

Hospitality and Tourism Management



Trent Powell

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List of Contributors

Hospitality and Tourism Management

About the Book

Hospitality and tourism management is a rapidly emerging field of study. There is growing emphasis on understanding and developing key areas within hospitality and tourism sector like accounting, human resource management and allocation, operations management and decision making. The chapters compiled in this book discuss the most vital concepts and practices in the field of travel management, public relations, personnel administration, and franchise operations. For all those who are interested in hospitality and tourism management, this book will prove to be an essential guide.

About the Editor

Trent Powell holds an MSc in International Tourism Marketing from a university in United Kingdom. His research work is focused on hospitality services and human resource management. Powell has spent more than 8 years in the tourism industry, and has authored numerous articles and books, which have been published worldwide.