

Hospitality and Tourism Management is a growing economic sector and a multi-disciplinary field of study with the purpose of preparing people with the expertise, commitment and skills for operations in the expanding industry that provides food, accommodation and tourism services to people away from home. With growing interest in the discipline and emerging managerial challenges, it becomes necessary to develop a knowledge based literature that will prepare one for career and also enhance the managerial insight for operational capacity in the industry.

Basic Readings in Tourism and Hospitality Management is written in an engaging style that examines a range of fundamental, theoretical and empirical issues in the tourism and hospitality industry. Students, academics, researchers, government officials, consultants and managers in the Hospitality Industry, will find the book useful to improve skills, capacity and performance.



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