



Hospitality and Tourism: Synergizing Creativity and Innovation in Research

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Hospitality and Tourism - Synergizing creativity and innovation in research contains 116 accepted papers from the International Hospitality and Tourism Postgraduate Conference 2013 (Shah Alam, Malaysia, 2–3 September 2013). The book presents trends and practical ideas in the area of hospitality and tourism, and is divided into the sections below:

- Hospitality and tourism management
- Hospitality and tourism marketing
- Current trends in hospitality & tourism
- Technology, advancement and innovation in hospitality and tourism
- Green hospitality and tourism
- Food service and food safety
- Relevant areas in hospitality and tourism

Hospitality and Tourism - Synergizing creativity and innovation in research will be useful to postgraduate students, academia and professionals involved in the area of hospitality and tourism.

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