

Call for book chapters proposals

New Frontiers in Hospitality and Tourism Management in Africa

Publisher: Springer

Editors

Dr Michael Z. Ngoasong, Open University Business School, The Open University, UK
Dr Ogechi Adeola, Lagos Business School, Pan-Atlantic University, Nigeria
Dr Albert N. Kimbu, School of Hospitality and Tourism Management, University of Surrey, UK
Professor Robert E. Hinson, University of Ghana Business School, Ghana

We have secured a contract from Springer publishers to publish the *New Frontiers in Hospitality and Tourism Management in Africa*. We welcome expressions of interest from researchers and practitioners from around the world to contribute chapters.

Submission Procedure

If you are interested in contributing, please email a 500-1000 word chapter proposal as a Microsoft Word attachment to **Dr. Ogechi Adeola** at htm.africa20@gmail.com outlining:

- Name(s) affiliation(s) and email contact(s) of author(s)
- Your proposed title
- Which of the six parts of the book your proposal fits
- Specific management perspective and method(s) that you intend to pursue
- The African destination(s) or country(ies) that you will use in your analysis

We will forward guidelines for preparing the full chapter and terms and definitions upon acceptance of your proposal. Final chapters should be between 5,000 and 7000 words, including references, tables, and figures.

Prospective authors can direct questions and informal enquiries to the editors: Dr Michael Ngoasong (michael.ngoasong@open.ac.uk), Dr Ogechi Adeola (oadeola@lbs.edu.ng), Dr Albert Kimbu (a.kimbu@surrey.ac.uk) and Professor Robert Ebo Hinson (hinsonrobert@gmail.com)

Important Dates

13 th March, 2019	-	Proposal submission deadline
15 th April, 2019	-	Notification of acceptance/rejection status
15 th August, 2019	-	Full chapter submission deadline
15 th December, 2019	-	Submission of revised chapter
31 st January, 2020	-	Notification of chapter acceptance
31 st May, 2020	-	Delivery of accepted chapters to Springer

Overview of Book

Tourism has been identified as a major economic activity, with economic implications on foreign exchange and infrastructure, promoting international cooperation and understanding in Africa. As a result, many African countries have incorporated tourism development in their national plans (Kimbu & Ngoasong, 2013; Adeola, Boso & Evans, 2018; Novelli, 2015). According to a World Bank Report (2013) on tourism in Africa, the rise in tourist arrivals and spending even during the period of recent economic and financial crisis indicates that tourism and hospitality have the potential for growth (see also Iain, Eneida, Hannah, & Louise, 2014). For example, between 2015 and 2017 Africa was second to Europe as the continent that received the highest number of international tourist arrivals and has maintained its decade-long reputation as the second-fastest growing tourist destination after East Asia and the Pacific (UNWTO, 2018). Outbound travel from and within Africa is forecasted to grow exponentially in the coming decade; yet the continent's travel and tourism competitiveness index is slowest compared to other continents (World Economic Forum, 2017; Okupe, Ward & Adeola, 2018). This signifies the urgent need for management research to inform the subject of education and training for careers in hospitality and tourism, ensuring that the industry provides both the manpower as well as emerges as a management discipline (e.g. Baum 2018).

Despite the research evidence on the impact and economic implications of the tourism and hospitality sector to national development, few considerations have been given to the management of the new frontiers identified in this sector, particularly in relation to the resource-scarcity and institutional challenges within Africa's business environment (e.g. Kamoche, Debrah, Horwitz & Muuka, 2004; Ngoasong & Kimbu, 2016; Zoogah & Beugré, 2012). This calls for the setting of a new agenda and novel ways of new thinking about management in hospitality, tourism and related sectors in the continent. With increasing interest in the tourism industry in Africa, both in research, policy and practice, the management practices that are in use and their effectiveness in African countries are increasingly being questioned. This book aims to contribute to answering these questions. Our understanding of management practices is broad, crosscuts different functions of a firm, ranging from individual level to firm level practices. Specific questions of interest for this book can include:

1. What are the management practices in hospitality and tourism firms in Africa and how effectively are these practices implemented?
2. What examples exist of hospitality and tourism firms engaging in management innovation, i.e. creating novel management practices?
3. What drives the uptake of Western versus African management practices, and how does this differ between formal and informal firms and across the tourism industry in different regions of Africa?
4. How does the use of management practices by hospitality and tourism firms contribute to the competitiveness of African countries as tourism destinations?
5. What policies and strategies can enable the development of hospitality and tourism organizations in Africa?

This book will address the above questions focusing on tourism and hospitality related sectors, and written either with an African perspective in mind or challenging the traditional application of western theories in African contexts. The contributors will be selected to produce good research, which covers a broad spectrum of topics and cases from a broad range of countries across Africa thereby guaranteeing inclusion. The research evidence will benefit from a management perspective, particularly in relation to the resource-scarcity and institutional challenges within Africa's business environment.

Recommended Topics

The book will be divided into the following six parts, each of which will consist of three or four chapters selected through a double-blind peer-review process conducted by the Editors.

PART 1: Historical Perspectives on Tourism and Hospitality Management in Africa

- Hospitality and tourism management in colonial Africa: ethnicity and colonial masters
- Missionary organizations and the management of tourism development in Africa
- Post-colonial influences on hospitality and tourism management in Africa
- Migration in tourism and hospitality development, including diaspora tourism

PART 2: Destination Management and Marketing

- Destination Management: examples could focus on the activities of destination management organisations and product/service development
- Marketing as public relations
- Customer experience management, including e-tourism and e-marketing
- Tourism marketing communications
- Management in MICE tourism in Africa (Meetings, Incentives, Conferences, Exhibitions)

PART 3: Procurement and Integrated Supply Chain Management

- Logistics and transportation management in Hospitality and Tourism
- Airline, tours, travel or facilities management
- Procurement and supply chain practices in hospitality and tourism firms
- Finance and yield management in hospitality and tourism organizations
- Building and managing hospitality and tourism partnerships/collaboration

PART 4: Human Resource Management

- Managing people in hospitality and tourism
- Emotional and cultural intelligence in tourism
- Human resources management practices
- Education, training and skills development
- Information and communication technologies and digitisation at work

PART 5: Entrepreneurship in Hospitality and Tourism

- Micro, small and medium-sized hospitality and tourism businesses (MSMEs)
- Gender and entrepreneurship in hospitality and tourism
- Relationship between SMEs and MNEs (bridging the divide)
- Intrapreneurship in medium-to-large hospitality and tourism organizations

PART 6: Hospitality and Tourism Policy: Micro, Macro and Meso Perspectives

- Government policies and the hospitality and tourism industry
- Culture and tourism development – a focus on community livelihood management
- Nation branding: National and regional strategies
- Corporate social responsibility and sustainable management practices.

CONCLUSION: Toward the Future: This chapter summarises the African environment in terms of its history, developments in the hospitality and tourism sector and future opportunities for improving the state of management from a regional perspective.

About the Editors

Dr. Michael Z. Ngoasong obtained his PhD in Science, Technology and Society at the University of Nottingham, United Kingdom. He is currently a Senior Lecturer in Management and Director of Masters and MBA Programmes at Open University Business School, UK. He has conducted research projects on development-led tourism entrepreneurship, digital entrepreneurship and women entrepreneurship Africa. His research has been published in *Annals of Tourism Research*, *Tourism Management*, *Journal of Small Business Management*, *Journal of Small Business and Enterprise Development*, *Strategic Change* and *Energy Policy*. Michael is the subject matter expert in International Entrepreneurship and Marketing for the Academy of International Business (Sub-Saharan Africa Chapter). He has received external research funding from the British Academy and the Royal Academy of Engineering.

Dr Ogechi Adeola is a Faculty member and Academic Director of the Sales & Marketing Academy at Lagos Business School, Nigeria. Her research interests include tourism and hospitality marketing, strategic marketing and export marketing strategies in sub-Saharan Africa. She has published academic papers in top-rated journals with her co-authored papers winning Best Paper Awards at international conferences in 2016, 2017 and 2018. She holds a doctorate in Business Administration from Manchester Business School, United Kingdom. Ogechi started her career at Citibank Nigeria, spending approximately 14 years in the financial sector before moving into academia. She is a recipient of the 2017 Paul R Lawrence Fellowship sponsored by the Case Research Foundation and the North American Case Research Association (NACRA), USA.

Dr Albert N. Kimbu is a Senior Lecturer in Hospitality and Tourism and Director of Postgraduate Research in the School of Hospitality and Tourism Management, University of Surrey Guildford, UK. He holds a PhD in Tourism from Nottingham Trent University where he also worked as a Lecturer, before joining the University of Surrey. Albert's research focuses on development entrepreneurship, women and inclusive development in hospitality and tourism. His work has been published in the leading tourism and management journals including *Annals of Tourism Research*, *Tourism Management*, *Journal of Small Business Management*, *Tourism Planning and Development*. Albert has received research funding from the British Academy, the Newton Fund, and the Global Challenge Research Fund among others.

Professor Robert Ebo Hinson is the Head of Department of Marketing and Entrepreneurship and Acting Dean at the University of Ghana Business School. He has also served as Rector of the Perez University College, a private University in Accra, Ghana. Professor Hinson holds two PhDs in Marketing from the University of Ghana and in International Business from Aalborg University in Denmark. He has taught in North America, Australia, Asia, Europe and in several African countries. His research has been published in *Journal of Business Research*, *The Service Industries Journal*, *Tourism Management Perspectives*, *International Journal of Contemporary Hospitality Management*, *Corporate Governance*, *International Journal of Market Research*, *Journal of Relationship Marketing*, and *Thunderbird International Business Review*. Professor Hinson is a Non-Executive Director at Camelot Company Limited and Steering Committee Member of the DANIDA/US AID/EU funded Business Sector Advocacy Challenge (BUSAC) Programme in Ghana.

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