DESCRIPTION

Cases in Hospitality Management: A Critical Incident Approach, Second Edition is one of the few casebooks on the market that focuses specifically on hospitality management. It adopts a critical incident approach, a powerful teaching methodology whereby customers and employees are asked to identify actual experiences regarding service in the hospitality industry – both positive and negative - and then to describe the organization’s response to it. This approach encourages thorough analysis of a prominent issue, thus highlighting the wide range of complexities that face managers on the hospitality industry on a daily basis. Cases involving many segments of the industry - including airlines, railroads, private clubs, conference centers, travel agents, and restaurants – are included, as are fifteen new cases and a new section on hospitality technology.

ABOUT THE AUTHOR

TIMOTHY R. HINKIN is a Professor at the Cornell School of Hotel Administration. He is the author of the first edition of Cases in Hospitality Management as well as numerous articles in the Academy of Management Journal, the Journal of Applied Psychology, the Hospitality Research Journal, and the Cornell Hotel and Restaurant Administration Quarterly. His primary research focuses are supervisor-subordinate relationships, power and influence in organizations, group dynamics, and service quality.
NEW TO EDITION

• 15 new cases

• New "Technology" section deals with issues such as data warehousing, the internet, and electronic banking

• New "Service Exemplars" section presents incidents involving truly exceptional service in a variety of contexts

• New "Service Recovery" section presents examples of companies failing to salvage service encounters that have gone awry

FEATURES

• Incidents include a lot of the "language of the industry" to familiarize students with the hospitality context

• A broad array of industry segments are represented throughout the cases: airlines, railroads, private clubs, conference centers, travel agents, auto rental, hotels, restaurants

• Contains 50 actual cases and situations which illustrate concepts and issues of hotel, restaurant and travel/tourism management

• Cases deal with a variety of managerial topics including decision making, communication, compensation, planning, discrimination, performance appraisal, organization design, sexual harassment, ethics and group dynamics

• Section introductions, case headnotes and questions aid students in analyzing diverse situations

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