

## Award Hospitality Llc Hotel Management Company Award

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the travel industry has been through exceptional upheaval and change plunkett s airline hotel travel industry almanac will be your complete guide to this fascinating industry after reeling from the effects of the september 11 2001 tragedies the travel business is now emerging as a more streamlined efficient and focused industry many of the biggest most successful firms are becoming extremely global in nature meanwhile most airlines are struggling to return to profitability while low cost providers southwest airlines and jetblue continue to set the standard for air travel deregulation is opening up huge travel markets in india and china on the hotel side massive management firms development companies and real estate investment trusts are gaining in scale and influence the booking of travel online is perhaps the most successful niche of all of the world s e commerce efforts consumers use the internet to become better informed and to seek bargains online sites like travelocity priceline and orbitz steer millions of consumers toward specific airlines and hotels in a manner that lowers prices and improves satisfaction among consumers the exciting new reference book which includes a fully featured database on cd rom will give you access to the complete scope of the travel industry including analysis of major trends market research statistics and historical tables airlines hotel operators entertainment destinations such as resorts and theme parks tour operators the largest travel agencies e commerce firms cruise lines casino hotels car rental and much much more you ll find a complete overview industry analysis and market research report in one superb value priced package it contains thousands of contacts for business and industry leaders industry associations internet sites and other resources this book also includes statistical tables a travel industry glossary industry contacts and thorough indexes the corporate profile section of the book includes our proprietary in depth profiles of over 300 leading companies in all facets of the travel industry

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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

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

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