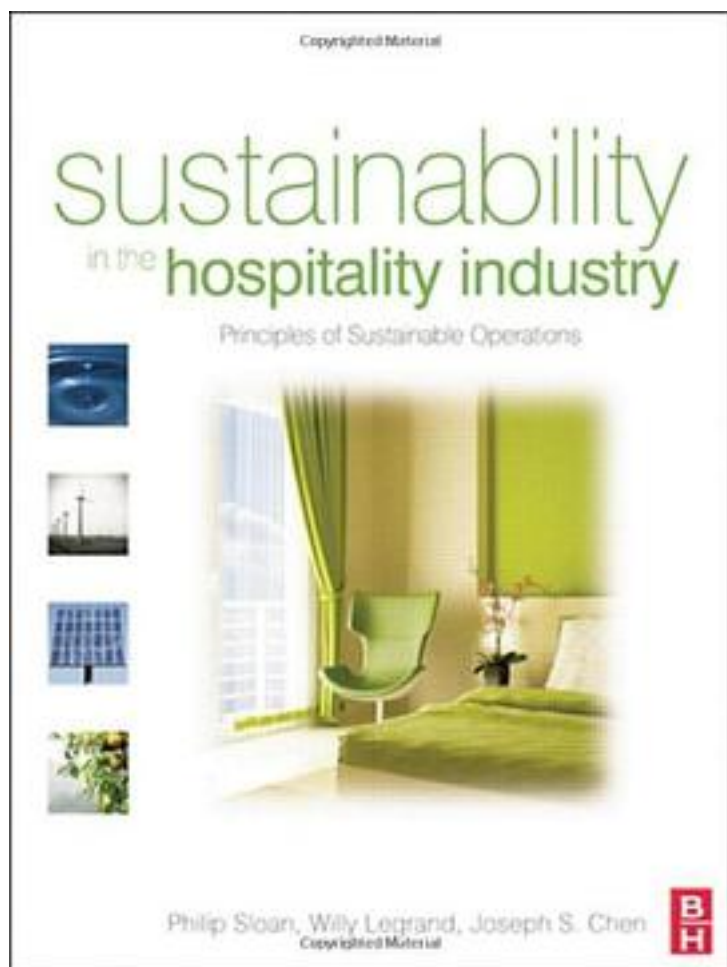


Sustainability in the Hospitality Industry



[Sustainability in the Hospitality Industry_ 下载链接1](#)

著者:Sloan, Philip/ Legrand, Willy/ Chen, Joseph S.

出版者:

出版时间:2009-8

装帧:

isbn:9780750679688

A clear understanding of the issues surrounding climate change, global warming, air and water pollution, ozone depletion, deforestation, the loss of biodiversity and global

poverty is essential for every manager in the hospitality industry. Present and future hospitality executives need to know how sustainable management systems can be integrated into their businesses while maintaining and hopefully improving the bottom line. Sustainability in the Hospitality Industry explores innovative ways to tackle the ever increasing costs of energy and water as well as the moral, ethical, social and political arguments for taking action. This book uses case studies throughout to explore the following key issues: *How can hospitality properties and equipment be designed to use less resources? *What are the benefits of using more sustainable food and beverage sources? *How can environmental impacts be reduced and profitability increased? *How can properties integrate sustainability management systems and stay one step ahead of the competition? *How can the reputation of a hospitality operation be improved to attract investment by incorporating responsible marketing and corporate social responsibility policies? Sustainability in the Hospitality Industry contains stimulating new ideas, solutions, and strategies essential to every student and professional in the hospitality industry. Philip Sloan Department of Hospitality Management, International University of Applied Sciences Bad Honnef, Bonn, Germany Willy Legrand Department of Hospitality Management, International University of Applied Sciences Bad Honnef, Bonn, Germany Joseph S. Chen Department of Recreation, Park and Tourism Studies, Indiana University, Bloomington, USA

- * Revealing and refreshing ideas for the neglected area of sustainability in hospitality management.
- * Presents viable strategies for saving energy and promoting a positive image for hotel managers, restaurant managers and other hospitality providers.
- * Demonstrates principles with case studies from industry and chain hotels
- * Stimulates new solutions and strategies to tackle the problem of increasing energy costs and to help alleviate pressure from environmental groups

作者介绍:

目录:

[Sustainability in the Hospitality Industry 下载链接1](#)

标签

评论

[Sustainability in the Hospitality Industry 下载链接1](#)

书评

[Sustainability in the Hospitality Industry 下载链接1](#)