



The Little Book of Cases in Hospitality Management: Stories From Industry Practitioners

By Dana V. Tesone Ph.D., Peter Ricci

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For hospitality and tourism management courses at the undergraduate level. This book presents a collection of current stories culminated into cases from the real world experiences of industry practitioners. These easy to read thought provoking cases--focusing on all sectors of the industry--provide students with the visceral experiences of practicing middle level hospitality management.

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Editorial Review

From the Back Cover

This book presents a collection of current stories culminated into cases from the real world experiences of industry practitioners. The authors bring a combined experience of over 35 years in lodging, meeting planning, F&B, human resources, strategy, marketing, and destination promotion. The 45 easy to read, thought provoking cases-focusing on all sectors of the industry-provide users with the visceral experiences of practicing middle level hospitality management. Features 45 real world cases culminated from stories extracted from practicing managers in the hospitality industry-including lodging, foodservice, theme parks, attractions, resorts, recreation, events, transportation and entertainment venues. A great supplement for entry-level managers in the hospitality industry or operations, marketing, human resources, finance, and administration careers.

Users Review

From reader reviews:

Scott Halpin:

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