

Chapter 16

Facilitating Hospitality and Tourism Management in Global Business

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ABSTRACT

This chapter explains the overview of hospitality management; the overview of tourism management; product quality, service quality, price, customer satisfaction, and consumer trust in hospitality and tourism management; the significance of hospitality management in global business; the significance of tourism management in global business; and the managerial implications of hospitality and tourism management. Tourism and hospitality industry is one of the most important industries in the modern business world. It is essential to acquire a driving enthusiasm for customer service and a strong sense of professionalism to develop and maintain customer satisfaction in the hospitality and tourism industry. Effective hospitality and tourism management positively affects customer satisfaction, firm growth, and productivity in global business. The chapter argues that facilitating hospitality and tourism management in global business has the potential to enhance organizational performance and reach strategic goals in the digital age.

INTRODUCTION

From a practical business perspective, hospitality and tourism management sector is one of the most important sectors in the global economy (Israeli, 2014). From an academic perspective, the perspectives of hospitality and tourism management are the interdisciplinary fields that focus on many areas, such as management, strategic management, human behavior, organizational behavior, finance, yield management, planning, and marketing (Israeli, 2014). Tourism contributes to the growth of regional economies, thus providing a source of income for both resident households and local firms (Incera & Fernandez, 2015). Tourism is related to globalization and modernity (Wang, Niu, Lu, & Qian, 2015). Tourism is viewed as the development priority concerning government and international organizations (Tolkach & King, 2015).

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Tourism has become one of the most growing service sectors in global business (Tang & Tan, 2015). Modeling tourism demand is important in countries where the income from tourism constitutes a considerable percentage of their gross domestic product (Akin, 2015). Tourism marketing can help facilitate the dynamic evolutions and the demands of tourism industry concerning the diversity of tourism marketing topics (Kasemsap, 2015a). The hospitality industry in many parts of the world is expected to realize the significant rates of growth in the next few years (Pirani & Arafat, 2014). Recognizing the importance of product and service quality, satisfaction, and trust every firm in the hospitality and tourism industry is becoming more concerned about managing and improving quality, satisfaction, and trust (Han & Hyun, 2015).

This chapter aims to bridge the gap in the literature on the thorough literature consolidation of hospitality and tourism management. The extensive literature of hospitality and tourism management provides a contribution to practitioners and researchers by describing the theory and applications of hospitality and tourism management in order to maximize the business impact of hospitality and tourism management in global business.

BACKGROUND

Research with the tourism and hospitality management realms has reached a certain degree of maturity, demonstrated by researchers via both qualitative and quantitative methods (Köseoglu, Sehitoglu, & Craft, 2015). An emergent contemporary hospitality literature is dedicated to the methodological appraisal and development (Robinson, Solnet, & Breakey, 2014). There are a number of scholarly works published by researchers that investigate the domains of tourism and hospitality management (Tsang & Hsu, 2011).

Many studies map the intellectual structure of tourism and hospitality management-related disciplines, such as organization studies (Ferreira, Pinto, & Serra, 2014), general management (Tahai & Meyer, 1999), strategic management (Nerur, Rasheed, & Natarajan, 2008), international management (Acedo & Casillas, 2005), knowledge management (Ponzi, 2002), human resource management (Fernandez-Alles & Ramos-Rodríguez, 2009), business ethics (Tseng, Duan, Tung, & Kung, 2010), information systems management (Culnan, 1987), and operations management (Pilkington & Liston-Heyes, 1999).

Contributions of economics to hospitality literature are largely empirical and microeconomics-related (Mohammed, Guillet, & Law, 2015). Many researchers recognize hospitality management as a field of study with a mission of preparing students for successful careers in this industry and helping the industry solve its problems (Lugosi, Lynch, & Morrison, 2009). The focus of hospitality management research should be on instrumental research that addresses the main challenges of hospitality industry, rather than topics that have little practical implications (Pizam, 2003). Tourism affects economic growth (Jalil, Mahmood, & Idrees, 2013). The tourism sector has become the main source of income for many countries contributing to their economies, generating markets for a wide variety of goods and services both directly and indirectly related to tourism (Eugenio-Martin & Campos-Soria, 2011).

PERSPECTIVES OF HOSPITALITY AND TOURISM MANAGEMENT

This section emphasizes the overview of hospitality management; the overview of tourism management; product quality, service quality, price, customer satisfaction, and consumer trust in hospitality and tourism

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