



Writing About Hospitality and Tourism

I. General Purpose and Audience

Hospitality and Tourism focuses on global guest services, leisure activities and accommodations, and the tourism industry in general. At its core is the study of business, with coursework in areas such as accounting, marketing, finance, strategy, and human resource management, all oriented towards the hospitality, leisure, and tourism sector. In addition, hospitality and tourism is an academic field. Studies in hospitality and tourism focus not only on educating future professionals in the field, but also on solving issues within the field as a whole in various areas like guest services, marketing, and so on. The genres in which students and professionals in hospitality and tourism write reflect this problem-solving strategy through genres like case studies, essays, and proposals, among others.

People in hospitality and tourism should be skilled at decision-making, at communicating their ideas effectively to a varied audience, and being able to work collaboratively. An ability to communicate ideas using social media is becoming increasingly important as well.

II. Types of Writing

- **Case Studies:** evaluating the successes and failures in the field
- **Essays:** researching a topic in the field, possibly as an opinion piece
- **Proposals:** formal writing for marketing or business proposals, etc.
- **Budget:** creating detailed budgets for organizations, usually for a fiscal year
- **Employee Memos:** informal writing for informational purposes
- **Evaluations/Analytics:** evaluating the success of a marketing campaign, budget, business, employee work, etc.
- **Emails/ Social Media:** communicating with clients and co-workers
- **Reports:** compiling data into an easy-to-understand format, summarizing a meeting, etc.
- **Marketing and Strategic Plans**

III. Types of Evidence

- Primary sources (interviews, observations, surveys)
- Secondary sources (books, academic journals, newspapers, magazines, biographies)
- Charts, graphs, maps, videos, brochures
- Quantitative data (facts, statistics, numbers)
- Research presentations

IV. Conventions

- Use headings and subheadings when writing long pieces.
- Provide data and statistics as evidence.
- Provide captioned visuals.
- Use quotations sparingly.
- Use active voice and strong verbs.
- Target the genre and style to specific audiences.
- Use appropriate tone, voice, word choice, unity of ideas, themes, and figurative language to target a specific audience for diverse business purposes.

V. Academic Journals

- *Annals of Tourism Research* (Tourism)
- *Cornell Hospitality Quarterly* (Hospitality)
- *International Journal of Hospitality Management* (Hospitality)
- *Journal of Hospitality and Tourism Research* (Hospitality)
- *Journal of Sustainable Tourism* (Tourism)
- *Journal of Travel Research* (Tourism)
- *Tourism Management* (Tourism)

VI. Documentation style

APA is most commonly used, but individual instructors may require Chicago or MLA. Always ask the professor which style is preferred.

Sources consulted

Gursoy, D., & Sandstrom, J. K. (2016). An updated ranking of hospitality and tourism journals. *Journal of Hospitality & Tourism Research*, 40(1), 3-18.
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