Global Hospitality and Tourism Management Technologies

Patricia Ordóñez de Pablos (The University of Oviedo, Spain), Robert Tennyson (University of Minnesota, USA) and Jingyuan Zhao (Harbin Institute of Technologies, China)

Tourism is a dynamic part of our economy. The global hospitality and tourism industry, which blends the lodging, food, attractions, cultural, and travel industries, is the world's largest industry with $4.5 trillion in expenditures generating 212 million jobs. Dynamic market forces such as global competition, changing customer expectations, and new communication technology—combined with career challenges due to ongoing industry consolidation and corporate restructuring—mandate continuous learning and the sharing of ideas.

Global Hospitality and Tourism Management Technologies is a comprehensive collection which aims to be a source of information for all those interested in tourism and hospitality management, approaches, and trends, as well as to cover the emerging research topics which seek to define the future of IT and cultural development in the 21st century. The book provides a reference for policymakers, government officers, academics, and practitioners interested in understanding applications of IT for tourism and hospitality management.

Topics Covered:

- Beverage Management
- Club Management
- Cultural Differences and Tourism Strategies
- Eco-Tourism and Sustainable Tourism
- Emerging Markets for Tourism
- Environmental Issues, Tourism and Leisure
- E-Tourism
- European Union Policies for Tourism
- Globalization and Tourism
- Green Management in Tourism and Hospitality

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

Patricia Ordóñez de Pablos is a Professor in the Department of Business Administration and Accountability in the Faculty of Economics of the University of Oviedo, Spain. Her teaching and research interests focus on the areas of strategic management, knowledge management, intellectual capital, human resources management and IT. She is Editor in Chief of the International Journal of Asian Business and Information Management, Associate Editor of Behaviour and Information Technology, Executive Editor of the International Journal of Learning and Intellectual.
Enclosed is check payable to IGI Global in US Dollars, drawn on a US-based bank

3 or 4 Digit Security Code: ________________________

Name on Card: _________________________________

Account #: __________________________________

Expiration Date: ______________________________