



Service Management Principles for Hospitality and Tourism

By KANDAMPULLY JAY, SOLNET DAVID

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Service Management Principles for Hospitality and Tourism, a significantly revised 2nd edition, is now available from Kendall Hunt Publishing. This book introduces service management principles and concepts to the study of hospitality and tourism management. It guides future managers to a new perspective that sees hospitality and tourism businesses as essentially service businesses that require a holistic, cross-functional approach to meeting customers' needs within the context of personal relationships and experience. Service Management Principles for Hospitality and Tourism: introduces a range of service management fundamentals and interrelated topics which are critical to success in all service enterprises. interprets and explains service management theory in an easy-to-understand way and uses many examples and case studies to bring theory to life. adopts the position that management in service organizations is holistic and must take into account cross-disciplinary and cross-functional considerations, particularly from marketing, management, operations and human resources. incorporates new and revised pedagogical features including precise study objectives, key words, diagrams and photos, tips boxes, chapter summaries and a web portal which contains PowerPoint slides and a range of materials to assist instructors.

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