

1. Record Nr.	UNINA9910784938003321
Titolo	Encyclopaedia of hospitality management . Vol. I [[electronic resource] /] / edited by B.A. Mannan
Pubbl/distr/stampa	Mumbai, : Himalaya Books Pvt. Ltd., 2008
ISBN	1-282-84886-0 9786612848865 1-4416-6236-7 93-5043-933-6 600-00-2844-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (2039 p.)
Collana	Encyclopaedia of hospitality management
Altri autori (Persone)	MannanB. A
Disciplina	647.94068
Soggetti	Hotel management - India
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Vol 1 COVER; Contents; Introduction; Concept and Perception; Significant Principles; System and Organisation; Organisation of a Hotel; Bibliography; Vol 2 COVER; Contents; Hotel Industry and Tourism; Basic Aspects; Marketing Ideas; Marketing System; Marketing Levels; Casual Openings; Channels in Production; Significance of Products; Value of Production; Hotel Accounting; Statement of Finance; Account Books; Guest Account; Bibliography; Vol 3 COVER; Contents; Organisational Setup; Concept of Administration; Business Features; Economic Features; Social Significance; Governments' Role Planning for DevelopmentStrategy and Planning; Constant Planning; Bibliography; Vol 4 COVER; Contents; Major Industry; Organisational Setup; Power and Control; Different Services; Aims of Business; Features in Practice; Scope for Development; Essential Elements; Advertisement Exercise; Promotion by Publicity; Bibliography; Vol 5 COVER; Contents; House Setup; Main Office; Central Control; Bibliography; Vol 6 COVER; Contents; Internal Management; In House Administration; Front Office; Communication Network; New Trends; Hotel Characteristics; Bibliography
Sommario/riassunto	Today, our personal lives to a great extent and our society, to a greater

extent have turned to be economy-based and business like. In this manner, hospitality, a value earlier, has now become a profession. Hospitality is a relationship process between guest and host, and it also refers to the act or practice of being hospitable. That is, reception and entertainment of guests or visitors, with liberality and goodwill. Hospitality, frequently refers to the hospitality industry-jobs for hotels, restaurants, resorts, catering, clubs and any other service dealing with tourists. It is also known as
