

Globalization Strategy in the Hotel Industry

Go, Frank M.

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Globalization Strategy In The Hotel Industry

Nigel Evans



Globalization Strategy In The Hotel Industry:

Globalization Strategy in the Hotel Industry Frank M. Go, Ray Pine, 1995
Timothy L. G. Lockyer, 2013-05-13 Get a comprehensive research based look at real life hospitality industry issues from leaders in the field **Global Cases on Hospitality Industry** is a comprehensive examination into hospitality issues around the world This detailed look at the industry s dynamics uses an international perspective that provides reader understanding by spanning several strategic and functional areas in management practices Leading academics trainers and consultants from around the globe offer research based perspectives on real life issues in this competitive industry This important text extensively explores various aspects of the industry from both Asian and Western countries providing important insights into policymaking research consulting and teaching **Global Cases on Hospitality Industry** presents extensively researched illustrative case studies and accounts of revealing management practices from experts around the world This book explains both the positive and negative impact of certain real life policy and management decisions in various aspects of the industry This text discusses topics such as marketing human resources strategy entrepreneurship the use of technology and ethics using inside looks into different hospitality and travel and tourism companies The book includes numerous figures and tables to clearly illustrate research data Topics in **Global Cases on Hospitality Industry** include consumer marketing research price promotions consumer behaviors bed and breakfast expectation analysis assessment of service quality company organizational structure labor productivity human resource issues franchise restaurants impact around the world tour operator strategies similarity of problems between the hospitality and tourism industries heritage tourism societal effects of tourism development ethical challenges and much more **Global Cases on Hospitality Industry** is essential reading for hospitality management educators students trainers and researchers in services management

Global Strategic Management in the Service Industry Salomeh Tabari, Wei Chen, 2022-09-12 **Global Strategic Management in the Service Industry** illustrates how strategic managers in service industry appraise the sectors in which their organisations are involved appraise their competitors and reassess their strategy and fix goals to meet all the challenges presented

International Hospitality Industry Bob Brotherton, 2012-06-14 With contributions from leading figures in the field **The International Hospitality Industry** looks at both specific sectors of the industry such as restaurants cruises hotels and contract foodservice The book moves on to highlight the key issues that will be encountered within every sector of the industry operations IT marketing and HR among others thereby providing the reader with an all encompassing and comparative overview of the field

The Routledge Companion to International Hospitality Management Marco A. Gardini, Michael C. Ottenbacher, Markus Schuckert, 2020-11-09 The hospitality sector is facing increasing competition and complexity over recent decades in its development towards a global industry The strategic response to this is still that hospitality companies try to grow outside their traditional territories and domestic markets while the expansion patterns and M A activities of

international hotel and restaurant chains reflect this phenomenon Yet interestingly the strategies concepts and methods of internationalization as well as the managerial and organizational challenges and impacts of globalizing the hospitality business are under researched in this industry While the mainstream research on international management offers an abundance of information and knowledge on topics players trends concepts frameworks or methodologies its ability to produce viable insights for the hospitality industry is limited as the mainstream research is taking place outside of the service sector Specific research directions and related cases like the international dimensions of strategy organization marketing sales staffing control culture and others to the hospitality industry are rarely identifiable so far The core rationale of this book is therefore to present newest insights from research and industry in the field of international hospitality drawing together recent scientific knowledge and state of the art expertise to suggest directions for future work It is designed to raise awareness on the international factors influencing the strategy and performance of hospitality organizations while analyzing and discussing the present and future challenges for hospitality firms going or being international This book will provide a comprehensive overview and deeper understanding of trends and issues to researchers practitioners and students by showing how to master current and future challenges when entering and competing in the global hospitality industry

The Routledge Handbook of Hotel Chain Management Maya Ivanova, Stanislav Ivanov, Vincent P. Magnini, 2016-05-05

Understanding the global hotel business is not possible without paying specific attention to hotel chain management and dynamics Chains are big business approximately 80 percent of hotels currently being constructed around the world are chain affiliated and in 2014 the five largest brands held over a one million rooms The high economic importance of the hotel chains and their global presence justifies the academic research in the field however despite this there is no uniform coverage in the current body of literature This Handbook aids in filling the gap by exploring and critically evaluates the debates issues and controversies of all aspects of hotel chains from their nature fundamentals of existence and operation expansion strategic and operational aspects of their activities and geographical presence It brings together leading specialists from range of disciplinary backgrounds and regions to provide state of the art theoretical reflection and empirical research on current issues and future debates Each of the five inter related section explores and evaluates issues that are of extreme importance to hotel chain management focusing on theoretical issues the expansion of hotel chains strategic and operational issues the view point of the individual affiliated hotel and finally the current and future debates in the theory and practice of hotel chain management arising from globalisation demographic trends sustainability and new technology development It provides an invaluable resource for all those with an interest in hotel management hospitality tourism and business encouraging dialogue across disciplinary boundaries and areas of study This is essential reading for students researchers and academics of Hospitality as well as those of Tourism Marketing Business and Events Management

Trends in European Tourism Planning and Organisation Carlos Costa, Emese Panyik, Dimitrios Buhalis, 2013-10-07 Written by leading international

tourism researchers this book examines the key trends in European tourism planning and organisation It introduces a theoretical framework to tourism planning and organisation using a procedural and structural approach Despite having a European focus it is globally relevant as many lessons from Europe can be applied to international tourism development The book identifies and discusses six key themes in the context of European tourism planning and organisation territory actors and structures economics policy methods and techniques and vision It also identifies leading and emerging practices and offers a new vision for European tourism planning

Strategic Management for Tourism, Hospitality and Events Nigel Evans,2015-01-30 Strategic Management for Tourism Hospitality and Events is the must have text for students approaching this subject for the first time It introduces students to fundamental strategic management principles in a Tourism Hospitality and Events context and brings theory to life by integrating a host of industry based case studies and examples throughout Among the new features and topics included in this edition are Extended coverage to Hospitality and Events to reflect the increasing need and importance of a combined sector approach to strategy New international Tourism Hospitality and Events case studies from both SME s and large scale businesses are integrated throughout to show applications of strategic management theory such as objectives products and markets and strategic implementation Longer combined sector case studies are also included at the end of the book for seminar work New content on emerging strategic issues affecting the tourism hospitality and events industries such as innovation employment culture and sustainability Web Support for tutors and students providing explanation and guidelines for instructors on how to use the textbook and case studies additional exercises case studies and video links for students This book is written in an accessible and engaging style and structured logically with useful features throughout to aid students learning and understanding This book is an essential resource to Tourism Hospitality and Events students

Tourism in the Age of Globalisation Chris Cooper,Salah Wahab,2005-06-29 This book contributes to the clarification and systemisation of modern notions of tourism examining the trend of globalisation to provide a review of contemporary tourism challenges

Global Strategy Sali Li,Noman Shaheer,2025-01-09 Global Strategy A Market Creation Approach is a groundbreaking textbook that redefines the field of global strategy shifting the focus from scaling established businesses to creating innovative businesses responding to international market needs Authors Sali Li and Noman Shaheer equip future multinational leaders with the tools and insights needed to succeed in the rapidly evolving world of global business

A Profile of the Hospitality Industry, Second Edition Betsy Bender Stringam,2020-08-04 This book tells the history organizational structure and management strategies of the hospitality industry The hospitality industry is a unique and diverse industry This book tells the history organizational structure and management strategies of the hospitality industry Traditionally an entrepreneurial business the hospitality industry today includes organizations ranging from small independent cafes and inns to large multinational corporations The author highlights key hotel restaurant and casino companies and explains the concepts of franchising consortia and management

contracts The book divulges how the hospitality product is different from other industries part service and part product produced and consumed simultaneously and the role of the customer as part of the service process The book explains how perishable inventory and labor intensity affect hotels restaurants and casinos The author also reviews policies that promote or restrict tourism and travel guest and employee safety labor regulations food safety laws and requirements for accommodations for customers with disabilities This text explains key strategic management decisions of the hospitality industry The author projects how global expansion and sustainability efforts are shaping the industry but also warns of the ongoing threats of pandemics and terrorism to travel

Strategic Management for Tourism, Hospitality and Events Nigel G. Evans, 2024-01-24 Strategic Management for Tourism Hospitality and Events is the must have text for students approaching this subject for the first time It introduces students to fundamental strategic management principles in a tourism hospitality and events context and brings theory to life by integrating a host of industry based case studies and examples throughout This fourth edition has been fully revised and updated to reflect the major changes in strategic direction for these industries due to the most significant global crisis ever as well as significant technology advances and issues related to sustainability New features and topics in this fourth edition include New international tourism hospitality and events case studies from both SMEs and large scale businesses are integrated throughout to show applications of strategic management theory New Technology Focus short cases are included as well as longer combined sector case studies on topics such as COVID 19 impacts A new chapter on sustainability and corporate social responsibility explores how the principles of sustainability can be incorporated into the strategy of tourism hospitality and events organizations Technology is integrated into all chapters looking at big data artificial intelligence the external political environment social media and e marketing absorptive capacity and innovation Impacts and implications of COVID 19 are discussed considering industry responses financial implications and future emergent strategies A contemporary view incorporates the broad range of academic literature and industry developments that have emerged in recent years and provides a particular focus on smaller organizations recognizing their key role Web support for tutors and students provides explanations and guidelines for instructors on how to use the textbook and case studies additional exercises and video links for students This book is written in an accessible and engaging style and structured logically with useful features throughout to aid students learning and understanding It is an essential resource for tourism hospitality and events students

Tourism and the Lodging Sector Dallen J. Timothy, Victor B. Teye, 2009 Tourism and the Lodging Sector is a pioneering book the first text of its kind to examine the lodging sector from a tourism perspective The book highlights the importance of the lodging sector in tourism as a major income generator and essential part of the travel experience The book offers an international perspective on topics such as sustainability security economic development technology and globalization The issues concepts and management concerns facing this industry are examined highlighting important topics such as the place of accommodations in tourism and vice versa the social ecological and

economic implications of lodging development management and restructuring issues in a globalizing industry sustainable tourism and the accommodation sector cross sectoral linkages between lodging food services gaming conferences and other intermediaries the interaction between supply and demand safety and security in tourism and lodging Tourism and the Lodging Sector critically examines a wide range of lodging establishments from an industry and social science perspective drawing parallels and distinctions between the various types of accommodation from campgrounds for the cost conscious or adventurous outdoor traveler to luxury five star resorts and more innovative accommodation such as tree house hotels and ecolodges Essential reading for students of tourism this book is an indispensable guide unprecedented in the field of tourism management Dallen J Timothy is Professor School of Community Resources and Development Arizona State University USA Victor B Teye is Associate Professor School of Community Resources and Development Arizona State University USA

Handbook of Hospitality Marketing Management Haemoon Oh, 2009-11-04 This handbook consists of 19 chapters that critically review mainstream hospitality marketing research topics and set directions for future research efforts Internationally recognized leading researchers provide thorough reviews and discussions reviewing hospitality marketing research by topic as well as illustrating how theories and concepts can be applied in the hospitality industry The depth and coverage of each topic is unprecedented A must read for hospitality researchers and educators students and industry practitioners *Strategic Management for Travel and Tourism* Nigel Evans, George Stonehouse, David Campbell, 2012-04-27 Strategic Management for Travel and Tourism is the must have text for students studying travel and tourism It brings theory to life by using industry based case studies and in doing so speaks the language of the Travel and Tourism student Among the new features and topics included in this edition are international case studies from large scale businesses such as Airtours MyTravel and South West Airlines user friendly applications of strategic management theory such as objectives products and markets and strategic implementation together with illustrative case studies and longer case studies for seminar work and summaries contemporary strategic issues affecting travel and tourism organizations such as vertical integration and strategic alliances Strategic Management for Travel and Tourism is a well rounded book ideal for all undergraduate and postgraduate students focusing on strategy in travel and tourism **A Companion to Tourism** Alan A. Lew, C. Michael Hall, Allan M. Williams, 2008-04-15 This groundbreaking Companion offers readers an opportunity to reassess key themes in contemporary tourism studies in the light of recent theoretical developments in tourism studies and the social sciences as well as dramatic changes in the operating environment for tourism A critical overview of current research in tourism studies Offers readers an opportunity to reassess key themes in tourism studies in the light of recent developments such as terrorist attacks SARS and the financial failure of airlines Comprises 48 specially commissioned essays written by more than 50 acknowledged experts from around the world Covers cutting edge perspectives and topics including tourism s role in globalization sustainable tourism and the state s role in tourism development Sets an agenda for future tourism research Includes a wealth of

bibliographic references **Handbook of Research on Global Hospitality and Tourism Management** Camillo, Angelo A.,2015-08-17 The tourism industry is a multi billion dollar enterprise with more people from all cultures and nationalities choosing to spend their leisure time traveling and visiting new locations To exploit this burgeoning market tourism agencies must carefully consider the desires and goals of travelers from around the world The Handbook of Research on Global Hospitality and Tourism Management contributes to the body of knowledge on travel and tourism by presenting a global view of the hospitality industry including theoretical research into industry trends as well as case studies from around the world This handbook provides travel agents owner operators and students and researchers in the hospitality industry with the latest research findings and developments in the field Within this handbook of cutting edge research readers will find chapters and cases on topics such as travel and tourism in a global economy local glocal and international hospitality challenges in environmental management cultural cuisine and destination management among others *Tourism Destination Evolution* Patrick Brouder,Salvador Anton Clavé,Alison Gill,Dimitri Ioannides,2016-07-15 Outlining the need for fresh perspectives on change in tourism this book offers a theoretical overview and empirical examples of the potential synergies of applying evolutionary economic geography EEG concepts in tourism research EEG has proven to be a powerful explanatory paradigm in other sectors and tourism studies has a track record of embracing adapting and enhancing frameworks from cognate fields EEG approaches to tourism studies complement and further develop studies of established themes such as path dependence and the Tourism Area Life Cycle The individual chapters draw from a broad geographical framework and address distinct conceptual elements of EEG using a diverse set of tourism case studies from Europe North America and Australia Developing the theoretical cohesion of tourism and EEG this volume also gives non specialist tourism scholars a window into the possibilities of using these concepts in their own research Given the timing of this publication it has great potential value to the wider tourism community in advancing theory and leading to more effective empirical research *The Cornell School of Hotel Administration Handbook of Applied Hospitality Strategy* Cathy A. Enz,2010-07-14 This state of the art handbook approaches the topics of hospitality strategy with an emphasis on immediate application of ideas to current practice Top hospitality scholars make original contributions with the inclusion of senior level executives input insights and current best practices By incorporating the latest research and thinking on various strategic topics with the commentary and insights of successful executives this handbook blends cutting edge ideas and comprehensive reviews of the subject with innovative illustrations and examples from practice The strength of the handbook is its combination of academic rigour and hospitality application The handbook will have a clear reference orientation and focus on key topical issues and problem of interest to practitioners and advanced students of hospitality strategy The SAGE Handbook of Hospitality Management Roy C Wood,Bob Brotherton,2008-06-05 At last a comprehensive systematically organized Handbook which gives a reliable and critical guide to all aspects of one of the world s leading industries the hospitality

industry The book focuses on key aspects of the hospitality management curriculum research and practice bringing together leading scholars throughout the world Each essay examines a theme or functional aspect of hospitality management and offers a critical overview of the principle ideas and issues that have contributed and continue to contribute within it Topics include The nature of hospitality and hospitality management The relationship of hospitality management to tourism leisure and education provision The current state of development of the international hospitality business The core activities of food beverage and accommodation management Research strategies in hospitality management Innovation and entrepreneurship trends The role of information technology The SAGE Handbook of Hospitality Management constitutes a single comprehensive source of reference which will satisfy the information needs of both specialists in the field and non specialists who require a contemporary introduction to the hospitality industry and its analysis Bob Brotherton formerly taught students of Hospitality and Tourism at Manchester Metropolitan University He has also taught Research Methods to Hospitality and Tourism students at a number of international institutions as a visiting lecturer Roy C Wood is based in the Oberoi Centre of Learning and Development India

Globalization Strategy In The Hotel Industry Book Review: Unveiling the Power of Words

In a global driven by information and connectivity, the power of words has become more evident than ever. They have the ability to inspire, provoke, and ignite change. Such could be the essence of the book **Globalization Strategy In The Hotel Industry**, a literary masterpiece that delves deep into the significance of words and their impact on our lives. Compiled by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we will explore the book's key themes, examine its writing style, and analyze its overall impact on readers.

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