



Hospitality Management: A Brief Introduction

From Wood Roy C

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"An innovative and cross-cutting approach to Hospitality that examines the fundamentals of the subject in a concise and commendable way. Roy Wood's academic and practitioner expertise is brought to bear on this succinct synthesis of the subject that will quickly become a must read for all students and academics in the hospitality area."

- *Professor Stephen J. Page, Bournemouth University*

Hospitality Management: A Brief Introduction is designed for undergraduate and postgraduate students studying hotel and hospitality management and hospitality studies.

The book includes coverage of the principal areas of functional management in hospitality including:

- employee relations
- accommodation management
- food and beverage management
- marketing and sales
- industry structure and strategy
- the nature of management roles
- hospitality management education
- future trends in the field.

Roy Wood uses a wide range of established and contemporary research and reflects critically on its subject, including from the perspective of the hospitality consumer, to ensure that readers gain wide awareness of the realities and challenges of the hospitality industry.

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Editorial Review

Review

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Professor Roy Wood has had a long and distinguished career in the hospitality education sector, working in Switzerland, India, the Middle East and more recently in the Netherlands. This wide experience in different types of educational setting has meant that he has built up a deep knowledge of how to develop an understanding of the hospitality sector in others. His publications are underpinned by skilled research and this book is a very welcome addition because it allows students and practitioners to gain a deep understanding of the complexities and nuances of the hospitality sector.--Susan Horner

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About the Author

Dr Roy C Wood FHEA, FIH, Hon. FCHME, has enjoyed a varied career in hospitality education and training. Amongst the positions he has held are: Professor of Hospitality Management at The Scottish Hotel School, University of Strathclyde, Glasgow; Principal and Managing Director of IMI Institute of Hotel and Tourism Management in Luzern, Switzerland, a private university college; Dean of the Oberoi Hotels Centre of Learning and Development (responsible for both the corporate management training centre and the corporate apprenticeship programme); and Chief Operating Officer of the Gulf Hospitality and Tourism Education Company in Bahrain. Since February 2010 Roy Wood has been Professor in International Hospitality Management at NHTV Breda University of Applied Sciences, The Netherlands.

Dr Wood is the author, co-author, editor or co-editor of 15 books and over 60 research papers in refereed

journals as well as numerous other publications. His first book, *Working in Hotels and Catering* (Routledge, 1992; second edition 1997) remains a major reference point for the study of employment in the hospitality industry. He co-edited, with Dr Robert Brotherton, *The Sage Handbook of Hospitality Management* (2008) the current definitive reference work in the hospitality field, and was editor of *Key Concepts in Hospitality Management* (2013) also published by Sage.

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