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Nota di contenuto	Cover -- CONTENTS -- EDITORIAL ADVISORY BOARD -- Editorial -- Hotel managers' career strategies for success -- Managing cultural diversity: opportunities and challenges for Northern Ireland hoteliers -- Educating international hospitality students and managers: the role of culture -- Culture and service predisposition among hospitality students in Switzerland and Scotland -- Late adolescent peer group formation in an international hotel school -- What has influenced growth in the UK's boutique hotel sector? -- Book reviews.
Sommario/riassunto	This e-book deals with aspects of culture and career development in hospitality and tourism management. Many studies have assumed the importance of cultural values and/or personality in the service orientation of individuals. The findings presented here, however, emphasize the importance of training and development in preparing individuals to give service. This is heartening to the industry, which faces increasing challenges through globalization and immigration. From these studies it seems that not only can the predisposition to service as a whole be fostered by training, but also front line staff's orientation towards particular styles and standards of service. This is good news for any organization that wishes to respect and manage its multicultural work force.

