Foreword

*The hospitality industry is comprised of those businesses which practice the act of being hospitable; those businesses which are characterized by generosity and friendliness to guests.* -Webster’s Dictionary

Hospitality and tourism have been playing more important roles in the global economy. More and more people choose to go outside and travel when they have more leisure time and disposable income. Hospitality is one of the topics that everyone is interested in, but relatively few young talents are determined to work in the hospitality industry. Some people imagine that jobs in hospitality are glamorous and easy while others are more aware of the hardships of the jobs, such as long work hours, working on shifts, and constantly changing work places. However, neither of the two views depicts the absolute reality of the field, and the latter view seems to be more prevalent in young people. The unprecedented development of hospitality industry also requires more people to work in the field. As a result, hospitality always has a serious problem of lacking qualified people to work in the industry. Not only do we need to be aware of the gravity of the problem, but as hospitality educators, we also need to explore how we can provide adequate education and training to the next generation of hoteliers and constantly improve it.

This book provides a valuable window into hotel management and hospitality education and covers a wide range of topics in the fields. Tourism and hospitality are closely related. When developing tourism, we need to consider its impact on hospitality. Hotel management is a constantly evolving field and it needs to be improved and the theories have to be updated with the ever-changing economy and society. Hospitality education is a combination of imparting theoretical knowledge and hand-on experience that students can apply and practice in their future careers. The trends of hospitality and tourism, the status quo and prospects of hotel management field, and how to train the future hoteliers are three essential parts of the book, and they are intrinsically interwoven and highly related to each other.

The hospitality industry is undergoing many changes which cause serious challenges to hospitality educators. Fortunately, the new generations of hoteliers are working on them with passion, perseverance, and dedication to develop new methods and provide new solutions to keep up with the ever-changing situations. In this new age of global interconnectivity and interdependence, it is necessary to provide a new panoramic picture and some deep perspectives of the hotel management and hospitality education, both for the hoteliers and hospitality students, with focuses on both theoretical knowledge and its applications. This book is a truly admirable experiment in that direction.
Bingyan Yu
Les Roches Jinjiang Hotel Management College, China

Bingyan Yu is the President of Les Roches Jin Jiang International Hotel Management College, a position he has held since March 2008. In his position, he oversees and manages all aspects of the college including faculty and curriculum development, assessment, and program direction. Prior to his current position, Professor Yu was the Vice President and a professor of Shanghai Institute of Tourism (SIT), one of the best public colleges for hotel management in China. Besides his administrative and teaching position, he was also the author for several hotel management textbook that have been widely used in China. Professor Yu graduated from East China Normal University. He has been visiting professor at Purdue University and University of Hawaii in US. His research interests include hotel management, hospitality education and tourism management.