



Welcome to Hospitality: An Introduction

By Kaye (Kye-Sung) Chon, Thomas A. Maier

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Welcome to Hospitality: An Introduction provides a detailed description of the many facets of the Hospitality and Tourism sector, including tours and travel, hotels, restaurants, culinary, casino operations, cruises, and the recreation and leisure industries. Personal profiles of industry leaders highlight the wide range of career opportunities available in the field. The authors discuss the Hospitality and Tourism industry's evolution toward increased internationalization and integration. Industry Insight vignettes offer a behind-the-scenes view of real-life job tasks and career success stories. Each chapter features practical case study scenarios, including business and social attitude comparatives, advertising and marketing messaging, financial modeling, and competitive analysis formulation. New To This Edition: Expanded coverage of industry career opportunities, a comprehensive new chapter on the Gaming Industry, and expanded coverage of Events Management.

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Editorial Review

Review

This text has a very high and easy readability, with easy to read language, clear and relevant pictures and important topics are highlighted. I love the industry and Personal profiles found in the text, and the inclusion of "A Day in the Life of" gives a personal touch, students can see where their aspirations can lead them. The chapter organization- overview, objectives, colored headings, diagrams, pictures, tables, summary, activities are all organized and flow naturally. This enhances the readability of the product. The 'what do you think' and case studies found throughout the text are a plus.

About the Author

Kaye (Kye-Sung) Chon, Ph.D., is a former Professor and Director of the Tourism Industry Institute at Conrad N. Hilton College at the University of Houston in Houston, Texas. Currently, Dr. Chon is the Chair Professor and Director of Hotel and Tourism Management at the Hong Kong Polytechnic University. He has published over two hundred articles on hospitality industry issues. Dr. Chon is the executive editor of the Journal of Hospitality and Tourism Research as well as editor-in-chief of the Journal of Travel and Tourism Marketing and the Asia Pacific Journal of Tourism Research. In 1993, Dr. Chon received the prestigious John Wiley & Sons Award from the Council on Hotel, Restaurant and Institutional Education for his lifetime achievement in scholarship and research.

Thomas A. Maier, Ph.D, is an International Professor of Service Leadership and Innovation at the Rochester Institute of Technology in Dubai. He is also the president of TAM - Global Services Inc. He has acquired a wide range of hospitality, development, and practical business experience over the past twenty-five years working for the Starwood and Red Lion Hotel brands. Most recently, he served as vice president of hotel operations for the Red Lion Hotel Corporation from 2001 until 2008, having held various management positions within that corporation since 1992. Dr. Maier was recently named the recipient of the RIT-2008 Paul Kazmierski Memorial Award from the School of Hospitality and Service Management for his achievements in and commitment to the field of human resource development.

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