

Volume 1 | Number 1 | Fall 2012

**Publisher**

Christopher Muller

**Editor**

Bradford Hudson

**Contributing Editors**

Barry A.N. Bloom

Stanley Buchin

Zoe Ho

Michael Kwag

Michael Oshins

Peter Szende

Erinn Tucker

Nicholas Washienko

**Layout and Production**

Cosette Pérez

**Published by**

School of Hospitality Administration  
Boston University

**Leadership Sponsor**

Pinnacle Advisory Group



Welcome to the *Boston Hospitality Review*. This is a new and different kind of academic journal from Boston University. It's different on so many levels that it really isn't a traditional university publication at all.

We spent hours debating whether our new periodical should be a journal of business theory, a review of intellectual trends, a chronology of industry developments, or a magazine of popular culture. In the end, we decided it would be a bit of each, but closer in style and readability to a magazine of ideas than anything else. It is also different because, from the very first day, we intended that it would be a digital endeavor, with extensive visual content and the potential for multimedia contributions.

The *Boston Hospitality Review* is an interdisciplinary publication devoted to scholarship and reflection about the theory and practice of hospitality as a business activity and cultural phenomenon. It has a special connection to our Boston home, and to the surrounding New England region, but the topics discussed will usually transcend geographic boundaries. In the current vernacular, our editorial policy is to act locally and think globally.

If you are an academic, you may find an article appropriate for your students. If you are an industry practitioner, you may find an idea worth discussing with your colleagues. If you are a member of the interested public, you may find a compelling story to share with a friend. Our goal is to offer something in every issue that is thoughtful and interesting for each audience.

We hope that you will enjoy reading the inaugural edition, that you will return often for future installments, and that you will consider becoming more deeply involved in our experiment, as either an author or a sponsor.



Christopher Muller  
Publisher



Bradford Hudson  
Editor