

International Hospitality Management

international hospitality management

concepts and cases



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出版者:Butterworth-Heinemann

出版时间:2007-7

装帧:Pap

isbn:9780750666756

International Hospitality Management: concepts and cases brings together the latest developments in global hospitality operations with contemporary management principles. It develops a critical view of the management practices and the traditional

theories, analysing how appropriate they are to the hospitality and tourism industries in a multicultural context. International Hospitality Management is designed to instil a greater awareness of the cultural factors influencing the strategies and performances of hospitality organization. This approach focuses on a critical analysis of the relevance and application of general management theory and practice to the hospitality industry. Consisting of eleven chapters to meet with the average semester duration, each deals with a major topic of international management, with thoroughly developed with consistent learning features throughout, including: Specified learning outcomes for each chapter International case studies including major world events and issues such as the riots in Paris, fast food lawsuits, tipping, corporate social responsibility as well as studies of international corporations such as Marriott, Hilton, Intercontinental, McDonalds, Starbucks, Disney and many more Study questions and discussion questions to consolidate learning and understanding Links to relevant websites and consolidated list of further reading at the back of the book Online resources available for lecturers and students including downloadable figures from the book, PowerPoint slides, further cases and extra exercises and points for discussion. Visit the site at <http://cw.routledge.com/textbooks/9780750666756/>

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