

Managing human resources in the European tourism and hospitality industry: a strategic approach.

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Managing human resources in the European tourism and hospitality industry: a strategic approach.

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Abstract : One of the fastest growing economic sectors, the tourism and hospitality industry worldwide employs over 10 million people. People are clearly a central part to the industry's effective operation. With a focus on Europe, the book explores

strategic issues in human resource management facing the tourism and hotel industry from a multicultural and international perspective. It offers a comprehensive integrated approach to the subject area, with a review of each issue and discussion questions in each chapter. It focuses on service and quality management as well as linking human resource management to other management areas, providing interconnections with marketing, finance and product development. Other topics include education and training, planning, the structure and nature of the employment market in Europe, remuneration and sustainability issues. Key theoretical concepts are interpreted through practical application exercises and case study material.

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