

1. Record Nr.	UNINA9910461373103321
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Titolo	The good company : sustainability in hospitality, tourism and wine // Robert H. Girling, Pamela Lanier, Heather Dawn Gordy
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2016
ISBN	1-63157-171-0
Edizione	[First edition.]
Descrizione fisica	1 online resource (304 pages) : illustrations
Collana	Tourism and hospitality management collection
Disciplina	338.4791
Soggetti	Sustainable tourism Tourism - Management Hospitality industry - Management Wine industry - Management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Part 1. Leading hospitality for sustainability: the context and issues -- Part 2. Key sector case studies: hotels, eco-resorts, cruise ships, tour operators, wine tourism, and niche tourism -- Appendix 1. Certification -- Index -- List of contributors.
Sommario/riassunto	Tells the stories of over 30 inspiring companies around the world that are among the ethical leaders in the industry. The broad positive message is encouraging; each of the companies seeks to live up to the highest standard. We tell the steps they have taken and what has motivated them or enabled them to pursue such noble aims. This book builds on our earlier book The Good Company: Compassionate Companies that are Changing the World. The book begins with a discussion of the principles of sustainable tourism and the strategies that underlie enterprises that follow these principles considering the economic effects, environmental and ecological impacts as well as social and cultural contributions that companies may make.