

Important Dates

Feb 20, 2014:

Proposal Submission Deadline

Mar 13, 2014:

Notification of Acceptance

Jun 15, 2014:

Full Chapter Submission

Aug 18, 2014:

Review Results Returned

Oct 18, 2014:

Final Chapter Submission

Nov 18, 2014:

Final Deadline

Inquiries and submissions can be forwarded electronically (Word document) or by mail to:

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CALL FOR CHAPTERS

Proposal Submission Deadline: Feb 14, 2014
**Educational Strategies for the Next Generation of
Leaders in Hotel Management**
A book edited by Jiuguang Feng, Sacha Stocklin, and
Wei Wang

To be published by IGI Global

Educational Strategies for the Next Generation of Leaders in Hotel Management

Educational Strategies for the Next Generation of Leaders in Hotel Management intends to include a collection of topics addressing the future trends of hospitality and hospitality education. The international team of contributors represents a wide range of interests involved in hospitality and hospitality education. This book has three sections that analyses (1) the development trend of hospitality from a global perspective, (2) the management of hospitality education, and (3) provides a theoretical and practical guidance for hospitality education. It covers various sectors within the hospitality education field, such as Hospitality English, Marketing, Food and Beverage and Rooms Division.

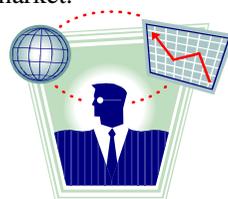
Objectives

The overall objective of the book is to provide an innovative and updated guidance for 21st century hospitality educators, hospitality trainers, and hospitality managers. It aims to help hospitality education institutions and hotel training departments educate adults to meet the requirements of the industry.

Although this book is more about hospitality training and education, it will also be helpful for experienced researchers and managers in the hospitality field to familiarize themselves with the new research trend in hospitality education and the hospitality management field. In addition, this book also incorporates chapters related to new challenges and opportunities in the field.

Please note: we intend to offer and make a case for supplementary information needed for hospitality education and hotel management training with the

researchers and academicians in hospitality to know more about the most up-to-date concepts and applications in hospitality and hospitality education. However, we don't intend to write a manual or a "how-to" book for students who study hotel management since there are already plenty in the market.



Target Audience

The book is suitable for: senior personnel in the hospitality field; international and national official tourism bodies and other organizations; hospitality colleges and other higher education institutions. In addition, it can serve as a reference book for research and supplementary reading for hospitality management students. The expected audience will use this book as a reference for hospitality education and training as well as to learn more about new trends for hospitality management. It is not intended to be used as an overview textbook for hospitality. Rather, it serves as a must read material for hospitality educators, training managers and young talents in hospitality.

Recommended Topics of the 3 Sections

I. Challenges and Opportunities for the 21 century hospitality field

1. The challenges and changes in the hospitality field worldwide
2. The fast-growing hospitality industry in emerging market, especially in China

II. Overall framework for management for hospitality education

1. Management of hospitality education in hospitality education in hotel management colleges and institutions
2. Management of hospitality training in hotels

III. Practical and Theoretical Guidance for Teaching and Training in Hospitality Education

1. A Practical and Theoretical Guidance for a specific **practical** course (For example: Service, Culinary Arts, Housekeeping, Front Office) in hospitality education
2. A Practical and Theoretical Guidance for a specific **theory** course (For example: Hospitality English, Marketing, Human Resources, Accounting, Economics, Psychology, Nutrition, Food Hygiene) in hospitality education.

Submission Procedure

Researchers and practitioners are invited to submit *on or before Feb 20, 2014*, a 2-3 page chapter proposal which clearly explains the mission and concerns of his or her proposed chapter. Additionally, they are requested to send a copy of their CV and a short introduction paragraph (biographical sketch) about themselves to the editor. Authors of accepted proposals will be notified by *March 13, 2014* about the acceptance of their proposals. Full chapters are expected to be submitted by *Jun 15, 2014*. All submitted chapters will be reviewed on a double-blind review basis. We may also invite contributors to serve as reviewers for this project.