
Contents

<i>List of contributors</i>	vii
<i>Acknowledgements</i>	xii

PART I SETTING THE STAGE

1 Human resource management in the hospitality and tourism sector	3
<i>Ronald J. Burke</i>	
2 The changing tourism and hospitality context: implications for human resource management in an age of disruption and growth	40
<i>Julia Christensen Hughes</i>	

PART II DEVELOPING A SERVICE QUALITY CULTURE

3 A motivated workforce: the shifting factors that drive people to work in the hospitality industry	67
<i>William C. Murray</i>	
4 The talent agenda in hospitality and tourism	88
<i>William J. Pallett</i>	
5 How to develop hotel brand internalization among hotel employees	104
<i>Catherine Cheung and Tom Baum</i>	
6 Leadership in hospitality organizations: achieving competitive advantage	129
<i>Ronald J. Burke</i>	

PART III DEVELOPING HUMAN CAPITAL

7 Evolving conceptions of talent management: a roadmap for hospitality and tourism	153
<i>Julia Christensen Hughes and William C. Murray</i>	

vi	<i>Handbook of HRM in the tourism and hospitality industries</i>	
8	Jobs for the girls? Women's employment and career progression in the hospitality industry <i>Shelagh Mooney</i>	184
9	Ageism and age discrimination in hospitality employment: issues, challenges and remedies <i>Andrew Jenkins</i>	216
PART IV CRITICAL EMPLOYEE AND ORGANIZATION OUTCOMES		
10	Advancing engagement: debates in the field and proposed directions for hospitality and tourism research and practice <i>Julia Christensen Hughes</i>	235
11	Synopses of empirical studies on engagement in hospitality and tourism research <i>Julia Christensen Hughes</i>	272
12	Security and safety: an internal customer perspective <i>Alfred Ogle</i>	310
13	Gender differences in burnout perceptions: the case of hotel employees <i>Derya Kara and Muzaffer Uysal</i>	331
PART V HUMAN RESOURCE MANAGEMENT INITIATIVES		
14	Diversity training in the hospitality and tourism industry <i>Juan M. Madera, Camille E. Kapoor and Lindsey Lee</i>	347
15	The happiest place on earth? A case study of the Disney World employment experience <i>Sara L. Mann and Marie-Hélène Budworth</i>	364
16	Benefits of workplace learning in hospitality organizations <i>Ronald J. Burke</i>	381
17	The benefits of high performance human resource practices in the implementation of an artistic strategy in the hotel industry <i>Ta-Wei Tang, Ya-Yun Tang, Michael Chih-Hung Wang and Tsai-Chiao Wang</i>	391
	<i>Index</i>	415