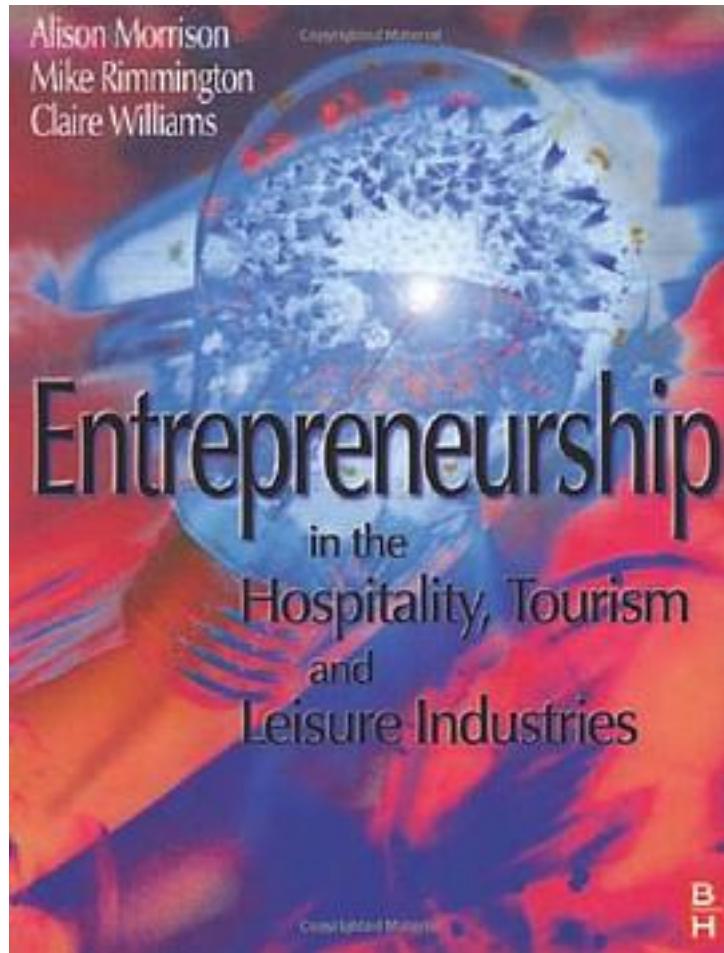


Entrepreneurship in the Hospitality, Tourism and Leisure Industries



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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; and, 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. This book contains up-to-date cases throughout and includes a major cumulative case running through the text. It provides the widest possible coverage of the latest research and literature with a clear focus on the dynamic hospitality, tourism and leisure sector. It features a Foreword by Rocco Forte.

作者介绍:

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