



# Hospitality Management: A Brief Introduction

*Roy C Wood*

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## **Hospitality Management: A Brief Introduction** Roy C Wood

"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."

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**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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