

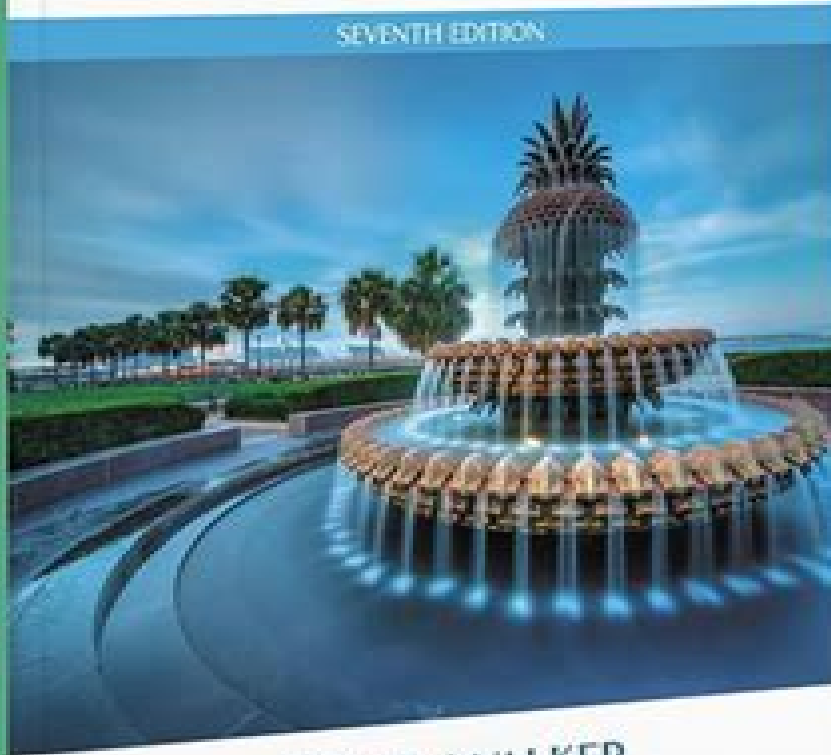


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understand the how to aspects of today s hospitality industry Updated to reflect today s trends and realities the 7th Edition contains new coverage of spas updated and new corporate profiles salary information hospitality related technologies and more

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Managing the Lodging Operation Robert Christie Mill,2006 Using an understandable reader friendly writing style to provide comprehensive coverage this book focuses on an industry oriented description of the skills and knowledge necessary to successfully run a hotel The various elements of the book are applicable to all operating departments in a lodging operation though viewed from the perspective of a General Manager Emphasis on financial responsibility is evident throughout the book s theoretical model of how to manage a hotel research based presentation of what General Managers actually do and explanation of how to become profitable through the delivery of service and quality Chapter topics cover managing supply and demand improving employee performance increasing income revenue and cost management improving productivity managing customer service and managing quality For individuals interested in the field of hotel management and for hotel managers who aspire to become General Managers

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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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