

THE GROWTH STRATEGIES OF HOTEL CHAINS

BEST BUSINESS PRACTICES
BY LEADING COMPANIES



ONDRE MARTORELL CUNILL, PhD

Growth Strategies Of Hotel Chains Best Business Practices By Leading Companies

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Growth Strategies Of Hotel Chains Best Business Practices By Leading Companies:

The Growth Strategies of Hotel Chains Kaye Sung Chon, 2006-02-07 How did Accor Cendant Choice Hotels International Marriott and Hilton become the largest hotel chains in the world and what strategies will they use to continue their growth This first of its kind textbook presents a balanced overview of the theory and practice of hotel chains growth strategies It explains in depth how

The Growth Strategies of Hotel Chains Onofre Martorell Cunill, 2006 How did Accor Cendant Choice Hotels International Marriott and Hilton become the largest hotel chains in the world and what strategies will they use to continue their growth This first of its kind textbook presents a balanced overview of the theory and practice of hotel chains growth strategies It explains in depth how and why the largest worldwide hotel chains achieved dominant international status and shows how to forecast future developments Authentic international examples in every chapter bring theoretical concepts into sharp focus The Growth Strategies of Hotel Chains Best Practices by Leading Companies is comprised of thirteen chapters each divided into two parts The first part sets forth the theory behind an important aspect of growth strategy The second part of each chapter brings these theoretical arguments to life with specific case examples For example in the chapter on franchising the ten largest hotel franchise businesses in the world are discussed in detail including their actual fees and how they function with helpful commentary on each This format designed with educators needs in mind is consistent throughout the text Charts tables and figures make complex information easy to access and understand The Growth Strategies of Hotel Chains Best Practices by Leading Companies examines the question of diversification vs specialization vertical horizontal and diagonal integration acquisitions mergers and strategic alliances franchise contracts management contracts leaseholds and ownership branding and globalization why European chains usually expand via property acquisitions and rentals while most American chains prefer management contracts and franchising Packed with information yet written in language that students and hospitality executives can understand this unique comprehensive textbook deserves a place in every teaching training professional library

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 evaluating 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

Soft Computing in Management and Business Economics

Anna M. Gil-Lafuente, Jaime Gil-Lafuente, José M. Merigó-Lindahl, 2012-07-13 This book is a collection of selected papers presented at the Annual Meeting of the European Academy of Management and Business Economics AEDEM held at the Faculty of Economics and Business of the University of Barcelona 05 07 June 2012 This edition of the conference has been presented with the slogan Creating new opportunities in an uncertain environment There are different ways for assessing uncertainty in management but this book mainly focused on soft computing theories and their role in assessing uncertainty in a complex world The present book gives a comprehensive overview of general management topics and discusses some of the most recent developments in all the areas of business and management including management marketing business statistics innovation and technology finance sports and tourism This book might be of great interest for anyone working in the area of management and business economics and might be especially useful for scientists and graduate students doing research in these fields

ISCONTOUR 2018 Tourism Research Perspectives Barbara Neuhofer, 2018-04-26 The International Student Conference in Tourism Research ISCONTOUR offers students a unique platform to present their research and establish a mutual knowledge transfer forum for attendees from academia industry government and other organisations The annual conference which is jointly organized by the IMC University of Applied Sciences Krems and the Salzburg University of Applied Sciences takes place alternatively at the locations Salzburg and Krems The conference research chairs are Prof FH Mag Christian Maurer University of Applied Sciences Krems and Prof FH Dr Barbara Neuhofer Salzburg University of Applied Sciences The target audience include international bachelor master and PhD students graduates lecturers and professors from the field of tourism and leisure management as well as businesses and anyone interested in cutting edge research of the conference topic areas The conference topics include marketing and management tourism product development and sustainability information and communication technologies finance and budgeting and human resource management

Tourism and Geopolitics Derek R Hall, 2017-01-25 With 29 contributors from across Europe and beyond this work represents a unique and important resource that examines the many relationships between tourism and geopolitics with a focus on experiences drawn from Central and Eastern Europe It begins by assessing the changing nature of geopolitics from pejorative associations with Nazism to the more recent critical and feminist geopolitics of social science s cultural turn

The book then addresses the important historical role of Central and Eastern Europe CEE in geopolitical thinking before exemplifying a range of contemporary interactions between tourism and geopolitics within this critical region Pursuing innovative analytical paths the book demonstrates the interrelated nature of tourism and geopolitics and emphasizes the freshness of this research area Addressing key principles and ideas which are applicable globally it is an essential source for researchers teachers and students of tourism geography political science and European studies as well as for diplomatic business and consultant practitioners

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

The Routledge Handbook of Tourism Experience Management and Marketing Saurabh Kumar Dixit, 2020-05-18

The Routledge Handbook of Tourism Experience Management and Marketing offers a comprehensive and thorough inquiry into both customary and emergent issues of tourism experience and co creation Drawing together contributions from 83 authors from 28 countries with varied backgrounds and interdisciplinary interests the handbook highlights multiple representations and interpretations of the theme It also integrates a selection of illustrative global case studies to effectively present its chapter contents Tourism experience drives the contemporary tourist s behavior as they travel in pursuit of experiencing unique and unusual destinations and activities Creating a memorable and enduring experience is therefore a prerequisite for the all tourism business organizations irrespective of the nature of their products or services This handbook focuses on conceptualizing designing staging managing and marketing paradigms of tourism experiences from both supply and demand perspectives It sheds substantial light on the contemporary theories practices and future developments in the arena of experiential tourism management and marketing Encompassing the latest thinking and research themes this will be an essential reference for upper level students researchers academics and industry practitioners

of hospitality as well as those of tourism gastronomy management marketing consumer behavior cultural studies development studies and international business encouraging dialogue across disciplinary boundaries

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

Hospitality Marketing David Bowie, Francis Buttle, 2013-06-17 This introductory textbook shows you how to apply the principles of marketing within the hospitality industry Written specifically for students taking marketing modules within a hospitality course it contains examples and case studies that show how ideas and concepts can be successfully applied to a real life work situation It emphasises topical issues such as sustainable marketing corporate social responsibility and relationship marketing It also describes the impact that the internet has had on both marketing and hospitality using a variety of tools including a wide range of internet learning activities

New Research Paradigms in Tourism Geography Alan A. Lew, 2017-10-02 This collection of papers from Tourism Geographies emphasizes new and emerging research paradigms in the geographic study of tourism The papers included in this collection follow one of two threads explicitly supporting specific research frameworks or implicitly presenting new and emerging theoretical perspectives through empirical research on the geographical topics These begin with three overview papers from themes

that emerged from recent annual meetings of the Association of American Geographers including evolutionary economic geography EEG political ecology and community resilience Each of these theoretical and conceptual frameworks is leading to new explorations and insights in a wide variety of geographical and social science research including tourism studies These are followed by a series of papers that extend our knowledge and thinking on a range of key geographical topics including development and underdevelopment by Saarinen Rogerson sustainable tourism planning by Torres Delgado Saarinen encounters with the natural environment by Hill and the geography of place names by Light as well as economic geography and new technologies and their applications to spatial behavior research The papers in this special issue are especially relevant to tourism scholars and very much represent the types of perspectives that Tourism Geographies seek to promote This book was published as a special issue of Tourism Geographies

International Hospitality Management Alan Clarke, Wei Chen, 2009-11-04 International Hospitality Management issues and applications brings together the latest developments in global hospitality operations with the contemporary management principles It provides a truly international perspective on the hospitality and tourism industries and provides a fresh insight into hospitality and tourism management The text develops a critical view of the management theory and the traditional theories looking at how appropriate they are in hospitality and tourism and in a multicultural context The awareness of cultural environments and the specifications imposed by those cultures will underpin the whole text International Hospitality Management is designed to instil a greater awareness of the international factors influencing the strategies and performances of hospitality organisation The approach focuses on a critical analysis of the relevance and application of general management theory and practice to the hospitality industry Consisting of three 3 parts divided into 14 chapters each of which deals with a major topic of international management the book has been thoroughly developed with consistent learning features throughout including Specified learning outcomes for each chapter International case studies including major world events such as the September 11 Terrorist Attacks the Argentine Financial Crisis The SARS virus The Institution of Euro the accession of China to the World Trade Organization and the expansion of European Union as well as international corporations such as Marriott Hilton Intercontinental McDonalds Starbucks etc It introduces the global market situation including Americas Europe Asia Pacific and Middle East Study questions and discussion questions to consolidate learning and understanding Links to relevant websites at the end of each chapter On line resources and a test bank is available for lecturers and students

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

Tourism Management Clare Inkson, Lynn Minnaert, 2012-04-04 This text provides concise introduction to all the core topics of tourism management Covering both key theory and practice it introduces students to general management issues across the whole tourism sector in an accessible and manageable way It integrates the themes of sustainability internationalism technology and globalization throughout to provide a thoroughly modern approach to the study of tourism

Handbook of Marketing Research Methodologies for Hospitality and Tourism Ronald A. Nykiel, 2007-08-13 Discover the bridge between theory and applied research in the hospitality industry The success of marketing programs is dependent on the knowledge of the trends in the marketplace Handbook of Marketing Research Methodologies for Hospitality and Tourism is a comprehensive guide that clearly explains analyzing markets utilizing qualitative and quantitative research methodologies applying findings to market development and marketing strategies for the hospitality industry The text contains detailed outlines and case studies of several types of research including feasibility studies market assessment studies and site selection studies Numerous graphic examples and presentation techniques are provided to bridge between theory and applied research with ease Handbook of Marketing Research Methodologies for Hospitality and Tourism clearly details all in a single volume the application of research methodology to the real world as well as showing how to effectively communicate findings and recommendations This resource provides dozens of case examples and close attention to clearly explaining all facets of market analysis Part one discusses research and methodologies including primary and secondary data and integrative research Part two explores market analysis and assessment including marketing assessment for development planning and assessing focal points and intuitive techniques The third part helps the reader apply their learned research into strategies The final section explains market analysis planning and communications including preparing a research based business review and the effective presentation of research findings The text provides appendixes of essential data and a helpful glossary of terms Topics in Handbook of Marketing Research Methodologies for Hospitality and Tourism include qualitative market analysis techniques and applications quantitative market research and analysis techniques and applications approaches to organized site selection studies market studies and project feasibility studies identification of the processes and sources for key market data for projects markets and sites presentation and communication techniques and strategies for market analysis and research findings the relationship of market analysis and research to marketing and development strategy selection and more Handbook of Marketing Research Methodologies for Hospitality and Tourism is a

perfect resource for upper level undergraduate students and graduate students in hospitality colleges and schools hotel and restaurant development and market research personnel in hospitality corporations and market research firms serving the hospitality industry

Thailand Tourism Arthur Asa Berger, 2014-03-18 Understand Thailand's important symbols icons and social practices Thailand's culture is unlike any other Travelers attempting to fully immerse themselves in all that this tourist destination has to offer find it essential to become culturally sensitive Thailand Tourism provides readers with an indispensable overview of this remarkable land of contrasts This invaluable text reveals the South East Asian country its history its culture and its people's fun loving perspective of life The importance of Thai symbols and their meaning icons and social practices its proud history of its constitutional monarchy and its numerous religious temples are examined in detail This book offers tourists and students of tourism an informative realistic view of the people food entertainment and scenery of one of the most exotic lands in the world Thailand was never colonized by a foreign power Because of the lack of outside influence this South East Asian nation has fostered a culture thrillingly different from others Thailand Tourism offers a rare in depth look at this unique country and provides the information travelers need to know to easily move about and make their trip memorable The guide includes helpful typical tourist itineraries illustrating what to expect when booking plans The Thai viewpoints on sexuality marriage and societal changes are analyzed in detail The issue of violence is discussed including its ingrained presence in everyday life Helpful tables detail demographic information from several countries to shed light not only on where travelers originate but also to study the contrasts with the Thai culture The book also presents a primer on the semiotics of tourism and then discusses significant signs and symbols infused in Thai culture including Thai smiles the royal kingdom of Thailand Buddhist monks Buddha statues and Wats temples The importance of elephants in modern Thailand is explored as well as the importance of the nation's ethnic tribes and the cultural significance of the Wai Thai food the Thai sex industry and a comparison between Thailand and America are also examined The final section presents author Arthur Asa Berger's own notes of his travels throughout Thailand with cogent perspectives of the country as a monoculture Topics in Thailand Tourism include a theoretical discussion of tourism statistical data on tourism in Thailand typical tourist itineraries in Thailand perceptions of Thailand in travel literature violence in Thai society analysis of Thai culture such as Thai smile Wats Buddha statues Discover an exotic spiritual sensual country like no other Thailand Tourism is a must read for anyone planning to visit Thailand students of tourism and students of Thailand's culture

Handbook of Research on

Entrepreneurship and Marketing for Global Reach in the Digital Economy Carvalho, Luísa Cagica, Isaiás, Pedro, 2018-10-26 The digital economy is a driver of change innovation and competitiveness for international businesses and organizations Because of this it is important to highlight emergent and innovative aspects of marketing strategies and entrepreneurial approaches to overcome the challenges of the digital world The Handbook of Research on Entrepreneurship and Marketing for Global Reach in the Digital Economy provides innovative insights into the key developments and new

trends associated with online challenges and opportunities The content within this publication represents research encompassing corporate social responsibility economic policy and female entrepreneurship and it is a vital reference source for policymakers managers entrepreneurs graduate level business students researchers and academicians seeking coverage on topics centered on conceptual technological and design issues related to digital developments in the economy

Global Cases on Hospitality Industry 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

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

Community Destination Management in Developing Economies Kaye Chon Sung, 2006-05-24 The practical user friendly guide to creating a sustainable future for destinations in developing economies Community Destination Management in Developing Economies is a user friendly guide that provides a comprehensive view of the issues facing planners policymakers and destination managers who attempt to ensure a sustainable future

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