 parts divided into 14 chapters, each of which deals with a major topic of

international management, the book has been thoroughly developed with consistent learning features throughout, including: Specified learning outcomes for each chapter International case studies including major world events such as the September 11 Terrorist Attacks, the Argentine Financial Crisis, The SARS virus, The Institution of Euro, the accession of China to the World Trade Organization., and the expansion of European Union, as well as international corporations such as Marriott, Hilton, Intercontinental, McDonalds, Starbucks etc. It introduces the global market situation, including Americas, Europe, Asia Pacific, and Middle East. Study questions and discussion questions to consolidate learning and understanding. Links to relevant websites at the end of each chapter On-line resources and a test bank is available for lecturers and students * Designed to instil a greater awareness of the international factors influencing hospitality industry * Provides a cultural context throughout, including cultural recognition and respect, and developing practices for working on an international level * International case studies including those on Marriott, Hilton, Intercontinental, McDonalds and Starbucks explore management principles in practice

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.

"This book takes a holistic approach to tourism and hospitality operations, education, and research by highlighting the latest research in the field and using real-world examples of how these industries are shaping economic development as well as future outlooks and opportunities for growth"--

Global Cases on Hospitality IndustryRoutledge

In two regions where tourism is of considerable economic importance, eastern Asia and the Pacific, there have been remarkably few studies of the impacts of tourism in rural areas. Moreover, the shift towards ecotourism, touted as a more environmentally benign form of tourism, has extended the reach of tourism into more remote and fragile environments. This shift has drawn more local people in rural and remote areas into a partly tourism economy, involving them as participants in the tourist industry. Yet little is known about who have been the beneficiaries of these developments. This new collection focuses on both the interactions between tourists and villagers, and the impacts of tourism at the local level, considering economic, social, cultural and environmental changes. It traces changes in structures of vulnerability as tourism becomes more prominent, the role of tourism in community development (or localized tension) and examines issues of governance, the role of tour operators as intermediaries, cultural change and other local impacts. In short, it examines the changing role of tourism in local development (or its absence). It includes case studies drawn from a broad geographical area across eastern Asia and the island Pacific. This book will be useful to those researching and studying tourism, geography and development studies.

Hospitality Business Development analyzes 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 organization operates, and:

- explores the essential requirements and challenges of hospitality business development, and the implications which these present for hospitality operators.
- explains how differentiation and innovation can become key to organizational success and provides you with the all of the skills you need to implement your own business development
- examines the shifting nature of demand, evaluating consumers' behaviour and relating the principles of customer centricity to the business development function
- is packed with case studies and industry related examples, which cover a broad range of hospitality sectors including in-flight catering, holiday homes, guest houses, licensed retail, catering, international restaurants and hotels, ensuring you have a thorough understanding of the international hospitality business development .

Hospitality Business Development equips students and aspiring hospitality managers with the necessary knowledge, expertise and skills in business development. This book is a must-read for any one studying or working in the hospitality industry.

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, academics, researchers, advanced students, entrepreneurs, government officials, and professionals in the tourism and hospitality industry.

Tour guides, a highly responsible group of professionals who are in direct communication with tourists traveling around the world, have a

great impact on the proper promotion of the culture of countries, global peace, and tolerance. Additionally, they are also effective in the preservation of world natural heritage. Thus, the educational status of tour guides, as well as the characteristics and ethical values that they should possess, need to be examined on an international scale. In today's world, where tourism demand is directed towards all types of tourism, practices in special interest tourism should be customized in order to ensure the highest level of service quality and cultural appreciation. *Cases on Tour Guide Practices for Alternative Tourism* provides emerging research exploring the theoretical and practical aspects of the occupational issues that surround tour guides and their applications within international tourism. Featuring coverage on a broad range of topics such as cultural education, specialized learning, and international business, this book is ideally designed for tour guides, travel agencies, tour managers, tour developers, heritage sites, museums, academicians, researchers, students, industry experts, and hospitality professionals.

Service quality is at the forefront of how the leisure, events, tourism and sport (LETS) sectors operate. An important consideration for any business, and therefore any student of the subject, this new edition of a successful textbook addresses the key points and principles of managing service quality across the industry sector. Considering the underpinning theory of service quality, this book informs the reader of the practical application of service quality management tools and techniques in an industry with distinctive features and challenges. An invaluable read for students within the LETS sectors, it also provides a useful refresher for practitioners working in the industry.

Globally the hospitality and tourism industry is evolving and undergoing radical changes. The past practices are now advancing through the rapid development of knowledge and skills acquired to adapt and create innovations in various ways. Hence, it is imperative that we have an understanding of the present issues so that we are able to remedy problems.

This book provides insights into important trends and future scenarios in the global tourism and travel industry. It analyses today's challenges in the aviation and hospitality industry, in destination management, and in marketing and distribution management. New empirical data on general travel behaviour and the latest consumer trends are also presented. The contributors to this book are well-known individuals from important tourism, travel and consulting firms (e.g. BCD Travel, Öger Tours, Booz and Company, GfK, IPK International) and researchers from universities in Switzerland, United Kingdom, the Netherlands, and Germany. In addition institutes specializing in future research highlight important travel trends. Corporate social responsibility is one of the top themes to-be and therefore a focus of this book, offering insights into the concept of CSR, empirical data on consumer requests, corporate strategy issues and financial investment implications.

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.

The last decades witnessed a vigorous debate over the role of corporations in society. Interest in corporate social responsibility (CSR) has become intense as corporate stakeholders have called for higher performance and ethical standards from businesses, and many corporations have developed CSR programs to harvest the benefits resulting from such initiatives. CSR practices have become a crucial component of business strategy contributing to organizational success and sustainable competitiveness. *Cases on Corporate Social Responsibility and Contemporary Issues in Organizations* is an essential reference source that provides specific case studies that elaborate on the strategies and policies enacted by contemporary organizations to address environmental and social issues, as well as economic and financial ones. Featuring research on topics such as sustainable development goals, CSR pillars, employee retention, gender equality, and social accountability, this book is ideally designed for business managers, researchers, practitioners, and students seeking coverage on innovative business practices enacted in multiple organizations/industries.

The stability and wealth of a nation's economy is dependent upon the success of various industrial sectors. The tourism industry has experienced massive growth in recent years, creating more jobs and becoming a source of foreign exchange. *Opportunities and Challenges for Tourism and Hospitality in the BRIC Nations* is a pivotal reference source for the latest scholarly research on the recent developments and contemporary issues within the services sector, highlighting cross-cultural implications as well as societal impacts of hospitality and tourism on emerging markets. Providing insight on managing and maximizing profitability, this book is ideally designed for researchers, professionals, upper-level students, and academicians involved in the services industry.

The tourism industry is a multi-billion dollar enterprise, with more people from all cultures and nationalities choosing to spend their leisure time traveling and visiting new locations. To exploit this burgeoning market, tourism agencies must carefully consider the desires and goals of travelers from around the world. *The Handbook of Research on Global Hospitality and Tourism Management* contributes to the body of knowledge on travel and tourism by presenting a global view of the hospitality industry, including theoretical research into industry trends as well as case studies from around the world. This handbook provides travel agents, owner-operators, and students and researchers in the hospitality industry with the latest research, findings, and developments in the field. Within this handbook of cutting-edge research, readers will find chapters and cases on topics such as travel and tourism in a global economy; local, glocal, and international hospitality; challenges in environmental management; cultural cuisine; and destination management, among others.

Small and medium-sized businesses hoping to enter the international business realm have multiple internal and external challenges to overcome before they can expand. Such challenges can include technological developments, market conditions, and reduction in global trade barriers, though these factors are continuously changing. Determining the correct course of action can be difficult depending on the goals of the company. *Trends and Issues in International Planning for Businesses* is an essential reference source that focuses on key external and internal factors that enable or disable the creation and enhancement of success opportunities for firms that wish to expand internationally. Featuring research on topics such as cultural norms, international trade, and global marketing, this book is ideally designed for international organizations, small and medium-sized businesses, managers, executives, directors, business consultants, policy managers, business professionals, academicians, researchers, and students seeking coverage on issues that influence firms in their international planning.

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

