The Future Of Hospitality Entrepreneurship

Entrepreneurship in the Hospitality, Tourism and Leisure Industries

studies on hospitality organisations from across the world to demonstrate the globalisation of the hospitality business. A new up-to-date standard for explaining the hospitality business development concept, scope and process. This book equips

to become what it is today. Through this journey, one will discover the importance of developing innovative and original marketing frameworks and practices, along with the purpose and passion of a start-up's founder. This insightful book

This book seeks to understand how a one-man consultancy practice can grow to become what is arguably the largest such enterprise in one of the world's largest countries. It follows the incredible story of the start-up MarkPlus and its journey

Generation Z Marketing and Management in Tourism and Hospitality

apply them to a number of suggested scenarios. Perfect preparation for the up-and-coming entrepreneur!

Entrepreneurship in Hospitality and Tourism

The International Hospitality Business

Sustainable Hospitality Management

The Future of Entrepreneurship in Latin America

The Hospitality Industry is a major industry: a truly global industry. By 2030, the hospitality and tourism industry is expected to provide 300 million jobs. This title explores the challenges presented including labor shortages, continuing and reducing the hospitality, food, travel, and a leisure industry.

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Becoming the best, the fastest, is not always the right thing to do. We have to embrace the future of hospitality entrepreneurship in order to get there. The future of hospitality entrepreneurship is equally as important for you as for the business. If you need to be a leader, you need to embrace the future of hospitality entrepreneurship in order to get there. The future of hospitality entrepreneurship is equally as important for you as for the business. If you need to be a leader, you need to embrace the future of hospitality entrepreneurship in order to get there. The future of hospitality entrepreneurship is equally as important for you as for the business. If you need to be a leader, you need to embrace the future of hospitality entrepreneurship in order to get there. The future of hospitality entrepreneurship is equally as important for you as for the business. If you need to be a leader, you need to embrace the future of hospitality entrepreneurship in order to get there. The future of hospitality entrepreneurship is equally as important for you as for the business. If you need to be a leader, you need to embrace the future of hospitality entrepreneurship in order to get there. The future of hospitality entrepreneurship is equally as important for you as for the business. If you need to be a leader, you need to embrace the future of hospitality entrepreneurship in order to get there. The future of hospitality entrepreneurship is equally as important for you as for the business. If you need to be a leader, you need to embrace the future of hospitality entrepreneurship in order to get there. The future of hospitality entrepreneurship is equally as important for you as for the business. If you need to be a leader, you need to embrace the future of hospitality entrepreneurship in order to get there. The future of hospitality entrepreneurship is equally as important for you as for the business. If you need to be a leader, you need to embrace the future of hospitality entrepreneurship in order to get there. The future of hospitality entrepreneurship is equally as important for you as for the business. If you need to be a leader, you need to embrace the future of hospitality entrepreneurship in order to get there. The future of hospitality entrepreneurship is equally as important for you as for the business. If you need to be a leader, you need to embrace the future of hospitality entrepreneurship in order to get there. The future of hospitality entrepreneurship is equally as important for you as for the business. If you need to be a leader, you need to embrace the future of hospitality entrepreneurship in order to get there. The future of hospitality entrepreneurship is equally as important for you as for the business. If you need to be a leader, you need to embrace the future of hospitality entrepreneurship in order to get there. The future of hospitality entrepreneurship is equally as important for you as for the business. If you need to be a leader, you need to embrace the future of hospitality entrepreneurship in order to get there. The future of hospitality entrepreneurship is equally as important for you as for the business. If you need to be a leader, you need to embrace the future of hospitality entrepreneurship in order to get there. The future of hospitality entre
Amid the COVID-19 pandemic, small businesses are especially vulnerable. This is one of the first books that explicitly examines the linkage between crisis and entrepreneurship with a specific focus on small businesses. The book adopts a multidisciplinary approach and integrates a wide range of perspectives from economics, sociology, psychology, and management to understand the complex interplay of factors that shape entrepreneurial behavior in times of crisis. The book is written in an accessible and engaging style, making it ideal for students and practitioners alike.

Tourism and Entrepreneurship - Vanessa Ratten - 2018-02-05

The book is structured around five key themes: the business climate, innovation and creativity, business models and strategies, international factors influencing the strategy and performance of hospitality organizations, while analyzing and discussing the present and future challenges for hospitality firms going or being international. This book will provide a comprehensive understanding of the challenges and opportunities facing the hospitality industry in a globalized and interconnected world.

Entrepreneurship in the Hospitality, Tourism and Leisure Industries - David K. Hayes - 2021-11-16

The book examines the role of innovation in the hospitality industry, focusing on the development of new technologies and business models that have transformed the sector. It also discusses the impact of social media on customer engagement and loyalty, and the importance of sustainability and environmental issues in shaping the industry's future.

The Handbook of Research on Global Hospitality and Tourism Management - Anthony E. Lensmayer - 2018-02-05

The book provides insights into the latest trends and developments in the field, with chapters on topics such as sustainability, innovation, and destination management. It is ideal for students and industry professionals who are interested in understanding the complexities of the tourism industry and how it is changing over time.


The book provides a comprehensive overview of the business climate, including the key factors that influence entrepreneurship and innovation. It discusses the role of leadership, strategy, and culture in driving success in the hospitality industry, and offers practical advice for managers and entrepreneurs.

The Study of Food, Tourism, Hospitality and Events: Trends and Issues - Marina Boggio - 2018-02-05

The book explores the interrelationships between food, tourism, hospitality, and events, and how these sectors contribute to the development of destinations. It also discusses the role of technology in shaping the future of these industries, and the importance of sustainability and responsible tourism.

Entrepreneurship in the Hospitality and Tourism Industry: Challenges and Opportunities in Digital Era - Staff from King's Business School - 2018-02-05

The book examines the challenges and opportunities presented by digital technologies in the hospitality and tourism industry. It discusses the importance of innovation and creativity in driving success, and provides practical advice for managers and entrepreneurs in the sector.

Rebuilding Models and Addressing Future Risks for Family Firms in the Tourism Industry - Lensmayer, Anthony E. - 2018-02-05

The book presents a comprehensive analysis of the family-owned and family-run firms in the tourism industry, and offers practical advice for managers and entrepreneurs on how to address the challenges facing these firms in the future.


The book provides a comprehensive overview of the challenges and opportunities facing family businesses, and offers practical advice for managers and entrepreneurs on how to address these issues. It also explores the role of innovation and creativity in driving success, and provides case studies from successful family businesses in the tourism industry.

Hospitality Strategic Management - Marco A. Gardini - 2020-11-09

The book provides insights into the latest trends and developments in the field, with chapters on topics such as sustainability, innovation, and destination management. It is ideal for students and industry professionals who are interested in understanding the complexities of the tourism industry and how it is changing over time.

Rigorous Management of Hospitality Services: A Cross-Disciplinary Approach - Anthony E. Lensmayer - 2021-11-16

The book provides a comprehensive overview of the management of hospitality services, including the role of technology in shaping the future of these industries, and the importance of sustainability and responsible tourism. It also discusses the role of innovation and creativity in driving success, and provides practical advice for managers and entrepreneurs.

The Fast Approach to Entrepreneurship: A Practical Guide for Entrepreneurs - David K. Hayes - 2021-11-16

The book provides a comprehensive overview of the process of entrepreneurship, including the key factors that influence entrepreneurial success. It discusses the role of leadership, strategy, and culture in driving success in the hospitality industry, and offers practical advice for managers and entrepreneurs.

The New Model of Entrepreneurship: A Practical Guide to Entrepreneurship - David K. Hayes - 2021-11-16

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Entrepreneurship is very important for both entrepreneurship and economic development. It helps boost innovation and competitiveness in every country and facilitates the creation of new jobs and new opportunities, especially for family businesses and small- and medium-sized enterprises (SMEs). Both entrepreneurship and innovation constitute a subject that is both topical and timeless, since institutions and the various institutional processes have always affected a country’s sustainability. Entrepreneurial Development and Innovation in Family Businesses and SMEs is an essential publication that contributes to the understanding, researching and strengthening of entrepreneurial development, and innovation in family businesses and SMEs by providing both theoretical and applied knowledge in order to facilitate and help entrepreneurship and innovation practitioners to produce successful and sustainable outcomes. Preparing a wide range of topics such as innovation entrepreneurship, institutionalization, and organizational learning, this book is ideal for researchers, policymakers, entrepreneurs, innovators, managers, academics, and students.

The Cornell School of Hotel Administration Handbook of Applied Hospitality Strategy

- Jeroen A. Oskam - 2017-09-14

This state-of-the-art handbook approaches the topic of entrepreneurship with an emphasis on the impact of new technologies and the future of hospitality industry. It is an essential publication for entrepreneurs, policymakers, and students interested in the development of entrepreneurship and innovation. The handbook is divided into five parts: Part I presents a survey of the current research on blockchain and real estate, Part II provides a background on property law for the volume, grounding it in fundamental theory, Part III discusses the changing landscapes of property rights while Part IV debates the potential effects of blockchain on land registration. Finally, Part V is devoted to new technological applications relevant to real estate, such as the regulation of property rights, blockchain and its implications for property transactions and taxes, and the potential influence of disruptive technologies on existing legal frameworks. The book addresses the challenges that new technologies and the big data revolution pose to existing regulatory and legal frameworks. It includes a foreword by the editors that sets the stage for the book, an introduction to the volume that provides an overview of the topics covered, and a conclusion that summarizes the main findings and contributions of the book. The handbook is an essential resource for researchers, policymakers, and practitioners interested in the development of entrepreneurship and innovation in the real estate industry.