

Book Reviews

Tourism Concepts & Practices

By: John R Walker & Josielyn T. Walker,

Pearson Publishers (Indian Edition) by Dorling Kindersley (India) Pvt Ltd. ISBN 978 81 317 6105 2 , First impression 2011

The field of tourism has traditionally been dominated by interrelated disciplines. In more recent years, tourism has been complemented as growing subject and body of work, in the public sector as well as private sector. Also along with practicing professionals, the budding aspirants have expressed their interest time and again to strengthen the concepts along with practices in tourism. This book titled 'Tourism Concepts and Practices' fills therefore an important Void. This textbook gives an overview of the world's largest & fastest growing industry – Tourism, with the conceptual clarity and suitable illustrations to meet the demands of budding as well as existing practitioners of Tourism. The book is divided into Five Parts and Sixteen Chapters which are carefully and artistically engraved by various professionals and academicians of Tourism.

Part -1 of the book introduces the characteristics of the tourism, concepts & systems approach that forms the foundation of the text. Tourism Past & Present is discussed, and tourism demand and motivation are examined. Building upon why people want to be tourists, the book discusses the nuances of tourism marketing & economics. In Part -2 the book focuses on the organisation of tourism. The roles of National, International, regional and state/ local tourism organisations are examined. Tourism Policy, Planning and the important topics of sustainability and tourism research are also discussed citing examples of current practices. Part – 3 of the book examines the first part of the operating sectors with an overview of the attractions and entertainment industry and the business of conventions, meetings and expositions. In the fourth part of the book social, cultural, heritage and eco tourism impacts have been highlighted giving a perspective of tourist's and the host community. In part five the second part of tourism operations has been discussed, which includes distribution organisations are observed. Further their importance in the tourism system is explained. The emphasis has also been given on sea, air, rail and auto transportation along with lodging and restaurant business.

Further, the book contains various points to assist the learners and bring about developing better understating to tourism as a discipline and highlighting career opportunities in the field of tourism for budding aspirants. The book also contains relevant profiles, review questions, case studies to facilitate the learners. Also online resources have been recommended for those who aspire to attain information beyond the text. It is further supplemented with internet exercises and suggested activities. Also for instructors the companion website is available for supplements.

It is hoped that scholars not merely from field of tourism but also the related discipline will enjoy reading the book. It is recommended that, the book will serve as a good sourcebook for graduates students Tourism & Hospitality, sociology and other fields.

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Introduction to Hospitality Management (2nd Edition)

By John R Walker

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Hospitality management is a comprehensive collection which aims to be a source of information for all those interested in hospitality management, approaches, and trends, as well as to cover the emerging research topics which seek to define the future of hospitality development in the 21st century. Introduction to **Hospitality Management** is organized into 19 chapters which provide insight on global hospitality management as a whole.

The book is designed for tomorrow's hospitality management professionals; this text is a comprehensive tour of the fascinating and challenging fields of the hospitality industry: travel and tourism, lodging, foodservice, meetings, conventions and expositions, leisure and recreation. Through stories and examples, students are exposed to--and encouraged to develop an appreciation for--the diverse segments of and career opportunities in the hospitality industry. This new text is an adaptation of the author's earlier title, *Introduction to Hospitality*, 2nd. Edition, and all new features and revisions are based on instructor and student feedback.

Moreover, the book includes topics such as travel and tourism; lodging; foodservice; meetings, conventions and expositions; and leisure and recreation. Devoting six chapters to management, the book focuses on hospitality *and* management and uses first-person accounts, corporate profiles and industry morsels to foster a reader's appreciation for the field. This new edition features a new chapter on careers, more coverage of human resources, and its continued dedication to inspiring and developing hospitality professionals. The book also describes career opportunities and career paths that exist in all facets of the hospitality industry. It Includes self-assessment activities, as well as guidance on important topics such as resume writing and interviewing skills. The text addresses one of the greatest challenges facing industry leaders: recruiting and motivating employees. Gives readers a sound background in the management principles they will need once they are on the job. Focuses readers on what hospitality managers actually do and the challenges facing them as future industry leaders. Covers all sectors of the hospitality industry and provides a more comprehensive view of the industry by examining all fields of this expansive business. Then the text moves beyond traditional lodging and restaurant operations to include growing segments of the industry and aspiring hospitality professionals. Throughout this book, students will benefit from many useful and timely features, including Security focus boxes written by experts in this critical topic area; Corporate Profiles of leading companies; Personal Profiles of individual leaders; A Day in the Life of boxes that tell the stories of real workers in Hospitality; numerous brief Case Studies; Career Information boxes; as well as Check Your Knowledge boxes, Discussion Questions, Key Words and Concepts, Review Questions, Internet Exercises, and Apply Your Knowledge questions.

The book provides a text for hospitality & tourism students both at graduate and postgraduate and reference for policymakers, government officers, academics, and practitioners interested in understanding applications of hospitality management approaches, practises, techniques in hospitality industry.

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Exploring the Hospitality Industry 2nd Ed

By: John R Walker & Josielyn T. Walker,

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ISBN 978 81 317 6564 7, Indian edition First impression 2012

Who, among all those interested in Hospitality & Tourism, could resist investigating further a book that promises much beyond the basics of Hospitality in its preface to deliver the contents and broader coverage of hospitality industry. This book titled 'Exploring the Hospitality Industry' of course provides foundation for hospitality courses and attracts majors to hospitality management programme. The Hospitality Industry continues to change rapidly, and this text brings you the very latest trends from the broadest array of hospitality industry segments. It is a 'need to know' book, vibrant and colourful in design that is outstanding in its easy to use, engaging content.

The book is divided into Fifteen Chapters. This is a serious academic book which is a selection of content designed to make interesting and appetizing by the well known authors and academicians of the discipline. The goal is to help the learners advance in their hospitality career by giving them a foundation of hospitality industry knowledge.

Chapter -1 focuses on the Hospitality Spirit, describes the characteristics of Hospitality Industry, also focuses on the nature of hospitality with suitable illustrations and concept of TQM along with Disney approach to Management. In Chapter -2 the concept of Tourism has been discussed along with different forms of travel and covering tourism organisations. Further impacts have been addressed in the unit. The Chapter -3 focuses on the urge of travelling, with types of tourism like eco tourism, heritage tourism with career pathways and highlighting the trends in tourism. Chapter – 4 focuses on lodging with Hotel Development & Ownership concept, the types and international perspectives with the trends in lodging. The functions and operations aspect has been discussed in chapter-5 titled Lodging Operations. The next chapter – 6 highlights on Cruising with key players, types and trends. In chapter -7 Restaurants have been covered significantly with classifications and dining types. The operations of the restaurants both front of the house and back of the house have been dealt significantly in chapter 8. Chapter -9 deals with managed services including Airlines, Military, Schools, seniors and others covering the trends. Beverages including wines, Spirits, Beer and others have been dealt in Chapter -10 with a suitable coverage on non alcoholic beverages. The next Chapter 11 has covered Clubs, types and management with suitable illustrations from Key Players. Theme Parks and Attraction, Development & scope, Sustainability, Employment have been covered in chapter 12. The next chapter 13 focuses on Gaming & Entertainments, giving a historical perspective and highlighting the key players in the Industry. Meetings, Conventions & Expositions the types & other aspects like trends have been covered in chapter 14. Finally chapter 15 highlight the special events, covering areas like event management, challenges in event management and sustainable events.

In all, the book presents information in a very lively and interesting manner. It includes an extensive array of features to facilitate the learning process. The chapters cover all the facts and segments of the industry and present a learner friendly text in outstanding instructional package. The book is highly recommended for graduates and under graduate students of Hospitality & Tourism Programmes.

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