

# Handbook of Research on Global Hospitality and Tourism Management

Part of the Advances in Hospitality, Tourism, and the Services Industry (AHTSI) Book Series

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## Description:

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.

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.

## Readers:

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.

**ISBN:** 9781466686069

**Release Date:** June, 2015

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**Pages:** 566

## Topics Covered:

- Airline Industry
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- Customer Service Experience
- Hotel Management
- Medical Tourism
- Restaurant Management
- Social Media Tourism
- Tourism Development

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