



Hospitality Management Strategies

By Ronald A. Nykiel Ph.D. CHA CHE

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This comprehensive up-to-date guide to current managerial strategies in the hospitality industry provides an applied, in-depth understanding of how the industry develops, grows, and operates. This book provides readers with a global perspective, written by an educator with over 30 years management experience in the hospitality industry. Covering all the management strategy disciplines such as business development, finance, human resources, and marketing—this book features an “applied/real world” focus on current trends which have substantial impact on management strategies. Real life hospitality industry case examples, management strategy tools, extensive glossary, great personal insights, and leadership examples are just some of the pedagogical aids helpful to readers. Topics discuss managerial strategies and concepts in six parts: **A:** understanding strategy, forces, selection and positioning; **B:** delineation of the growth strategies of development, financial options, and brand strategy; **C:** focuses on the offensive (revenue development) strategies of marketing, sales, and customer retention; **D:** provides a look at the functional managerial strategies of human resources, technology and purchasing; **E:** presents the defensive (*business preservation*) strategies of risk management, crisis management and communications; **F:** focuses on the implementation strategies of strategic planning, organizational and operational concepts and leadership. Appropriate for most key managers in hospitality related business, such as finance, human resource, operations, marketing, operations and general management, directors, VPs, and Chief Officers.

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Hospitality Management Strategies By Ronald A. Nykiel Ph.D. CHA CHE Bibliography

- Rank: #803860 in Books
- Published on: 2004-05-21
- Original language: English
- Number of items: 1
- Dimensions: 8.90" h x 1.10" w x 6.90" l, 1.90 pounds
- Binding: Paperback
- 496 pages

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Editorial Review

From the Back Cover

An indispensable guide to understanding successful management strategies in the hospitality industry!

Dr. Nykiel brings 30 years of hospitality industry experience that provides an understanding of managerial strategies and how they are successfully applied in the hospitality industry. This author provides an easy-to-read and extremely practical text. Students and experienced managers alike will find within this textbook a wealth of knowledge, which provides a strong foundation for managerial strategies and decision-making support.

Features

- Covers all management strategy disciplines such as brand strategy, business development, finance, human resources, leadership, marketing, technology, and more
- Multiple case examples for each management discipline delineated Management strategy tools and applications
- Leadership examples and techniques
- Numerous easy-to-scan strategy exhibits
- Ethics and technology implication highlights in each chapter
- Extensive glossary and discussion questions
- Real-life examples and personal insights based on the author's own experiences

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Just as the hospitality industry has evolved from individually owned and developed enterprises to public global corporations, management strategies have also Changed. While we still see the entrepreneur launching new brands and service concepts, success is being measured by revenue per available customer and earnings per share. The industry and management strategies remain dynamic. Macro trends such as labor availability, new technologies, economic ups and downs, terrorism, security, and globalization—to name a few—are having and will continue to have substantial impact on management strategies.

This book provides a perspective on how and why management strategies are changing. It examines the external and internal driving forces behind the changes. Focal points include strategy selection, positioning, and business development techniques and options. Further, major managerial strategy areas are viewed through select case examples that exemplify the strategy application. The book also provides insight into the strategic planning process and emerging organizational and operating concepts.

The text discusses managerial strategies and concepts in six parts, beginning with Part 1, Understanding Strategy, Forces, Selection, and Positioning. Part 2 delineates the Growth Strategies of Development, Financial Options, and Brand Strategy. Part 3 focuses on the Offensive (Revenue Development) Strategies of Marketing, Sales, and Customer Retention. Part 4 provides a look at the Functional Managerial Strategies of Human Resources, Technology, and Purchasing. Part 5 presents the Defensive (Business Preservation) Strategies of Risk Management, Crisis Management, and Communications. Finally, Part 6 focuses on the

Implementation of Strategic Planning, Organizational and Operational Concepts, and Leadership.

This book provides a global perspective of the hospitality industry. It focuses on disciplines and concepts that impact and have applicability to all sectors of the industry. Through the many examples, cases, and illustrations, key managerial strategies are delineated for brands, customer service, communications, crisis management, ethics, finance, human resources, leadership, marketing, purchasing, operations, risk management, security, organizational concepts, sales, and technology. Each of these disciplines and concepts is viewed with industry sector examples. Sectors include: attractions, clubs, food service, gaming, lodging, meetings and conventions, and almost all travel and tourism-related segments.

Each chapter begins with a set of objectives for the chapter and concludes with a summation and list of key terms and concepts. Also, discussion questions and case examples are presented. Throughout the text you will see boxes highlighting ethics and technology. Virtually every management function and activity will continue to undergo change as a result of technology. Likewise, irrespective of the discipline, managerial strategies and actions are subject to ethical considerations. The highlights point out applications, considerations, developments, and potential future directions related to each chapter topic. Finally, a comprehensive glossary provides clear definitions of the many acronyms and industry-related terms.

Users Review

From reader reviews:

Ronald Castaneda:

In this 21st century, people become competitive in every single way. By being competitive currently, people have to do something to make these survive, being in the middle of the actual crowded place and notice through surrounding. One thing that oftentimes many people have underestimated the idea for a while is reading. Yep, by reading a e-book your ability to survive increase then having chance to remain than other is high. In your case who want to start reading a new book, we give you this kind of Hospitality Management Strategies book as starter and daily reading publication. Why, because this book is more than just a book.

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Virginia Berry:

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Julio Huntsman:

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