

VNR's Encyclopedia of Hospitality and Tourism

By Tur Var

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This reference covers the vast spectrum of hospitality and tourism industries, concentrating on hotel management, food service management and tourism. Contributors explore not only the basic tenets of each discipline, but also the latest methodology and issues. Tables, charts and figures support discussions throughout the volume. Subjects range from occupancy rates to conventions and franchising in hotel management, through kitchen planning, quality assurance and room service in food service management, to consumer behaviour and global information technology in the tourism section.

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Editorial Review

From the Inside Flap
VNR’s Encyclopedia of Hospitality and Tourism Edited by Mahmood Khan Michael Olsen Turgut Var
VNR’s Encyclopedia of Hospitality and Tourism, the ultimate industry reference, is the only place you will want to turn to in meeting your professional demands. Its expert and thorough coverage of the hospitality and tourism industries sets it apart from every other book on the market. How have the editors been able to write a text that no one else has been able to write? The answer is…they didn’t try! They wisely realized that an encyclopedia for professionals should be written by professionals—the best in each field. They have divided the book into three parts, giving equal time to the disciplines of foodservice, lodging, and tourism. In addition to covering such fundamentals as behaviors, trends, and planning, it delves into topics as varied as the industries themselves. Some of the more specific areas discussed are:

- Hazard Analysis
- Market Feasibility
- Recipe Standardization
- Guest Services and Amenities
- Maintenance and Engineering
- Safety and Security Management
- Hospitality and Tourism Law
- Ethnocentrism in Tourism
- Psychographic Segmentation
- Urban Tourism

The contributors have each used all the information at their disposals in order to write accurate and concise introductions to their fields, making sure that their chapters include instructional tools such as case studies and helpful graphics to insure that VNR’s Encyclopedia of Hospitality and Tourism is truly all-inclusive. A "must-have" reference, VNR’s Encyclopedia of Hospitality and Tourism salutes the hotel operators, foodservice managers, tourism planners, dietitians, travel agents, scholars, students, and other professionals who have helped to unite the world through this thriving and dynamic industry.

About the Author
About the Editors Mahmood A. Khan is Head of the Department of Hotel, Restaurant and Institutional Management at Virginia Polytechnic Institute and State University. He is the author of Concepts of Foodservice Operations and Management and Restaurant Franchising. Michael D. Olsen is a Professor in the Department of Hotel, Restaurant and Institutional Management at Virginia Polytechnic Institute and State University. He is a co-author of Strategic Management in the Hospitality Industry. Turgut Var is a Professor in the Department of Recreation, Park, and Tourism Sciences at Texas A&M University: He has written more than 150 articles on tourism and accounting and is a co-author of Planning for Tourism Development: Quantitative Approaches, Accounting: The Canadian Scene, Financial Accounting, and Managerial Accounting.

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