

BOOK REVIEW

Experiencing Hospitality

Editors: Bill Rowson (NHL Stenden University of Applied Sciences, Leeuwarden, The Netherlands) and Conrad Lashley (Stenden Hotel Management School, The Netherlands)

This edited book has a great line up of international contributors renowned for their work in hospitality studies. The book provides a useful cross-disciplinary resource for students, academics and practitioners interested in understanding and theorising hospitality within a commercial context. Indeed, the first 4 chapters provide a useful review of some of the existing theoretical and disciplinary developments in understanding the concept of hospitality. In chapter 1, Conrad Lashley engages with social sciences to discuss theoretical understandings of hospitality in relation to host and guest relationships and to analyse the service sector nature of commercial hospitality provision. Classical sociological ideas are drawn on in chapter 2 by Roy Wood to examine the “hospitality turn” and its association with class and consumption based dimensions of hospitality. Then, in chapter 3, an anthropological perspective of hospitality and hostility is offered by Tom Selwyn drawing on the coming together of three events – “Brexit”, the fire at Grenfell Tower, and the Windrush scandal. Discussion of inhospitable hospitality is continued in chapter 4 by George Ritzer in relation to the increasing inhospitality of the hospitality industry, especially in the fast food restaurant.

The remaining chapters pay more specific attention to issues of working and service encounters in hospitality. The role and significance of human emotions and emotional labour within the hospitality industry are debated in chapters 5 and 6 by Prokopis A. Christou and Aspasia Simillidou. Changes to employment practices and the impact on both hospitality employers and employees are discussed in chapter 7 by Bill Rowson. In chapter 8, Jill Poulston examines the problems of alcohol and sexual behaviours, and the role of pleasure in hospitality transactions. The decreasing role of the General Manager in hotel organisations is discussed in chapter 9 by Tjeerd Zandberg. Then, in chapter 10, Verena Hopf, Laura Velten and Bill Rowson review the use of Artificial Intelligence and robotics in the hospitality industry and try and predict what the future holds. Analysing the communications of three case study hotels, in chapter 11, Klaes Eringa considers how hospitable are these hotel organisations to their (potential) staff? In the final chapter, Radu Mihailescu considers the expansion of wine tourism and how the changes impact on services and products offered by the hospitality industry.

Ultimately, the smorgasbord of chapters contained in this edited collection offers the reader insights into the theoretical and multi-disciplinary possibilities of hospitality. Alongside other publications that many of the book’s authors have similarly contributed to, this edited collection serves an important role in continuing to champion the social scientific study of hospitality, and not place hospitality solely within the management domain.

Professor Alison McIntosh

School of Hospitality and Tourism
Auckland University of Technology
New Zealand

Co-Editor, *Hospitality & Society Journal*

Co-Editor, *Hospitality Insights* open access journal