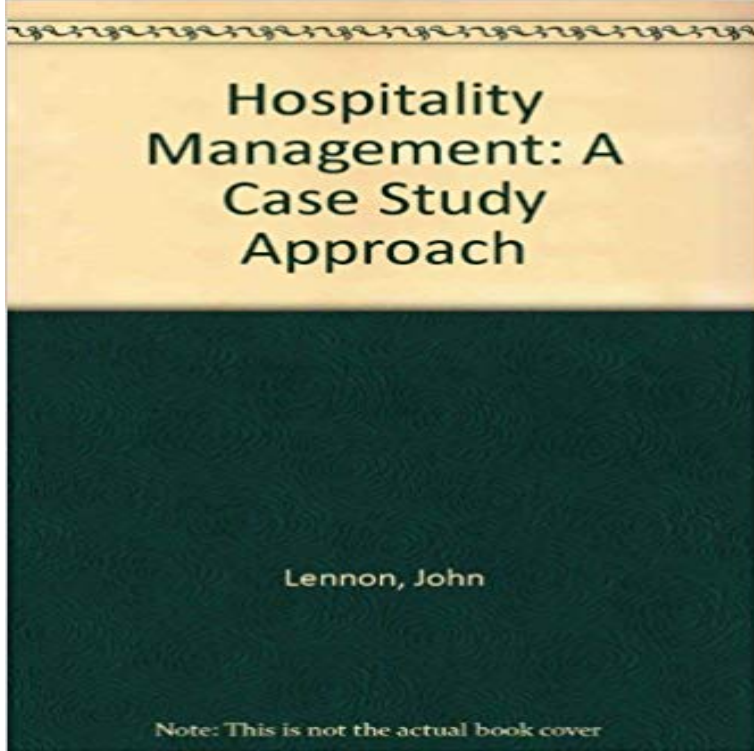


# Hospitality Management: A Case Study Approach



A textbook for Hotel and Catering Management students, working primarily at higher levels of HCIMA and BTEC higher. Designed to reflect recent changes in hotel, catering and related management courses, the book presents a case-study, modular approach, and puts more emphasis on the business and management aspects of catering. It attempts to integrate themes drawn from core management subjects, such as finance, marketing and human resource management, and contains ten realistic case studies - of varying complexity - which are based on operational scenarios drawn from a number of sectors within the hospitality industry. The book contains a section on case-study technique, and is accompanied by a photocopiable instructors manual, which may be purchased separately.

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