



Hospitality, Travel & Tourism 2019 Catalog

HOSPITALITY SALES AND MARKETING

An Evolutionary Journey
with Howard Feiertag

Howard Feiertag

"Provides an eye-opening account from one of the industry's true leaders, defining how we operated and how it has evolved over the years. . . . While many of the time-tested practices for sales engagement remain the same, there's no question the process has vastly advanced. Having a record of this development is both constructive and valuable."

—Roger J. Dow, President and CEO, U.S. Travel Association

"This compilation of Howard's work assures its legacy and illuminates the timeless tenets of hospitality."

—From the Foreword by Mary Gendron, Former Editor of *Hotel Motel Management* (now *Hotel Management*)

This volume showcases a collection of the best "Sales Clinic" columns written by Howard Feiertag over the course of 35 years. The volume provides an eye-opening account from one of the industry's true leaders, defining how hospitality sales have evolved from the beginning of his career till now. The articles, originally published in *Hotel Management*, reflect the history, development, and growth of hotel sales in the industry, which has changed so dramatically in the last 35 years. The columns cover the history of sales operations, effective techniques, growth of the fields, and the importance of the sales component of hotel operations.

Grouped by general topic, these columns provide an abundance of juicy nuggets of tips, tactics, and techniques for professionals and newbies alike in the hospitality sales field. In Howard Feiertag's light-hearted yet serious prose, readers will take the journey down the road of the development of hospitality sales from the pre-technology era (when knowing how to use a typewriter was a must) to today's reliance on digital technology. Readers will rediscover many of the old techniques that are still applicable today.

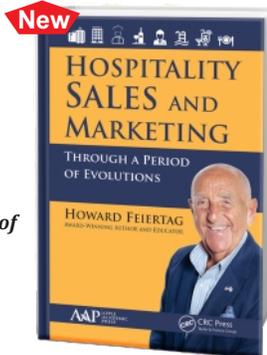
Topics include:

- Selling hospitality packages to groups
- Techniques for increasing sales
- Planning your sales calls
- Working with travel agents
- The sales negotiation process
- Hospitality sales training
- Developing and using a hospitality sales network
- Knowing your product
- And much more

Approx. 645 pages with index. Hardback \$179.95 US / £139.00

ISBN: 978-1-77188-789-2. Cat#: K413756

E-Book ISBN: 9780429057205 Cat#: K413756.



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SUSTAINABLE TOURISM DEVELOPMENT Futuristic Approaches

Editor: Anukrati Sharma, PhD

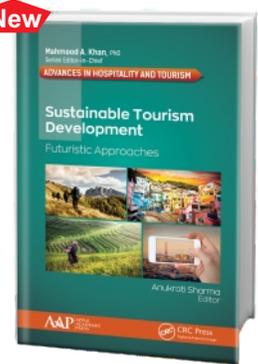
This new book explores the importance of destination branding and destination marketing as well as their implications on sustainability in tourism. Emphasizing sustainability in tourism development, the chapters address a number of important issues, such as post-disaster tourism marketing, culture and heritage tourism, eco-tourism, community-based nature tourism, community involvement in destination development, benchmarking for destination performance evaluation, sustainable food practices in tourism, and more. Each chapter of this book incorporates a quantifiable trend in tourism development, including various paradigms and studies that relay different statistics about certain areas of tourism. The book makes use of case studies for specific destinations and integrates strategies, evidence, and analyses to offer a holistic understanding of the myriad factors involved in sustainable tourism development.

With an international roster of contributors, the volume employs a multitude of different perspectives, as the authors of each chapter employ a uniquely creative approach to the area of content marketing, focusing on practical aspects of tourism development rather than theoretical. The collection of these perspectives equips readers with detailed suggestions for the tourism industry to use in destination promotion. The book not only moves from discussion of general theories and strategies for sustainability to specific techniques for attracting tourists, but also to specific destinations to examine unique strategies used throughout the world.

Approx. 325 pages with index. Hardback \$159.95 US / £124.00

ISBN: 978-1-77188-772-4 . Cat#: K405133

E-Book ISBN: 9780429397998. Cat#: KE69952. August 2019



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RESTAURANT FINANCIAL MANAGEMENT

A Practical Approach

H. Jung, PhD

Associate Lecturer, University of Central Florida, Rosen College of Hospitality Management, Orlando, Florida

"Finally we have an accounting/finance book that takes a practical approach. . . . Emphasizes the practical skills that operators need to have to be leaders in the industry. I wish that I had this book when I was a young restaurant manager. It would have made my journey as an operator much easier. . . . Having been an executive with three major corporations (almost 20 years with Walt Disney World Co.), I can tell you that the lessons of this text are crucial for every leader's ability to achieve their goals. . . . An easy-to-follow manner that allows the student to understand the building blocks of accounting and finance. The case study approach allows the learner to absorb the information and realize how to apply it in the world that they will soon be entering. Whether it be revenue, expenses, ROI, or budgeting, the lessons of this text will soon become everyday living for our students. They need this information."—From the Foreword by Duncan R. Dickson, EDD, Rosen College of Hospitality Management, University of Central Florida

"A fresh and pioneering effort to provide business practitioners and/or students who have limited knowledge of accounting or finance with a framework that develops a bird's eye view over business operations by consolidating necessary financial aspects. . . . The book's strength is the gradual progress that connects the concepts of financial accounting to managerial accounting, and finally to that of financial management. By doing so, this book introduces the entire apparatus of concepts and relevant techniques as tools to use in management decision-making process. For this reason, although it is titled Restaurant Financial Management, this book can also be applied to other types of business."—Gil Sung Kim, PhD, Dean and Professor, College of Culture and Social Sciences, Chonnam National University Yeosu, Korea

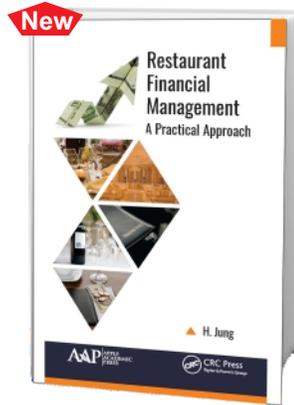
This new book provides valuable guidance on how to apply the concepts of accounting and finance to real-life restaurant business activities. This book is unique because it provides an understandable framework that breaks it down into three clear steps of applying techniques of accounting and finance to evaluate a restaurant business: 1. It introduces how to consolidate major activities of a restaurant business into useful accounting information. 2. It explains how accounting information is analyzed and then used to forecast the future. 3. And it introduces the methods of projecting the future and determining the current value of a restaurant business. Using this approach, readers can develop useful knowledge on how to relate accounting and finance to a real-life restaurant business. The book introduces various business transactions in simple formats and provides a few necessary sets of analytic tools (or ratios) to measure the effectiveness and the efficiency of the business activities. It covers how those tools are used in forecasting and planning.

In the last section of the book, the concept of cash flow is introduced with the techniques of valuing a business.

306 pages with index. Hardback \$149.95 US / £116.00

ISBN: 978-1-77188-645-1. Cat#: N12040

E-Book ISBN: 9781315147390. Cat#: NE12745. September 2018



THE 21ST CENTURY MEETING AND EVENT TECHNOLOGIES

Powerful Tools for Better Planning, Marketing, and Evaluation

Seungwon Shawn Lee, PhD, Dessislava Boshnakova, PhD, and Joe Goldblatt, EDD, FRSA

"Well-rounded coverage of a wide range of events technology issues with lots of specific ideas for adoption, selection and implementation. . . . It covers a broad range of events technology issues with thoughtful insight. This book fills a substantial need for meeting professionals to make sense of the rapidly changing plethora of choices available. . . . Highly useful for both students and the meeting professionals wishing to advance their career."—From the Foreword by Corbin Ball, CMP, CSP, DES, Meetings Technology Analyst, Corbin Ball & Co.

"The importance of this topic cannot be overestimated. It is crucial for both students and current industry professionals worldwide to understand the concept of evolving technology for the events field, as introduced in this book. Dr. Joe Goldblatt is a pioneer in the events industry, and by collaborating with two of his former students who are in the 'digital' generation, the perspectives are comprehensive and varied."—Patti J. Shock, CPCE, CHT, Academic Consultant, The International School of Hospitality and Professor Emeritus, University of Nevada, Las Vegas

This comprehensive textbook will arm both students and entry-level meeting and event industry professionals with the knowledge they need to choose the right technology for the right task for planning and holding meetings and events. Created primarily for classroom use, the textbook includes chapter study questions and tasks to encourage readers to discuss and problem solve.

Topics include:

How to harness the power of social media

- How to use crowd sourcing effectively
- How to choose appropriate room layout design software
- How to manage and use guest-generated content
- How to measure and evaluate your success
- How to choose meeting registration software
- How to promote your meeting with blogs, websites, podcasts, and more
- How to hold virtual meetings and events
- How to use search engine optimization to advantage

Faculty may request an examination copy from info@appleacademicpress.com. Supplementary material includes PowerPoint lecture slides and an Instructor's Manual.

378 pp with index. Hardback \$150US / £92.99,

ISBN: 978-1-77188-023-7. Cat#: N11104.

E-Book: ISBN: 978-1-4822-5184-5, Cat#: NE11270. July 2016



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LABOR IN THE TOURISM AND HOSPITALITY INDUSTRY

Skills, Ethics, Issues, and Rights

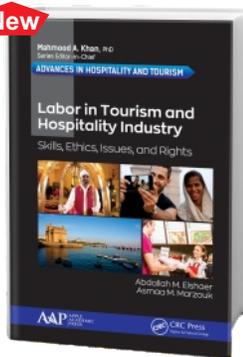
**Abdallah M. Elshaer, PhD, and
Asmaa M. Marzouk, PhD**

This volume takes an in-depth look at workforce issues in the tourism and hospitality industry, focusing on labor skills, ethics, rights, and more. It examines manpower planning beyond forecasting estimates to include investigative techniques in a way that offers insight for economic planning in both tourism and tourism education. It also specifically covers the importance of ethics in the workplace and labor rights. The authors use economic, sociological, and psychological analysis and take a pragmatic stance on the challenges of the workforce. The volume offers an in-depth understanding of tourism employment as a whole and in its specifics. It provides managers and employers with an understanding of the human resource management skills they must cultivate. Additionally, professional senior human resources practitioners in the tourism industries will benefit from the holistic view of the labor market.

Approx. 536 pages with index. Hardback \$169.95 US / £131.00

ISBN: 978-1-77188-731-1. Cat#: K389592

E-Book ISBN: 9780429465093. Cat#: KE65573. May 2019



FINANCIAL DECISION-MAKING IN THE FOODSERVICE INDUSTRY

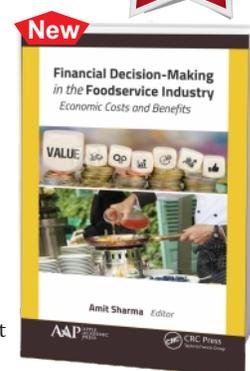
Economic Costs and Benefits

Editor: Amit Sharma, PhD

The study of decision-making in foodservice is still a relatively new area of scholarly interest. The application of cost-benefit analysis and behavioral finance and economics in the foodservice context is rare. This volume fills that gap and focuses on cost-benefit analysis, decision-making, behavioral finance, economic theories, and their application in foodservice and restaurant industry. The volume synthesizes these major themes by developing new theoretical foundations and presenting findings from the investigation of managerial practice. The authors cover an abundance of topical issues, including ethical obligations in foodservice, sustainability issues in the foodservice/restaurant industry, farm-to-school and local food expenditures in school foodservice settings, managerial traits and behavior in the foodservice industry, and more.

Approx. 287 pages with index. Hardback. \$149.95 US / £116.00

ISBN: 978-1-77188-825-7. Forthcoming December 2019



POST-DISASTER AND POST-CONFLICT TOURISM

Toward a New Management Approach

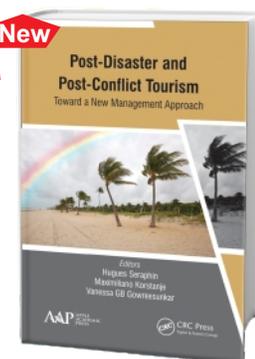
**Editors: Hugues Seraphin, PhD,
Maximiliano Korstanje, and Vanessa GB
Gowreesunkar**

Post-disaster and post-conflict tourism has recently emerged as a prominent topic of research and considers new risks that jeopardize tourism travel to destinations that have recently experienced climate-related disasters, civil conflicts, and other challenges. This volume presents a host of innovative strategies that could be adopted by post-colonial, post-conflict, and post-disaster destinations to encourage travel and tourism in these areas. It explores the research and suggests new approaches with topics such as looking at tourism as a vehicle toward recovery, educating tourists at the pre-visit stage, post-colonial branding and self-branding, using sports tourism and food events as a marketing strategy, the ethics revolving around post-disaster consumption, and much more. With contributions from experts in this emerging field, this volume is a rich response for travel and tourism professionals, policymakers, researchers, and others.

Approx. 295 pages with index. Hardback. \$149.95 US / £116.00

ISBN: 978-1-77188-814-1. Cat#: K421779, E-Book ISBN: 9780429276224.

Cat#: KE96279. Forthcoming December 2019



THE GEOTOURISM INDUSTRY IN THE 21ST CENTURY

The Origin, Principles, and Futuristic Approach

Editor: Bahram Nekouie Sadry, PhD

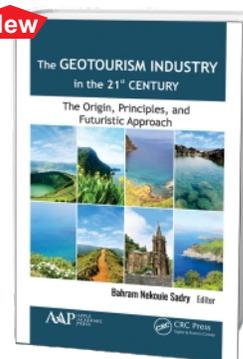
Here is an engaging overview of the development of, definition of, and approach to modern geotourism, a growing movement to help sustain and showcase the distinctive geographical characteristics of many places around the world. It provides a clear conceptual framework with illustrative examples from all corners of the world to better understand abiotic nature-based tourism. The volume looks at the establishment and effective management of the over 130 UNESCO geoparks around the world and other travel and tourism destinations of interest for their significant historical, cultural, and frequently stunning physical attributes. With studies from a selection of geotourist areas in Poland, Japan, Turkey, Brazil, Albania, California, Mexico, Peru, and other places, the volume explores urban geotourism, mining heritage, geomorphological landforms, geoheritage (based on cultural and historical interest), roadside geology of the U. S., community engagement and volunteer management programs, and much more. There is even a chapter on space and celestial geotourism.

Key features:

- Provides guidance for all aspects of geotourism as it relates to the establishment and effective management of geoparks
- Offers specific information on the geo-conservation and effective management of geotourism in geoparks
- Identifies significant geological and mining heritage areas that could be formally reserved as national geoparks or geosites by nations
- Provides a model and schematic mechanism for integrating geodiversity into all relevant geotourism activities and also to geoheritage stakeholders, such as UNESCO, the mining industry, and others

Approx. 587 pages with index. Hardback. \$179.95 US / £139.00

ISBN: 978-1-77188-826-4. Forthcoming April 2020



TOURISM MARKETING

A Strategic Approach

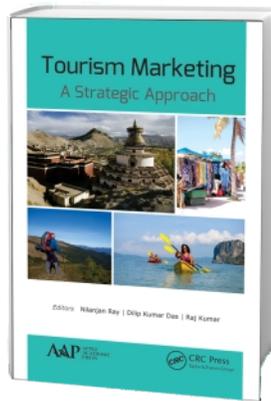
Editors: Nilanjan Ray, PhD,
Dilip Kumar Das, PhD, and
Raj Kumar, PhD

"A successful attempt at sharing different types of research work that will provide a platform for new avenues in the overall socioeconomic conditions of modern tourism marketing. The volume addresses a variety of practical application, tools, skills, practices, models, approaches, and strategies of tourism marketing."—Dr. Kaushik Chakraborty, Netaji Mahavidyalaya, Arambagh, Hooghly, India

Presents a variety of practical application tools, practices, models, approaches, and strategies that are proving themselves effective in tourism marketing. The volume considers overall infrastructure, socioeconomic conditions, and modern tourism business infrastructure in discussing the efficiency of good strategies and practices and their impact on business and economic growth.

Tourism is now one of the fastest growing industries, and in the next few decades, tourism will continue to play a role in many fields, such human resources, national economic growth, and more. As more people are interested in spending their holidays in nature, ecotourism and rural tourism have become important segments of the tourism industry. This creates opportunities in places characterized by natural attractions, wildlife and wilderness habitats, agriculture, farm stays, local crafts, bird watching, local cuisines, etc., and local communities can benefit in economic terms by the creation of employment opportunities and commitment to conservation and sustainable development.

346 pages with index. Hardback \$149.95 US / £116.00
ISBN: 978-1-77188-470-9. Cat#: N11774
E-Book ISBN: 978-1-315-36586-2. Cat#: NE12078. August 2017



HUMAN RESOURCE MANAGEMENT IN A HOSPITALITY ENVIRONMENT

Jerald Chesser, EdD
Professor, Collins College of Hospitality Management, California State Polytechnic University, Pomona, California

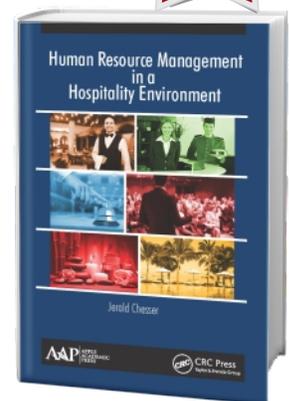
"Provides an excellent foundation for all aspiring leaders with a path to mastery of techniques to develop and coordinate others. Competencies in the areas ranging from the hiring process, performance evaluation, teamwork, training, to change, diversity and discrimination provide students with a good working knowledge of primary HR management components. The case studies in the text provide students with realistic, specific situations that facilitate learning through critical thinking, discussion, and problem-solving. In total, Dr. Chesser's format prepares individuals for the challenging and exciting world of management in a hospitality context using effective techniques in both presentation and content."

—Robert J. Harrington, Washington State University.

This textbook provides a complete study of human resource management from the perspective of management and operation in a hospitality environment. The hospitality industry continues to grow every day, bringing new challenges and opportunities. This up-to-date textbook provides the information on effective human resource management that managers need to know to succeed in today's competitive hospitality business environment.

This textbook and the supporting materials have been student-tested with over 600 students, and their feedback was incorporated to enhance clarity of information, test questions, and case content. The textbook is designed for use in a lecture, hybrid, or fully online course format. It has been successfully used with an online learning platform in a hybrid course format. The supplemental material includes an online instructor's manual, PowerPoint slides for each chapter, study questions by chapter with answers, and tests for each chapter.

284 pages with index. Hardback \$105 US / £70.99
ISBN: 978-1-77188-300-9. Cat#: N11545
E-Book: ISBN: 978-1-77188-301-6. Cat#: NE11613. May 2016



THE HOSPITALITY AND TOURISM INDUSTRY IN CHINA

New Growth, Trends, and Developments

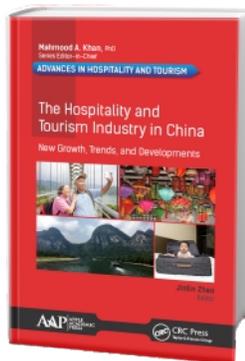
Editor: Jinlin Zhao, PhD

"For anyone interested in China tourism, this book is a 'must read' as it provides an updated and excellent exposition of the Chinese hospitality and tourism industry with a focus on development of its various sectors—past, present, and future."

—Professor John Ap, Institute for Tourism Studies, Macao

Here is an insightful look into the great changes in the hospitality and tourism industry in China in recent years. The steady growth of the GDP in China, the increasing middle-income population, life style changes of the Chinese people, and fast infrastructure development (speed trains, airports, highways, and seaports, linking many mega cities, mid-level cities, and townships) have all had a significant effect on the Chinese hospitality industry, which is booming in China. With much more money in their pockets, the Chinese are spending more than 60% of their disposable income on food and travel. International food and hotel chains have responded by increasing their presence in China, and in turn, new domestic restaurant and hotel chains have sprung up to compete for the business.

382 pages with index. Hardback \$159.95 US / £124.00
ISBN: 978-1-77188-652-9. Cat#: N12041
E-Book ISBN: 9781315147420. Cat#: NE12746. June 2018



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CONSERVATION, TOURISM, AND IDENTITY OF CONTEMPORARY COMMUNITY ART

A Case Study of Felipe Seade's Mural "Allegory to Work"

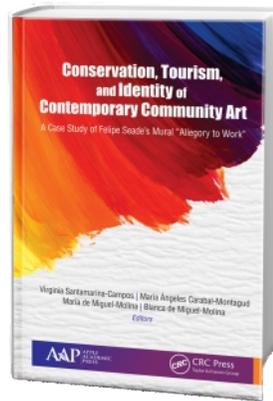
Editors:

Virginia Santamarina-Campos, PhD,
Maria Angeles Carabal-Montagud, PhD,
Maria de Miguel-Molina, PhD, and
Blanca de Miguel-Molina, PhD

"Presents the point of view of the conservation and restoration of cultural assets, through the eyes of multiple disciplines: ethnography, art, science, and culture. It is a great work that clearly shows how to address the conservation of artworks in the society in which we live. . . . Easy to read and well written." —María Dolores Ruiz de Lacanal Ruiz-Mateos, Professor, Department of Culture and History of Visual Arts, Seville University, Spain

This new book aims to promote new models of sustainable management in the field of contemporary mural art. In this book, the mural Allegory to Work, by the artist Felipe Seade located in Uruguay, is used as a case study. The authors look at the mural—and its restoration—through the lens of tourism, globalization, and new interest in cultural heritage. The book demonstrates that the restoration should be aware that the perspective of the protagonists must be incorporated in the intervention process. Over 50 color illustrations.

346 pages with index. Hardback \$179.95 US / £139.00
ISBN: 978-1-77188-401-3. Cat#: N11900
E-Book ISBN: 978-1-315-20958-6. Cat# NE12135. November 2017



RESTAURANT FRANCHISING

Concepts, Regulations, and Practices, Third Edition

Revised and Updated
Mahmood A. Khan, PhD

"The newly revised 3rd edition is a classic book covering one of the most vibrant and vital sectors of the US economy. . . . The book is an excellent introduction, much more than a general academic treatment of the topic. . . . It is a multi-purpose book, serving as classroom textbook, reference book, and business guidebook. We are delighted to recommend it on the menu for anyone who wants to learn more about this fascinating, fast-paced, and dynamic industry."—Steve Caldeira, CFE, President and CEO, International Franchise Association

"The revised and updated third edition of Restaurant Franchising truly delivers on its promise to introduce potential restaurateurs looking to purchase a franchise the benefits as well as the challenges of operating as a franchisee. Similarly, it provides the necessary recommendations and caveats to operators looking to franchise their concept. One of the best book's best features is the current examples that underscore the key points so nicely. It is also refreshing to find a book that has utility in the classroom and in the industry."—Dennis Reynolds, PhD, School of Hospitality Business Management, Carson College of Business, Washington State University

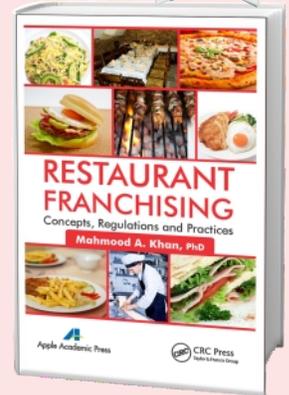
With the help of vignettes and case histories, this completely updated edition explains how to do it right, from developing a winning franchise concept to demystifying the legal intricacies of franchise agreements.

Topics include:

- Franchising pros and cons
- Selecting the franchise that fits your style and goals
- The legal implications in franchising relationships
- Understanding franchise agreements
- Developing healthy franchisor/franchisee relationships
- International franchising
- Unconventional franchises
- Restaurant location, design, and layout
- Marketing and advertising aspects
- Electronic marketing, social media, and more

Faculty may request an examination copy from info@appleacademicpress.com. Supplementary material includes lecture slides and an Instructor's Manual.

597 pages with index. Hardback \$170.00 US / £115.00
ISBN: 978-1-926895-69-7. Cat#: N11004
E-Book: ISBN: 9781482223491. Cat#: NE11148. October 2014



A HOTEL MANAGER'S HANDBOOK

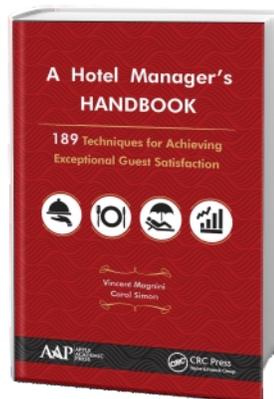
189 Techniques for Achieving Exceptional Guest Satisfaction

Vincent P. Magnini, PhD, and
Carol J. Simon, MBA

"This is a handy book that deserves a spot on any hotel manager's bookshelf. It is loaded with practical and clever recommendations that, if implemented, will result, simply and clearly, in better run hotels. Experienced and new managers alike will find the book's well-organized and clearly explained recommendations provide a must-do list of strategies, tactics, and training tools that will prove tremendously valuable as they seek to improve their property's operations and profitability. I highly recommend the handbook and commend the authors on producing a management book that is so highly readable and action-oriented."—Stephen W. Litvin, Professor, Hospitality & Tourism Management, College of Charleston, South Carolina

This handbook offers 189 practical, actionable, and sometimes surprising techniques that can be applied in hotels to keep guests highly satisfied!

256 pages with index. Paperback \$72.95 US / £50.99
ISBN: 978-1-77188-348-1. Cat#: N11625
E-book ISBN: 978-1-77188-349-8. Cat#: NE11699. December 2015



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MEDICAL TOURISM AND WELLNESS

Hospitality Bridging Healthcare (H2H)©

Editor: Frederick J. DeMicco, PhD, RD

"In this comprehensive book, Dr. DeMicco stresses that consumers expect quality and value from all products and services that they purchase. . . . An invaluable resource that will show you how to make excellence a habit as you strive to delight your guests/patients."

—From the Foreword by Shirley A. Weis, Former, Chief Administrative Officer, Mayo Clinic

This volume takes a systems approach to examining the growing field of medical tourism, one of the field's hottest niches, with billions of dollars spent each year. With the inclusion of case studies, the book provides a comprehensive look into this growing trend and will be valuable to upper-level undergraduate and graduate students in health care administration and those pursuing MBAs in healthcare; medical students pursuing a management focus; and students in hospitality management. It will also be a must-have resource for professionals working in hotels and in health care.

Topics include:

- why patients/tourists decide to travel for medical care
- the role of professional facilitators of medical tourism
- key countries and medical disciplines in medical tourism
- the history of medical tourism
- transportation, food, entertainment, and hotel/hospitality services
- hotel and spa designs for medical tourism
- best practices in medical tourism
- patient follow up after medical discharge
- future trends in medical tourism
- careers in medical tourism

480 pages with index. Hardback \$240 US / £155.00

ISBN: 978-1-77188-505-8. Cat#: N11818.

E-Book ISBN: 978-1-315-36567-1. Cat#: NE11868.

March 2017.

HOSPITALITY MARKETING AND CONSUMER BEHAVIOR

Creating Memorable Experiences

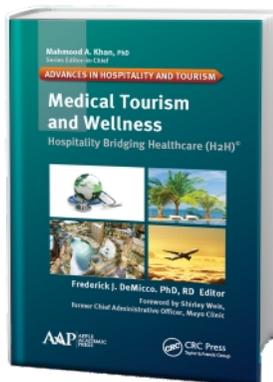
Editor: Vinnie Jauhari, PhD

Creating memories and joyous experiences for consumers is a key dimension affecting the profitability and growth of a hospitality firm. Drawing on global experiences, the volume looks at the diverse factors that create these positive experiences and provides insight into marketing and consumer behavior in the context of hospitality and tourism. The dynamics of emerging economies has been captured, and some lessons have been drawn from best practices across the globe. The book covers marketing research, different elements of the marketing mix, consumer feedback and recovery, technology, people aspects, and how they impact consumer experience. The book offers insights from emerging economies as well as some distinct insights from global practices, including lessons from the world's top ten hotels.

378 pages with index. Hardback \$149.95 US / £116.00

ISBN: 978-1-77188-378-8. Cat#: N11663

E-Book ISBN: 978-1-315-36622-7. Cat#: NE12017. June 2017



THE HOSPITALITY AND TOURISM INDUSTRY IN CHINA

New Growth, Trends, and Developments

Editor: Jinlin Zhao, PhD

Here is an insightful look into the great changes in the hospitality and tourism industry in China in recent years. With much more money in their pockets, the Chinese are spending more than 60% of their disposable income on food and travel. International food and hotel chains have responded by increasing their presence in China, and in turn, new domestic restaurant and hotel chains have sprung up to compete for the business. Hospitality and tourism education and information technology are also booming in China as well. This book explores these issues.

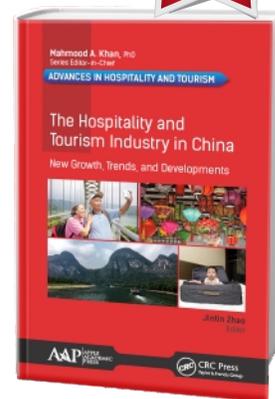
Key features:

- Presents a current picture of Chinese hospitality and tourism industry
- Shows the effect of the increase of Chinese middle-class spending on the hospitality and tourism industry
- Shows interesting opportunities for investors in hospitality in China
- Looks at the individual segments of the hospitality industry in China, including meetings and exhibitions, hotels, restaurants, cruise lines,
- Explores the evolution and expansion of tourism education in China
- Studies leisure agriculture and rural tourism in China

382 pages with index. Hardback \$159.95 US / £124.00.

ISBN: 978-1-77188-652-9. Cat#: N12041.

E-Book ISBN: 9781315147420 Cat#: NE12746. June 2018.



SUSTAINABLE VITICULTURE

The Vines and Wines of Burgundy

Claude Chapuis

"A fantastic masterpiece that should enable readers to deepen their knowledge of viticulture, be they Burgundy connoisseurs or not. . . . It will give a broad overview of this great wine region to the newcomers who are interested in approaching this complexity in a very simple way. . . . Approachable and pleasant to read. . . . Unique because of the richness of the stories presented from different."

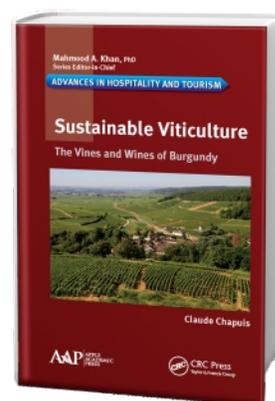
—Benoit Lecat, PhD, DipWSET, Wine and Viticulture Department Head, College of Agriculture, Food & Environmental Sciences, California Polytechnic State University

In this entertaining and informative book, the author's approach to viticulture reconciles the present, the past, and the future. The volume will appeal to wine buffs as much as it does to readers who wish to learn about viticulture. It's a serious book that doesn't take itself seriously.

376 pages with index. Hardback \$149.95 US / £116.00.

ISBN: 978-1-77188-570-6. Cat#: N11878.

E-Book ISBN: 978-1-315-20733-9. Cat#: NE12167. July 2017



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WILDERNESS OF WILDLIFE TOURISM

Editor: Johra Kayeser Fatima, PhD

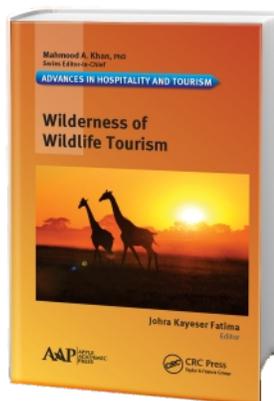
This volume brings together the best voices in the field of wildlife tourism and provides a key understanding of wildlife tourism. It explores many important aspects of wildlife to date with related implications for various sectors, such as technology, education, corporations, and policymaking. The book provides detailed examples to provide readers with current issues, including

- planning and development of wildlife tourism
- assessment of recreational services of natural landscapes
- destination marketing approaches for wildlife tourism
- technology adoption for marketing and conservation
- local residents' attitude on wildlife tourism
- economic valuation of wildlife tourism
- the future of wildlife tourism

310 pages with index. Hardback \$179.95 US / £139.00

ISBN: 978-1-77188-481-5. Cat#: N11790

E-Book ISBN: 978-1-315-36581-7. Cat#: NE11990. May 2017



EVOLVING PARADIGMS IN TOURISM AND HOSPITALITY IN DEVELOPING COUNTRIES

A Case Study of India

Editor: Bindi Varghese, PhD

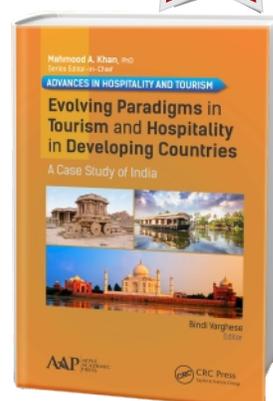
This new volume highlights a broad selection of valuable research work by renowned professionals and scientists from academia and the travel industry. It provides a wide-ranging vision of a multitude of trends in the global travel and tourism industry today and in the future. Adopting an integrated and interdisciplinary approach, the volume looks at the evolving paradigms in the tourism and hospitality segment. This volume will prove indispensable in portraying the current global tourism and travel trends.

Approx. 450 pages with index. Hardback \$159.95 US / £124.00.

ISBN: 978-1-77188-630-7. Cat#: N11986.

E-Book ISBN: 9781315103044. Cat#: NE12262.

September 2018



THE INDIAN HOSPITALITY INDUSTRY

Dynamics and Future Trends

Editors: Sandeep Munjal and Sudhanshu Bhushan, PhD

"A wide-ranging book that covers all the important facets of the changing industry. I found it very intriguing to see how the face of hospitality is evolving in India vis-a-vis here in USA, especially in the field of revenue management. . . . The book talks about that specifically in the role of revenue management as a strategic choice for hoteliers, its consequences on the bottom line, and the most important aspect (in my mind) is the shortage of skilled manpower—all relevant aspects, even here in USA. . . . The book provides this holistic view and understanding that is key before determining a relevant and successful strategy."

—Manish Baliga, Regional Director of Revenue, Distribution and E-Commerce, Highgate Hotels, New York

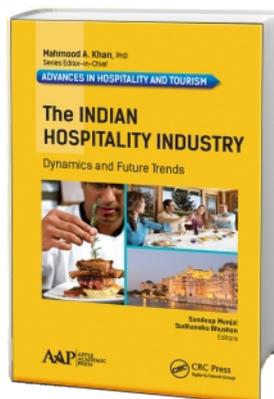
Key features:

- Provides an overview of the economics of the Indian hotel industry
- Tracks the evolution and the status of the hospitality industry of India in the post-liberalization era of the Indian economy
- Considers corporate social responsibility and leadership in the Indian hotel industry
- Examines the role of revenue management as a strategic choice for Indian hotels
- Discusses the consequences of financial returns that investors have to deal with in the current economic scenario
- Explores human resource issues, such as the shortage of skilled manpower and efforts to rectify the shortage

388 pages with index. Hardback \$149.95 US / £116.00.

ISBN: 978-1-77188-579-9. Cat#: N11889.

E-Book ISBN: 978-1-315-22544-9. Cat#: NE12122. August 2017



WOMEN AND TRAVEL

Historical and Contemporary Perspectives

Editors: Catheryn Khoo-Lattimore, PhD, and Erica Wilson, PhD

"A much-needed global perspective of the experiences of women travelling from different countries, cultures, backgrounds, religions and life stages—one of the book's most notable contributions. . . . This book provides various perspectives on women travellers and the role of independence, resistance, and empowerment in their experiences. . . . Useful for both academics and the travel industry. It includes practical ideas regarding wellness vacations, perceptions of safety, travel motivations, and online exchange networks. Throughout the book, authors provide ideas of future research questions and unexplored avenues and populations to examine. . . . [The book] helps the reader consider how far we have come as women travellers, as well as the work that remains to be agents of social change to help women who are 'carrying their backpacks along with various socially constructed baggage.'"—Annals of Leisure Research

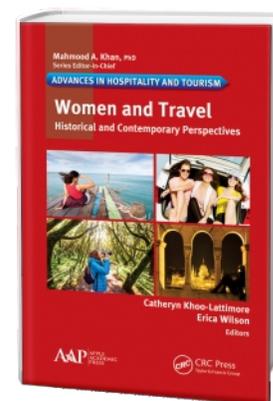
Features:

- Provides historical accounts of women's travel
- Explores women's travel issues and constraints
- Looks at gendered approaches to studying women's travel
- Examines contemporary women's travel—trends and experiences

300 pages with index. Hardback \$139.95 US / £108.00

ISBN: 978-1-77188-468-6. Cat#: N11773

E-Book ISBN: 978-1-315-36587-9. Cat#: NE11994. April 2017



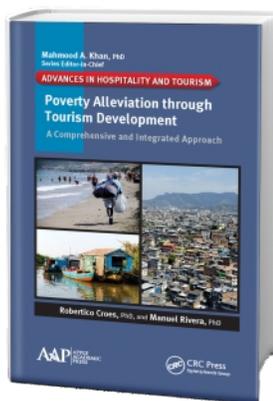
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POVERTY ALLEVIATION THROUGH TOURISM DEVELOPMENT

A Comprehensive and Integrated Approach
Robertico Croes, PhD, and Manuel Rivera, PhD

"An engaging read and a timely publication. . . . Throughout the more than 200 pages, the authors call on many voices, local people's opinions and views, and numerous concrete examples, denoting a strong familiarity with Latin America. At the same time, the book is well-structured, providing a strong cumulative sense as the chapters unfold, and there is a clear sense of direction and progress in the discussion. Poverty alleviation continues to be a critical issue in many countries, and tourism continues to be one of the fastest-growing industries. Croes and Rivera undeniably contribute to our understanding of the mechanisms which make tourism development valuable for poverty alleviation in a holistic and comprehensive manner."—Annals of Tourism Research

268 pages with index. Hardback \$150.00 US / £110.00
ISBN: 978-1-77188-141-8. Cat#: N11327
E-Book ISBN: 978-1-4987-3271-0. Cat#: NE11515. January 2016

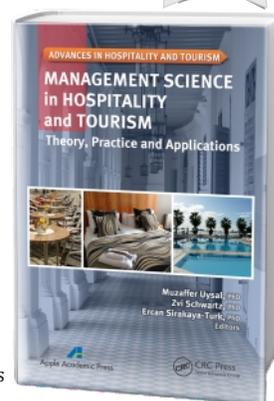


MANAGEMENT SCIENCE IN HOSPITALITY AND TOURISM

Theory, Practice, and Applications
Editors: Muzaffer Uysal, PhD, Zvi Schwartz, PhD, and Ercan Sirakaya-Turk, PhD

Here is a timely and unique book focusing on management science applications. The first section of the book introduces the concept of management science application in hospitality and tourism and related issues to set the stage for subsequent sections. Section II focuses on management science applications with conceptual pieces, empirical applications, and best practices with examples coming from different parts of the world and settings. The last section ends with a chapter focusing on challenges and future research directions. This book goes beyond revenue management topics and presents a broad range of topics in management science applications and includes chapters on data analytics, e-commerce and technology, revenue and yield management, optimization methods, resource allocation, goal programming, dynamic programming, Markov chain models, trends analysis and detection, measuring potential and attractiveness in tourism development, performance measures and use of indices in hospitality and tourism, and more.

426 pages with index. Hardback \$170.95 US / £105.00
ISBN: 978-1-926895-71-0. Cat#: N11003
E-Book ISBN: 978-1-4822-2347-7. Cat#: NE11147. July 2016



STRATEGIC WINERY TOURISM AND MANAGEMENT

Building Competitive Winery Tourism and Winery Management Strategy
Editor: Kyuho Lee, PhD

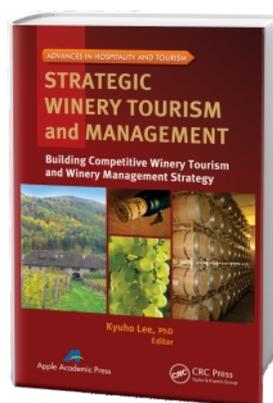
2016 Winner of the "Best Wine Book for Professionals Gourmand World Cookbook Award"

"A wide variety of timely and important topics are covered, ranging from product development, winery testing room management, financial and revenue management issues to service quality management, design, and experience. . . . The book is nicely and comprehensively crafted to serve as a major source of reference for practitioners, researchers, and students of culinary, hospitality and tourism management."—Muzaffer Uysal, Professor, Virginia Tech

Topics cover

- product development and marketing for wineries
- managerial issues on winery tasting room management
- winery revenue management
- key theories of winery service quality management
- key concepts of financial management on winery management.

314 pages with index. Hardback \$200.00 US / £145.00
ISBN: 978-1-926895-68-0. Cat#: N11002.
E-Book ISBN: 978-1-4822-2341-5. Cat#: NE11146.
November 2015

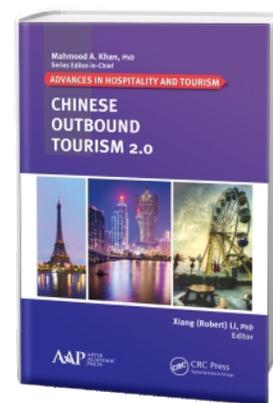


CHINESE OUTBOUND TOURISM 2.0

Editor: Xiang (Robert) Li, PhD

"A very welcome introduction to Chinese outbound tourism. . . . highly descriptive, huge on facts (with only one theoretical chapter) and is an essential source of information for anyone trying to understand the growing role (and enormous potential) of Chinese outbound tourism. Much information is anticipated in Li's valuable Introduction, which succinctly situates what is, effectively, the second wave of young, better educated, diverse and more independent Chinese tourists in the context of the growing Chinese economy (hence the 2.0 in the title). . . . This book is a valuable introduction to the beginnings of what is already proving to be a massive and hugely exciting population movement, the social implications of which we have not yet really begun to address."—Annals of Tourism Research, 2016

428 pages with index. Hardback \$190.00 US / £140.00
ISBN: 978-1-77188-180-7. Cat#: N11370
E-Book ISBN: 978-1-77188-181-4. Cat#: NE11547. December 2015



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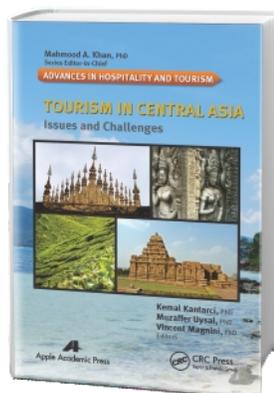
TOURISM IN CENTRAL ASIA

Cultural Potential and Challenges

Editors: Kemal Kantarci, PhD, Muzaffer Uysal, PhD, and Vincent Magnini, PhD

"Focus[es] on Central Asia, a geographical area that has received little attention in academic literature. . . . Presents a balanced mix of theoretical and empirical chapters; this, coupled with the fact that the empirical contributions adopt both qualitative and quantitative methodological approaches, helps the book to raise the spectrum of its potential reader. . . Overall, the book is well-structured and achieves one of its main goals, which is deepening the understanding that both researchers and practitioners can have about Central Asia as an emerging and promising tourism destination in the international tourism arena."—Annals of Tourism Research

396 pp with index. Hardback \$160.00 US / £115.00
ISBN: 978-1-77188-055-8. Cat#: N11150
E-Book ISBN: 9781482262148. Cat#: NE11315. September 2014



MANAGING SUSTAINABILITY IN THE HOSPITALITY AND TOURISM INDUSTRY

Paradigms and Directions for the Future

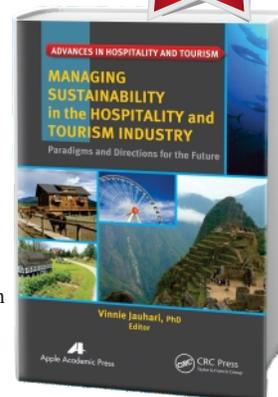
Editor: Vinnie Jauhari, PhD

This volume focuses on the important concern of sustainability in tourism and hospitality industry. Some of the themes the book addresses include:

- designing sustainable restaurants
- sustainable accommodation practices
- designing green hotels
- energy conservation in hotels
- technology and sustainability
- marketing sustainability to consumers
- sustainable culinary practices
- sustainable employee practices
- sustainable equipment design for the hospitality industry
- sustainable tourism practices
- sustainable transport practices

The book includes case studies that are global in nature and that show how sustainable applications can be used and how concerns can be addressed.

522 pages with index. Hardback \$190.95 US / £140.00
ISBN: 978-1-926895-72-7. Cat#: N11006
E-Book ISBN: 9781482223569. Cat#: NE11150. April 2014



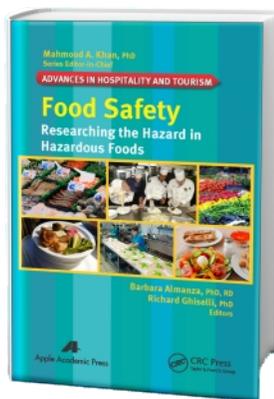
FOOD SAFETY

Researching the Hazard in Hazardous Foods

Editors: Barbara Almanza, PhD, RD, and Richard Ghiselli, PhD

Provides a thorough review of current food safety and sanitation information with practical applications of current research findings included. The book surveys and examines the prevailing research and applications and reviews specific operational issues such as power or water emergencies. It also covers food safety and sanitation in various environments, such as restaurants, schools, and fairs and festivals. It is multidisciplinary in that it comprises culinary, hospitality, microbiology, and operations analysis.

500 pages with index. Hardback \$200.00 US / £145.00
ISBN: 978-1-926895-70-3. Cat#: N11005
E-Book ISBN: 9781482223538. Cat#: NE11149. March 2014



SUSTAINABILITY, SOCIAL RESPONSIBILITY, AND INNOVATIONS IN TOURISM AND HOSPITALITY

Editor:

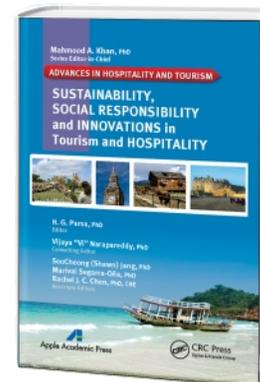
H. G. Parsa, PhD; Consulting Editor: Vijaya "Vi" Narapareddy, PhD; Associate Editors: SooCheong (Shawn) Jang, PhD, Marival Segarra-Oña, PhD, and Rachel J. C. Chen, PhD, CHE

"A comprehensive compilation of case studies related to sustainable practices in tourism and hospitality businesses from across the globe. . . . Incorporates a wide range of topics, from creating a competitive advantage, to motivating the adoption of sustainable business practices, and the evaluation of environmental certification programs. . . . Each chapter ends with practical tools and provocative questions that educators can integrate into their teaching, such as discussion questions, suggested further readings, team exercises, and (at times) assessment ideas. . . . Written in an approachable, user-friendly style. . . . It offers an in-depth examination into sustainable practice within a wide variety of tourism and hospitality businesses. It provides authoritative, detailed, and comprehensive information in an easy-to-use format."—Tourism Analysis

370 pages with index. Hardback \$160.00 US / £115.00
ISBN: 978-1-926895-67-3. Cat#: N11001
E-Book ISBN: 978-1-4822-2332-3. Cat#: NE11145. April 2015

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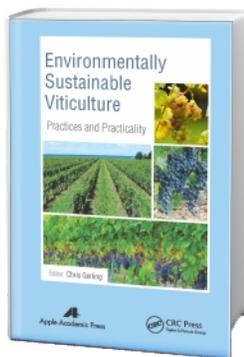
ENVIRONMENTALLY SUSTAINABLE VITICULTURE

Practices and Practicality

Editor: Chris Gerling

Addresses important aspects that viticulturists must consider in regard to climate change, including the best sustainable practices in the wine industry; assessing sustainability programs; considering viticulture in the broader context of sustainable agriculture and industry; and the role of the consumer.

424 pages with index. Hardback \$190.00 US / £140.00, ISBN: 978-1-77188-112-8. Cat#: N11255
E-Book ISBN: 978-1-4987-2229-2. Cat#: NE11447. March 2015



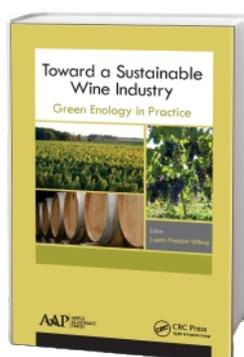
TOWARD A SUSTAINABLE WINE INDUSTRY

Green Enology in Practice

Editor: Luann Preston-Wilsey

Takes a broad look at the emerging trend of using sustainable wine-production methods and business practices. It covers a multitude of aspects of the sustainable wine industry, including production methods, recycling efforts, customer behavior, sustainable business practices, and more.

302 pages with index. Hardback \$180.00 US / £120.00, ISBN: 978-1-77188-125-8.
Cat#: N11271, E-Book ISBN: 978-1-4987-2851-5.
Cat#: NE11460. May 2015



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Ecotourism and Sustainable Tourism: Principle to Practice in the New Millennium

Kelly S. Bricker

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Mahmood A. Khan

Handbook of Food Allergies and Intolerances

Editors: Mahmood A. Khan and Kimberly Mathe Cuellar

Handbook of Restaurant and Food Service Management

Mahmood A. Khan, Kimberly Mathe Cuellar, and Eojina Kim

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