

New Perspectives in Hospitality Management

Emerald Gems

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About the Book

New Perspectives in Hospitality Management is a unique collection of articles that represent the highest level of scholarship in hospitality research. The articles identify themes that have established themselves as key trends among academics. These include:- Human resource management challenges - new research on labour turnover in luxury hotels and how classic hospitality paradigms have developed - Hospitality marketing - how the tourism distribution channel has been transformed, perceptions on guests' perceptions of customer loyalty and transforming customer satisfaction into 'customer delight' - Experiences and behaviours - understanding quality aspects of restaurant image, hedonic and utilitarian values and how they influence restaurant image, and a customer-based approach to hotel experience and brand equity. The collection provides exemplary analysis of recent research trends concerning marketing and HRM research topics and methodology, while also looking to the future in terms of how information and communication technologies will shape the development of the hospitality sector. It will enable readers to access the most important 'thinkers' active in this arena today.



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