

Call for Chapters:

Humanistic Perspectives in Hospitality and Tourism

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Publishers: *in review with Palgrave Macmillan*

1. Brief Description:

The book presents a deepened understanding of the value of work in the field of hospitality, relying on a framework of philosophical anthropology, the concept of humanistic leadership and the pillars of humanistic management. It will enrich the understanding of the implications of the work and its impact on the persons who carry it out, their colleagues and the people they work for. It does so by exploring the role of service for both personal growth and the professional's contribution to the development of their colleagues (internal customers) and the people they serve (external customers and society). It also presents robust theoretical and practical implications for professionalism and leadership in hospitality, since it focuses on aspects of both personal and societal development while connecting them to human flourishing and responsibility respectively.

If you are interested in contributing a chapter to this book, please EITHER select an option from the ones below and send in an expanded abstract of 500 words OR send in a 500-word abstract suggesting what you would like to write about, in line with the book's concept, to kogunyemi@lbs.edu.ng by the 29th of April, 2021. This abstract should be accompanied by a 300-word bio introducing you. Authors of accepted abstracts will be notified by the 1st of May and invited to submit full chapters by the 29th of July 2021.

2. Tentative Table of Contents (*flexible; please also propose abstracts for other chapters that you think may fit into the book*)

Part 1: Foundational and General Principles

- Work as a medium for development, fulfillment and service; hospitality and the common good.
- The historical development of the field: Making a home and welcoming people (guests or strangers): Hospitality and tourism as perennial and universal manifestations of the social dimension of being human.
- Hospitality and tourism in classic literature: Expressions of humanism down the ages in this industry.
- Humanistic leadership and or humanistic management in hospitality.
- The faces of hospitality: work in the home and professionals in the field. The foundational value of house chores for the practice of hospitality. Value of work in the home for society.

Part 2: The Hospitality Professional

- Human development and character formation from family and house chores.
- Human dignity and hospitality.
- Self-understanding and the need for personal growth and self-mastery; attributes of a good hospitality professional
- Hospitality and personal development. The technical and moral virtues needed or developed, Aristotle's social virtues
- Finding happiness and meaning at work in the hospitality and tourism sector. Hospitality and spirituality.
- Appreciation of the work of hospitality professionals) and the importance of the field for fostering human dignity and promoting human flourishing.

Part 3: KYC

- The historical practice of hospitality. Rules regarding welcoming strangers in some indigenous cultures.
- Why serve? The theory/philosophy of service. The concepts of gift and care.
- Internal customers: the humanistic workplace as a venue for human flourishing
- The external customer: the role of hospitality in enabling them to flourish within homes and in the industry
- The role of hospitality in the society
- Human-centered approaches to designing products and services in hospitality and tourism.

Part 4: Social Impact

- Cultural aspects of hospitality and anthropology of celebrations and feasts
- Hospitality in extraordinary circumstances - epidemics, pandemics, and natural disasters; Staying human and humane under pressure.
- Harnessing technology for hospitality and tourism - potential for good or for harm, AI and privacy and security concerns.
- Sustainability dimensions of hospitality and tourism; care for our common home
- Interactive session tools; caselets for stimulating discussions
- Fostering care for persons and promoting social responsibility

3. Additional Information

(a) Expected chapter length: 5,000 words (*from introduction to references*).

(b) Unifying chapter structure:

- A theoretical/philosophical introduction rooted in a humanistic vision for work, society, and the economy
- Main body – Practical aspects/dimensions (*arranged in themes and sub-themes*)

- Tables, charts, and or diagrams
- Applications to / Implications for leadership and or managing people in hospitality and tourism (with specific action prompts in boxes)
- Conclusion
- References
- A 250-word summary
- 5 key words/phrases
- 3 study questions
- Author bio(s) - 300 words (*not more than three co-authors for a chapter*)

(c) Timelines:

- April 29: Chapter abstracts due
- May 1: Notification of accepted abstracts
- July 29: Full chapters due
- August 7: Notification of chapters accepted for review
- August 15: Peer review process starts (*each contributing author to review two co-authored chapters*)
- September 14: Reviews due
- September 15: Reviews and comments sent to authors
- October 28: Final chapters due
- November 10: Notification of final chapter acceptance
- November 28: Manuscript sent to publishers

4. Final Note to Prospective Author(s)

Please take a look at the timeline above and join us in carrying out this exciting and important project by sending in your 500-word abstract by the 29th of April 2021. Send to kogunyemi@lbs.edu.ng. Please note the timing for the peer review process and keep it on your radar, as we will need everyone's collaboration to complete the project on time. Thank you.