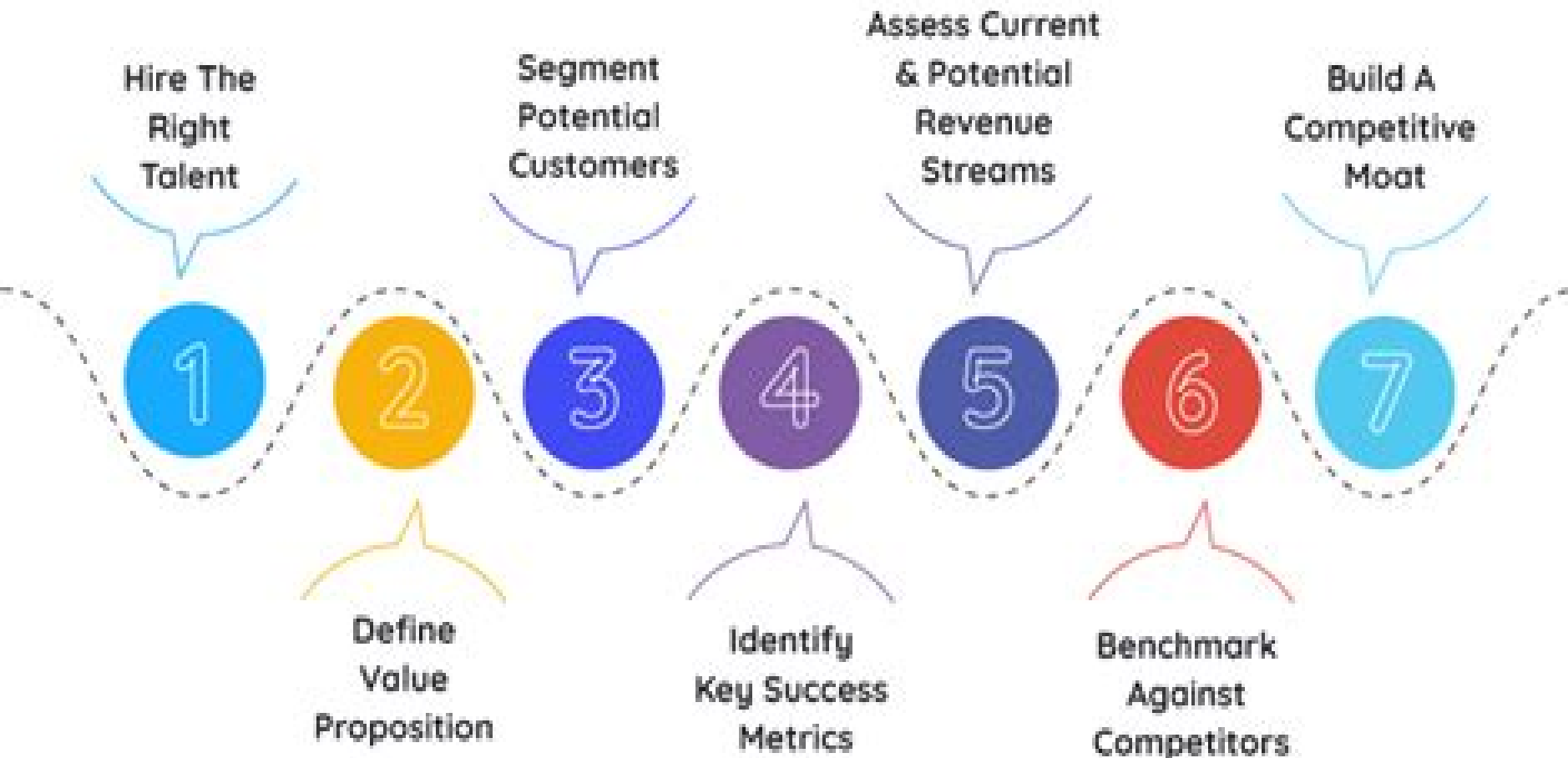


7 key components for the business' growth strategy



Good Service Is Good Business 7 Simple Strategies For Success

Tao Wei



Good Service Is Good Business 7 Simple Strategies For Success:

Good Service is Good Business Catherine DeVrye,2000 Written in an easy to read style and full of Australian case studies this new edition has been updated to include customer service online and information on call centres With the help of DeVrye s simple strategies companies can become service leaders and give their profits and reputation a boost Good Service Is Good Business Catherine DeVrye,2000-01

Introduction to Service Engineering Waldemar Karwowski,2010-01-12 What you need to know to engineer the global service economy As customers and service providers create new value through globally interconnected service enterprises service engineers are finding new opportunities to innovate design and manage the service operations and processes of the new service based economy Introduction to Service Engineering provides the tools and information a service engineer needs to fulfill this critical new role The book introduces engineers as well as students to the fundamentals of the theory and practice of service engineering covering the characteristics of service enterprises service design and operations customer service and service quality web based services and innovations in service systems Readers explore such key aspects of service engineering as The role of service science in developing a smarter planet Service enterprises including enterprise value creation architecture of service organizations service enterprise modeling and the application of methods of systems engineering to services Service design including collaborative e service systems and the new service development process Service operations and management including service call centers Service quality from design operations to customer relations Web based services and technology in the global e organization Innovation in service systems from service engineering to integrative solutions service oriented architecture solutions and technology transfer streams With chapters written by fifty seven specialists and edited by bestselling authors Gavriel Salvendy and Waldemar Karwowski Introduction to Service Engineering uses numerous examples problems and real world case studies to help readers master the knowledge and the skills required to succeed in service engineering

Socio-Cultural and Economic Aspects of Globalization Krishna Kanta Dhali and Tridib Mandal,2023-01-01 This Book is a collection of some valuable and insightful research papers presenting the various issues related to Social Changes in Context of Globalization The book is divided into four sections I Economic Aspects of Globalization II Social and Cultural Aspects of Globalization III Political Aspects of Globalization and IV Environmental Aspects of Globalization All the articles will provide in depth knowledge about the contemporary society from various perspectives of Educational Historical Cultural Economical Institutional Governance and Developmental Interdisciplinary approach of this volume will not only cover the various aspects of social changes but also enhance the scope to familiarise with the role of society

Transforming Microfinance Institutions Joanna Ledgerwood,Victoria White,2006-08-30 In response to a clear need by low income people to gain access to the full range of financial services including savings a growing number of microfinance NGOs are seeking guidelines to transform from credit focused microfinance organizations

to regulated deposit taking financial intermediaries In response to this trend this book presents a practical how to manual for MFIs to develop the capacity to become licensed and regulated to mobilize deposits from the public Transforming Microfinance Institutions provides guidelines for regulators to license and regulate microfinance providers and for transforming MFIs to meet the demands of two major new stakeholders regulators and shareholders As such it focuses on developing the capacity of NGO MFIs to mobilize and intermediate voluntary savings Drawing from worldwide experience it outlines how to manage the transformation process and address major strategic and operational issues inherent in transformation including competitive positioning business planning accessing capital and shareholders and how to transform the MFI s human resources financial management MIS internal controls and branch operations Case studies then provide examples of developing a new regulatory tier for microfinance and how a Ugandan NGO transformed to become a licensed financial intermediary This book will be invaluable to regulators and microfinance NGOs contemplating institutional transformation and will be of tremendous use to donors and technical support agencies supporting MFIs in their transformation

Writer's Guide to Book Editors, Publishers and Literary Agents, 2002-2003 Jeff

Herman,2001-07-10 This one of a kind reference provides critical information on securing publishing contracts **The Publishers Weekly** ,2001 □□□□15□ ,2002 *Australian National Bibliography* ,1994-05 MANAJEMEN PEMASARAN KEPUASAN PELANGGAN Arman Syah,2021-12-17 Kepuasan pelanggan customer satisfaction telah menjadi bagian integral dalam visi misi tujuan positioning statement dan slogan beraneka ragam organisasi baik bisnis maupun non bisnis Namun sayangnya tak banyak yang benar benar memahami apa itu kepuasan pelanggan bagaimana mengukurnya serta bagaimana mewujudkannya Buku ini berjudul manajemen pemasaran yang difokuskan pada Kepuasan Pelanggan Sasaran utama pembaca buku ini adalah para akademisi mahasiswa dan praktisi yang menaruh minat pada kepuasan pelanggan dan topik topik terkait seperti loyalitas pelanggan dan customer delight Oleh sebab itu buku ini memaparkan pula beberapa contoh spesifik riset kepuasan dan ketidakpuasan pelanggan serta mengulas rinci strategi mewujudkan kepuasan pelanggan Maka dari itu Buku ini menyajikan seluruh kebutuhan kebutuhan para pegawai sebagai inovasi baru untuk menciptakan tatanan pengelolaan juga menjadikan gudang wawasan bagi kalangan pembaca Oleh sebab itu buku ini hadir dihadapan sidang pembaca sebagai bagian dari upaya diskusi sekaligus dalam rangka melengkapi khazanah keilmuan dibidang manajemen sehingga buku ini sangat cocok untuk dijadikan bahan acuan bagi kalangan intelektual dilingkungan perguruan tinggi ataupun praktisi yang berkecimpung langsung dibidang manajemen

Transformasi Birokrasi Pada Abad 4.0 Dr. Drs. M. Harry Mulya Zein, M.Si.,2023-11-24 Buku ini merupakan sebuah karya yang mendalam dan komprehensif mengenai evolusi birokrasi di era digital Mencakup berbagai aspek transformasi birokrasi mulai dari sejarah reformasi hingga penerapan konsep baru dalam pelayanan publik dan tata kelola pemerintahan Bab 1 memberikan pengantar dengan fokus pada kelanjutan reformasi birokrasi mengulas sejarah gelombang reformasi dan menyoroti kemajuan yang telah dicapai Bab 2

lebih spesifik membahas transformasi reformasi birokrasi di era 4.0 meliputi tujuan pembelajaran tata kelola pemerintah berbasis elektronik dan konsep Smart Aparatur Sipil Negara ASN. Di Bab 3 buku ini mengalihkan fokus pada reformasi layanan publik dengan penekanan pada pembangunan civil society self improvement open government clean government dan studi kasus terkait open government dalam pemilihan kepala daerah. Pandeglang Bab 4 menggagas konsep Green Government mengatasi masalah banjir re fungsi ruang hijau terbuka kerjasama mengatasi urbanisasi penerapan konsep ecocity dan gagasan green building. Bab 5 membahas pembelajaran dari kasus spesifik daerah dengan mengeksplorasi geografi historis dan pelayanan publik Kota Tangerang. Terakhir Bab 6 melakukan analisis kompetensi aparatur melalui kajian teoretis hasil penelitian akademis kompetensi aparatur sebagai sebuah kebutuhan pembangunan paradigma customer engagement dan pokok-pokok dimensi kualitas layanan publik. Secara keseluruhan buku ini memberikan pandangan luas tentang bagaimana birokrasi dapat bertransformasi di abad 21 dengan menggunakan teknologi dan inovasi untuk memberikan pelayanan yang lebih efisien dan efektif kepada masyarakat.

Senandika Pariwisata Agung Yoga Asmoro, 2020-12-17. Pariwisata memiliki karakter yang multi-facet, multi-disiplin dan multi-perspektif. Pariwisata tidak hanya tentang perpindahan satu atau sekelompok orang dari satu lokasi ke suatu destinasi untuk tujuan bersenang-senang. Melainkan lebih dari itu, Pariwisata bisa dilihat dari perspektif sosial, ekonomi, psikologi, lingkungan dan lain sebagainya. Selama ini pembahasan tentang pariwisata secara ilmiah lebih banyak disampaikan pada ranah akademis dengan artikel-artikel penelitian yang dipublikasikan dalam jurnal-jurnal ilmiah yang harus kita akui bersama membosankan untuk dibaca. Sebaliknya pada ranah praktis pembahasan pariwisata umumnya hanya membahas dari sisi destinasi wisata tertentu atau apa yang menarik dikunjungi dan dilakukan pada suatu area. Buku **Senandika Pariwisata** mencoba memberikan jalan tengah dari kedua kutub tersebut dengan menyajikan tulisan-tulisan tentang fenomena pariwisata secara ringan dengan didukung referensi-referensi yang solid. Pembaca akan diajak menyelami pemikiran penulis tentang realita kepariwisataan saat ini, posisi Indonesia dalam bisnis global pariwisata, permasalahan ekonomi sosial dan lingkungan yang terjadi. Terkadang secara nakal penulis mengkritisi beberapa kebijakan kepariwisataan, ketidakadilan sosial dan hal-hal yang mungkin tidak tertangkap oleh khalayak ramai. Akhirnya Buku **Senandika Pariwisata** diharapkan menjadi alternatif bacaan tentang pariwisata bagi kalangan umum dimana pembaca juga akan disuguhkan dengan terminologi-terminologi khas pariwisata seperti sustainable tourism, responsible travel, medical tourism dan lain sebagainya. Sehingga tanpa sadar dan tanpa harus mengernyitkan dahi wawasan pariwisata pembaca akan bertambah.

Cintaka Pariwisata Agung Yoga Asmoro, Thamrin Bhiwana Bachri, 2021-04-05. Buku **Cintaka Pariwisata** ini adalah kompilasi dari beberapa artikel dan catatan lepas kami tentang kepariwisataan pada periode waktu 1980an sampai dengan 2021, terutama saat kami sedang aktif menggeluti profesi sebagai birokrat dan praktisi pariwisata. **Cintaka** sendiri berasal dari bahasa Sansekerta yang memiliki makna pemikiran atau angan-angan sementara pariwisata sebagaimana yang kita ketahui berakar juga dari bahasa Sansekerta yakni pari banyak dan

wisata perjalanan sebuah kata yang sudah populer di benak kita bersama Oleh karenanya buku ini pada dasarnya merupakan kumpulan dari pemikiran kami tentang pariwisata di Indonesia Buku ini merupakan kumpulan dari artikel artikel penelitian dan catatan catatan lepas yang telah dipublikasikan sebelumnya baik dalam jurnal ilmiah publikasi di media massa ataupun dalam format publikasi lainnya Namun secara umum terbagi menjadi dua bagian yakni artikel yang dipublikasikan sebelum tahun 2000 dan yang terbit setelah tahun 2000 Namun demikian dari keduanya tetap memiliki manfaat baik sebagai gagasan konseptual maupun ide ide praktis tentang bagaimana kepariwisataan sebaiknya dikelola Diawali dengan periode sebelum tahun 2000 pada artikel Pengaruh Ilmu Pengetahuan dan Teknologi di Bidang Pariwisata kami mencoba menggambarkan proyeksi tentang bagaimana kepariwisataan akan bertransformasi di masa yang akan datang Artikel ini kami tulis pada pertengahan tahun 1990 an dengan menyandarkan pada buku tahun 1980 Pada artikel ini kita bisa membaca bahwa sebagian ramalan tersebut menjadi sebuah realita pada masa kini walau tidak dipungkiri pula sebagian lainnya hanya menjadi gagasan belaka Namun yang pasti adalah sebuah kebenaran yang tidak dapat disangkal bahwa ilmu pengetahuan dan teknologi telah turut mengubah kepariwisataan dengan begitu pesat dan masif Pada artikel Dampak Sosial Budaya Kegiatan Pariwisata yang kami publikasikan pada tahun 1993 mengulas bagaimana kegiatan pariwisata yang tidak terencana dengan baik dan dikembangkan secara bertahap serta tidak dipantau secara konsisten berpotensi menimbulkan dampak negatif terhadap sosial dan budaya Singkatnya apa yang kami tuliskan sepertinya masih relevan dengan kondisi saat ini dimana masih bisa kita temukan banyak pengembangan pariwisata yang tidak memikirkan keberlanjutan lingkungan baik fisik sosial dan budaya Artikel Tour Operators Role in the Tourism Distribution System an Indonesia Case Study yang kami tulis pada tahun 1994 ini membahas tentang fungsi dari biro perjalanan sebagai perantara penting dalam sistem distribusi pariwisata yang menghubungkan produsen dan konsumen Walau peran dan fungsi dari biro perjalanan secara umum sudah banyak tergantikan oleh kehadiran digital travel intermediaries khususnya pada tahun 2021 ini namun secara mendasar fenomena perjalanan tidaklah banyak berubah Wisatawan sebagai konsumen dan destinasi sebagai produsen tetaplah merupakan obyek dan aktor yang sama Artikel A Proposal Conceptual Model of Tourism Project Feasibility Study membahas tentang model konseptual dari studi kelayakan proyek pariwisata Kami memandang bahwa faktor faktor eksternal yang patut dipertimbangkan tidak banyak yang berubah dimana secara singkat bahwa suatu proyek pariwisata agar dapat dikatakan layak dan dapat dilaksanakan patutlah untuk terlebih dahulu memiliki unsur unsur 1 layak dipasarkan 2 layak secara teknis 3 layak secara finansial 4 layak secara sosial ekonomi dan sosial budaya dan 5 layak secara lingkungan Selanjutnya artikel Tourism for Employment Promotion mengangkat tema pentingnya peran wanita dalam kepariwisataan Topik ini menjadi relevan dengan The 2030 Agenda for Sustainable Development dimana gender equality merupakan sasaran ke 5 dari 17 sasaran pengembangan yang ditetapkan oleh PBB dan diratifikasi oleh hampir semua negara di muka bumi ini Artikel Pariwisata dan Daerah Pedesaan yang dipublikasikan pertama kali pada tahun 1983 atau hampir 40 tahun silam yang

mengkhawatirkan tentang kondisi daerah pedesaan terbukti justru kini telah terjawab dengan kehadiran Undang Undang RI No 6 Tahun 2014 Tentang Desa Dimana kini kita dapat menyaksikan gelombang membangun desa membangun bangsa. Bahwa masyarakat desa tidaklah selalu termarginalkan melainkan sebagian sudah menjadi ujung tombak pembangunan pariwisata khususnya pada desa-desa yang memiliki potensi wisata bernilai tinggi. Selanjutnya kita temukan bahwa gagasan yang tertuang dalam artikel Pola Pengembangan Gua Sebagai Daya Tarik Wisata justru menjawab kebutuhan akan pengembangan wisata alam alternatif di masa setelah pandemi covid 19 ini. Selayaknya realita sosial akibat pandemi yang mensyaratkan jenis wisata alam dan perjalanan wisata kelompok kecil sebagai jenis wisata yang suitable maka wisata gua adalah merupakan salah satu diantaranya. Sehingga artikel ini seolah merupakan jawaban akan persoalan pengembangan pariwisata pada masa kini. Memasuki era setelah tahun 2000 dibuka dengan artikel kami dengan judul Dampak Sosial Budaya Pariwisata Masyarakat Majemuk Konflik dan Integrasi Sosial di Yogyakarta yang membahas tentang bagaimana kemajemukan di Yogyakarta adalah sebuah realita semenjak dulu dan perkembangan pariwisata semakin mempertegas kemajemukan yang berpotensi menimbulkan konflik sosial di satu sisi atau terciptanya integrasi sosial di masyarakat pada sisi lainnya. Namun nilai kerukunan dan rasa hormat serta budaya gotong royong ditambah dengan figur positif dari Raja Yogyakarta Sri Sultan Hamengkubuwono X terbukti mampu memperkecil konflik yang terjadi. Artikel berikutnya Potensi Pengembangan Destinasi Wisata membahas tentang bagaimana potensi dari destinasi wisata diukur secara strategis dengan melakukan analisis SWOT matrix dengan sebelumnya melalui tahapan analisis IFAS EFAS. Pada artikel Analisis Potensi Wisata Desa Dengan Kerangka 6A kami mencoba melakukan penilaian terhadap potensi wisata pada suatu desa dengan konsep produk pariwisata 6A yang merupakan ekstensi dari konsep 3A yang dipopulerkan oleh Cooper pada tahun 1990-an. Adapun 6A ini meliputi attractions amenities accessibility activities available packages dan ancillary services. Selanjutnya artikel Identifikasi Service Blueprint Desa Wisata mencoba memotret proses layanan pada suatu desa wisata melalui cetak biru. Melalui pendekatan ini maka semua titik interaksi antara produsen dan konsumen wisatawan dapat dipantau dengan lebih baik sehingga berbagai upaya perbaikan terhadap dimensi pelayanan kepada wisatawan dapat segera dieksekusi dengan lebih cepat dan lebih baik. Artikel Potensi Pola Perjalanan Ekowisata Jawa Timur Pasca Pandemi Covid 19 memberikan gambaran tentang bagaimana pola perjalanan pasca pandemi akan terbentuk. Studi ini menemukan bahwa mayoritas wisatawan melakukan kunjungan wisata di dalam Kabupaten/Kota dimana mereka berdomisili. Commuting ekowisata belum menjadi prioritas preferensi dalam berwisata pemerintah perlu lebih memberdayakan DTW alam yang berpotensi untuk dikembangkan sebagai DTW ekowisata dan pola perjalanan ekowisata yang ada belum optimal. Evaluasi Formatif Pengelolaan Ekowisata merupakan suatu studi yang mencoba melakukan evaluasi empiris terhadap pengelolaan ekowisata dengan prinsip-prinsip indikator dan kriteria pengelolaan ekowisata yang tertuang pada Global Sustainable Tourism Council. Hasil dari studi ini menunjukkan bahwa pengelolaan ekowisata yang dilakukan belum terlalu sejalan dengan

standar sehingga masih perlu ditingkatkan agar semakin mendekati prinsip prinsip dan standar global pengelolaan pariwisata berkelanjutan Selain artikel artikel yang telah kami kemukakan sebelumnya kami juga menyertakan beberapa artikel terkait dengan gagasan gagasan pariwisata populer yang kami publikasikan pada media massa diantaranya Wajah pariwisata yang berubah Pariwisata dan IPOLEKSOSBUDHANKAM Derita dan Harapan Wisata MICE di Indonesia ServQual di Industri Perjalanan Wisata Medical Tourism Pariwisata Kesehatan di Indonesia Sustainable Travel Pattern di Kalimantan Selatan dan Apa itu Sustainable Tourism Artikel artikel tersebut mencoba mengangkat dan menggugah kesadaran tentang kepariwisataan bagi masyarakat Indonesia Namun tentunya kami amat menyadari bahwa naskah ini masih jauh dari kesempurnaan Oleh karena itu kami memohon maaf bila terdapat kesalahan dalam penulisan buku ini Kritik dan saran amat kami hargai demi penyempurnaan penulisan serupa di masa yang akan datang Akhir kata besar harapan semoga buku ini dapat bermanfaat bagi siapapun yang tertarik dengan pariwisata dan ingin menambah wawasan tentang dunia ini Juga kami harap buku ini dapat bernilai positif bagi semua pihak yang membutuhkan

Februari 2021 Agung Yoga Asmoro Thamrin Bhiwana Bachri *Australian Books in Print 1999* K G Saur Books, 1999-04 Excellent coverage essential to worldwide bibliographic coverage American Reference Books Annual This comprehensive reference provides current finding ordering information on more than 123 000 in print books published in Australia You ll also find brief profiles of more than 12 000 publishers distributors whose titles are represented as well as information on trade associations local agents of overseas publishers literary awards more From Thorpe *Budaya organisasi dalam penyelenggaraan pelayanan pendidikan* Ratna Wati, Pokok pokok isi buku dengan judul Budaya Organisasi Dalam Penyelenggaraan Pelayanan Pendidikan adalah berikut

Bagian Pertama Tujuan Pemerintahan Mencerdaskan Kehidupan Bangsa Bagian ini mendeskripsikan 1 Cita Cita Mencerdaskan Kehidupan Bangsa yang tertuang dalam Pembukaan Undang Undang Dasar 1945 2 mendeskripsikan Dimensi Dimensi Mencerdaskan Kehidupan Bangsa yang meliputi Dimensi Ideologi Dimensi Politik Dimensi Ekonomi Dimensi Sosial Dimensi Budaya Dimensi Pertahanan dan Dimensi Keamanan dan 3 mendeskripsikan Upaya Mencerdaskan Kehidupan Bangsa melalui penyelenggaraan Sistem Pendidikan Nasional Upaya mencerdaskan bangsa yang dimaksud tidak hanya merujuk pada kebijakan negara yang tertuang dalam Undang Undang Dasar 1945 namun merujuk juga pada peraturan perundang undangan yang mengatur penyelenggaraan Sistem Pendidikan Nasional Bagian Kedua Pemerintahan Bagian ini 1 mendeskripsikan Filsafat dan Konsep Pemerintahan yang meliputi deskripsi Ilmu Pemerintahan menurut pendekatan ontologi epistemologi dan aksiologi deskripsi Konsep Ilmu Pemerintahan menurut Ilmu Negara dan 2 deskripsi Cakupan Ilmu Pemerintahan yang meliputi uraian Timbulnya Pemerintahan dan uraian Bentuk Bentuk Pemerintahan serta 3 deskripsi perspektif Teori Pemerintahan Bagian Ketiga Manajemen Pemerintahan Bagian ini 1 mendeskripsikan Teori Manajemen Publik Baru dalam perspektif penyelenggaraan pemerintahan 2 mendeskripsikan Teori Pelayanan Publik Baru dalam perspektif penyelenggaraan hubungan negara dengan warga negara dan 3 mendeskripsikan Teori Kualitas Pelayanan Publik

menurut pendekatan Servqual Theory Zeithaml et al Teori ini menjadi dasar penyusunan konstruk variabel laten endogen Kualitas Pelayanan Pendidikan Menengah Negeri Bagian Keempat Budaya Organisasi Pemerintahan Bagian ini 1 mendeskripsikan Teori Budaya Organisasi yang terdiri dari uraian Konsep Dasar Budaya Organisasi uraian Pembentukan Budaya Organisasi uraian Fungsi dan Pengaruh Budaya Organisasi dan 2 Budaya Birokrasi Pemerintahan yang mencakup deskripsi Pengertian dan Ruang Lingkup Birokrasi dan deskripsi Patologi Birokrasi Pemerintahan Teori Budaya Organisasi yang dikutip dari George dan Jones dijadikan dasar penyusunan konstruk variabel laten eksogen Budaya Organisasi Bagian Kelima Budaya Organisasi Dalam Penyelenggaraan Pelayanan Pendidikan Menengah Negeri Bagian ini 1 mendeskripsikan Konsep dan Hasil Penelitian tentang kajian hubungan kausalitas di antara Variabel Laten Eksogen Budaya Organisasi yang diposisikan sebagai antecedent variable dengan Variabel Laten Endogen Kualitas Pelayanan Pendidikan Menengah Negeri yang diposisikan sebagai consequence variable 2 mendeskripsikan Hasil Penelitian yang meliputi hasil penelitian kuantitatif yang diolah dengan Analisis SEM dan hasil penelitian kualitatif yang diolah dengan Analisis Triangulasi Pengamat 3 mendeskripsikan Implikasi Praktis Budaya Organisasi Dalam Penyelenggaraan Pelayanan Pendidikan Menengah Negeri dan 4 mendeskripsikan Konsep Baru tentang Pola Keorganisasian Sekolah Konsep baru yang dimaksud merupakan hasil pengembangan teori yang dijadikan landasan teoritik penyusunan konstruk variabel penelitian disusun berdasarkan landasan konseptual yang dirancang dengan driven theory dan landasan faktual yang dirancang dari research finding temuan penelitian

Personnel Literature United States. Office of Personnel Management. Library, 1991 *Forthcoming Books* Rose Army, 2002-02 [The Complete Idiot's Guide to Starting a Web-Based Business](#) Steve Slaunwhite, 2009-09-01 The web based basics Aspiring web entrepreneurs will find here everything they need to know about starting and running their own small scale online business Whether they intend to sell goods services subscriptions or advertising this book provides them with the specific nuts and bolts of planning designing build ing hosting marketing and operating their online businesses The Complete Idiot s Guide to Starting Your Own Business has over a quarter million copies sold in five editions 1 6 million web based businesses in the U S a 175 billion market in 2007 Online businesses benefiting from increasing number of Internet users with increased traffic for subscription advertising and affiliate program revenue [Social Content Marketing Strategies](#) Yuvraj Mallick, 2025-02-20 Social Content Marketing Strategies explores the effective use of social media platforms for marketing We divide the book into three sections covering ten chapters in total Social Business Fundamentals Running a Social Business and Social Business Building Blocks Social Business Fundamentals introduces the basics of social content marketing discussing social media and customer engagement the role of customers building a social business and the social business ecosystem Running a Social Business focuses on practical strategies for managing a social business Chapters in this section cover social technology and business decisions social analytics metrics and measurement providing insights into successfully carrying out your business Social Business Building Blocks delves into the social aspects of a business

explaining concepts such as social objects and social graphs Social Content Marketing Strategies is a valuable resource for anyone looking to enhance their marketing efforts through social media We provide clear explanations and practical advice to help you succeed in the digital marketing landscape

Economy Hotels in China Songshan Sam Huang,Xuhua Michael Sun,2014-01-10 While economy or budget hotels have been popular in western countries since the end of the Second World War they have only emerged as a sector in their own right in China since the mid 1990s Indeed as a new service industry sector economy hotels in China demonstrate important characteristics which can be used to illustrate and help explain China s current economic progress more generally This book provides a comprehensive overview of the economy hotel sector in China It covers macro level social cultural economic environmental geographic and development issues alongside micro level consideration of the budget hotel companies innovative management and marketing procedures business expansion strategies general hotel management and operation issues as well as an analysis of some leading entrepreneurs in the sector and in depth case studies examining the most successful economy hotel companies in China Huang and Sun argue that the rapid development of budget hotels in China demonstrates how under the influence of globalisation Chinese businesses have become more innovative as they apply successful western business models to China In turn they show that the China model is fundamentally different in terms of its driving force which lies purely in its domestic travel market fuelled by China s continued economic growth There is therefore much to explore about both China s market situation and business practices in the economy hotel sector and this book makes an important contribution to our understanding of China s new business environment Based on extensive fieldwork and investigation Economy Hotels in China will be welcomed by students and scholars of tourism hospitality business studies and Chinese studies but it will also appeal to practitioners of business management in these sectors who are interested in China s development and business opportunities in China

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