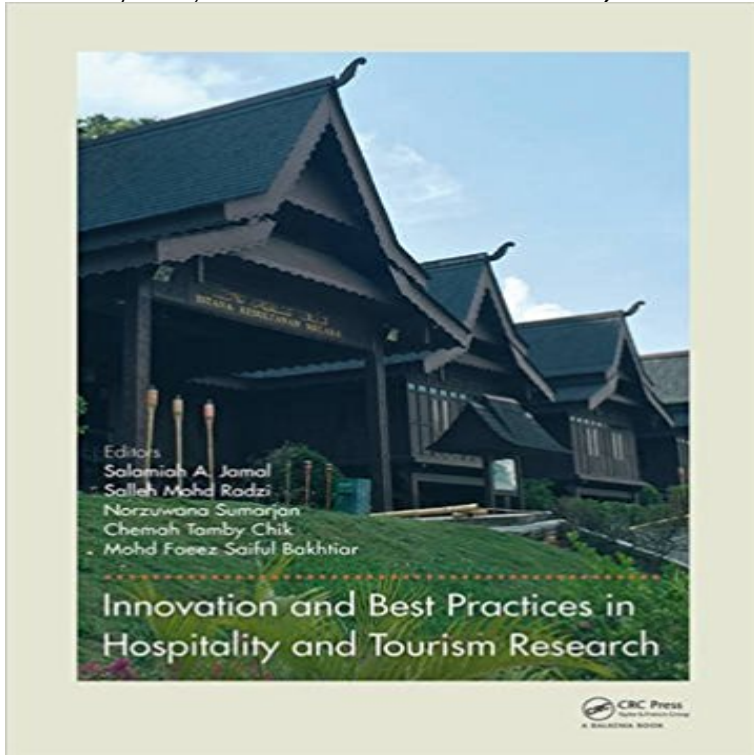


## Hospitality and Tourism 2015: Proceedings of HTC 2015 (Malacca, Malaysia, 2-3 November 2015)



Innovation and Best Practices in Hospitality and Tourism Research contains 71 accepted papers from the Hospitality and Tourism Conference (HTC 2015, Melaka, Malaysia, 2-3 November, 2015). The book presents the up-and-coming paradigms and innovative practices within the hospitality and tourism industries, and covers the following topics: Management in Hospitality, Tourism, Foodservice and Gastronomy, Hospitality, Tourism and Foodservice Environment: Trends, New Concepts, and Developments, Education and Industry Linkages, Corporate Social Responsibility and Business Ethics in Hospitality and Tourism Industry, Economic / Social / Environmental / Cultural Impact of Tourism, Global Perspectives on Business, Hospitality and Tourism. Marketing Channels, Issues and Transformations in Hospitality and Tourism Industry, Information and Communication Technologies in Hospitality and Tourism Industry, Marketing Approaches/ Strategies in Hospitality and Tourism Industry, Consumer Behaviour in Hospitality and Tourism Industry, Human Resource Management in Hospitality and Tourism, Health and Wellness Tourism, Gastronomic Tourism, Sports Tourism, Islamic/Halal Tourism and Hospitality Management, Tourism Security and Safety, Tourism Development and Planning, Green Technology and Strategies in Hospitality and Tourism, Food Safety, Quality and Innovations, Research and Knowledge Transfer, International Tourism and Management of Crisis, Infrastructure, Development and Sustainability in Hospitality and Tourism Industry, Trends in Entrepreneurial Activity in Business and Hospitality, Trends in Accommodation, Food and Beverage, Transportation, Leisure and Events, and Hospitality Training and Development. The contributions on diverse topics present new

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