



Global Cases on Hospitality Industry

Timothy L. G. Lockyer

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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
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- consumer behaviors
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- 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
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- and much more!

Global Cases on Hospitality Industry is essential reading for hospitality management educators, students, trainers, and researchers in services management.

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