



Entrepreneurship in the Hospitality, Tourism and Leisure Industries

By Michael Rimmington, Clare Williams, Alison Morrison

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Entrepreneurship is the engine that drives any successful industry or economy. In the rapidly evolving hospitality, tourism and leisure sector worldwide this is particularly true. This new text is designed to develop a greater understanding of the process and context for entrepreneurship as well as to provide key concepts which will enable the reader to become more entrepreneurial themselves.

The text unites appropriate theory with copious real world examples giving the student, manager or trainer a powerful framework for understanding every aspect of this vital business function. Rigorously developed by authors with wide teaching and industry experience it contains:

- *Clear learning objectives and teaching structure
- *Up-to-date cases throughout
- *The widest possible coverage of the latest research and literature
- *A clear focus on the dynamic hospitality, tourism and leisure sector.

Entrepreneurship in the Hospitality, Tourism and Leisure Industries is an essential teaching tool and reference on all serious academic and professional courses and gives a uniquely powerful overview of the subject for students and trainees.

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Editorial Review

Review

'A key characteristic of an entrepreneur is a willingness to learn from others. The readers of this book will have that opportunity and, as a result, be well armed to go into the business world.'
from the foreword by Rocco Forte

'Great contribution to the literature in an area which deserves much more attention'
Dr D Buhalis, Senior Lecturer in Tourism, University of Westminster

About the Author

She has an MSc in Entrepreneurial Studies and her Ph.D. thesis investigated small firm strategic alliances. Since 1979 she has been an entrepreneur in her own right, owning and operating a number of restaurant and hotel businesses. In addition, she regularly undertakes consultancy projects for entrepreneurs both in the UK and internationally.

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