



Teaching Cases in Tourism, Hospitality and Events

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Description Readership Reviews Author Biography

The tourism, hospitality and events industries comprise one of the largest and most diverse workforces in the world, creating high demand for graduates with strong technical and managerial competencies. Case-based learning encourages students to think, understand, and apply the concepts and theories they're taught into practical, everyday situations faced in the world of work.

Providing a broad selection of extensive global cases, this book forms a comprehensive one-stop-shop resource for readers to test their analytical skill and abilities in solving complex management issues. Cases include teaching notes to reflect theoretical perspectives, as well as questions, detailed learning activities and solutions. The book covers:

- General management, including innovation, ethics, and sustainability;
- Strategic management, including business models, SWOT analyses and internationalisation;

- Human resource management, including motivating employees, conflict management and work-life balance;


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- Financial management, including budgeting, risk management and forecasting,

- Operations management, including food and beverage delivery, revenue management and health and safety.

A useful and engaging read for students of tourism, hospitality and events, this book is also a valuable compilation of examples of practice for people working in industry.

Chapters

 | Chapter | 28 February 2023

Discovering Southern Latium: a Daily Excursion from Rome

Authors: Andrea Salustri

Pages: 1-17

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Abstract

Planning complex daily excursions is a challenging task, as value is co-designed and co-produced by a variety of stakeholders. Moreover, attention must be paid to territorial development and accessibility when considering the tourist ...

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Developing Virtual Tourism in the Wake of COVID-19: a Critical Function of Tourism Destination Management Organizations

Authors: Delly M. Chatibura, Nametsegang Motshegwa

Pages: 17-25

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Abstract


The emergence of the coronavirus disease 2019 (COVID-19) has brought unprecedented impacts on

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Why Workers Are Not Returning to the Hospitality and Tourism Industry: a Turning Point

Authors: Abhijeet R. Shirsat, Jamie Hoffman

Pages: 26-36

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Abstract

An unexpected challenge has taken over the hospitality industry where the current workforce is not returning to jobs since the coronavirus disease 2019 (COVID-19) pandemic started. There are a variety of reasons and motivations why people are not ...

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Last Time They Were Here, This Time They Were Not: Environmental Factors behind the Introduction or Discontinuation of Robot Hotels

Authors: Bình Nghiệm-Phú, Hằng Thị Bích Trần

Pages: 37-47

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Abstract


Concept hotels are hotels designed and planned to meet the needs and wants of a segment of guests based on a theme which these individuals are interested in. Due to this specialized theme,

and thus the related products and services, a concept ...



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The Tourism Pursuit App – Can Tourism Destinations be Gamified?

Authors: Ranjana Tiwari

Pages: 48-57

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Abstract

Tourism officials from the town of South Dundas in Ontario, Canada have launched a new app that utilizes gamification and interactive elements to promote tourism for both tourists and residents. This brand-new app, called the Tourism Pursuit, is a ...

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The Role of Locational Factors in Influencing the Overall Rating Experience of Hotel Visitors: an Application of Tripadvisor Data in Barcelona

Authors: Sushant M. Desale,, Andres Artul-Tur, Maria Isabel Osorio-Caballero

Pages: 58-68

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Abstract

The analysis of data provided by tourism platforms through Web 2.0 opens new ways to investigate how to improve trip experiences from a destination management organization's (DMO) perspective. This case study builds on Tripadvisor users' generated ...

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Convert 'Good' to 'Excellent' Tourism Governance: Improve Indigenous Management

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Pages: 69-80

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Abstract

Unlike most extant literature that documents poor tourism governance, the Royal Belum case examines a successful tourism governance framework. Applying the institutional theory, the regulative, normative and cultural-cognitive factors of the ...

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COVID-19 a Disaster for Heritage Business Models – Victoria & Albert Museum Case Study

Authors: Colin Seymour,, Kalliopi Fouseki, Ilias Krystallis

Pages: 81-99

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Abstract

The Victoria and Albert Museum (V&A), founded in 1852 and stemming from the Great Exhibition of 1851, had a mission to educate the public, designers, manufacturers and the public about art and design. Organizations like the V&A were intended to be ...

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Disaster Management for Coastal Tourism Destinations of Odisha

Authors: Shweta Saibal Samanta Sahoo, Sarat Kumar Lenka

Pages: 100-111

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Abstract

The tourism phenomenon is not immune to natural disasters. Due to the intrinsic scenery, many tourism resources are located in regions that are exposed to natural disasters, in particular beach and coastal areas promoting coastal tourism. Tourists ...

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Start from Scratch: Managing the Life Cycle and Sustaining Tourist Destinations

Authors: Senthilkumaran Piramanayagam,, Saurabh Kumar Dixit, Alan Vijay

Pages: 112-124

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Abstract

Tourist attractions are often fragile and need efficient management to sustain the positive benefits while reducing the negative impact of tourism on the local community. The attraction could be a destination such as a city or a museum. The ...

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Water Management in Hotels Using Tap Specs in Conjunction with the Ishikawa Approach

Authors: Naresh P. Nayak,, Julia N. Albrecht, Willem Coetzee

Pages: 125-137

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Abstract


The hotel and tourist industries rely heavily on average water consumption. The establishment and

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Paradise Splendour

Authors: Snigdharani Mishra, Vasantha Lakshmi, Preeti Narendra

Pages: 138-150

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Abstract

The current case study examines the work environment in the hospitality industry including customer expectations while also touching on the sensitive aspects of human behaviour. This describes the journey of an employee in his new job and the ...

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Café Cherrapunjee: a Guest House with a Sustainable Approach

Authors: Kimberley Camelia S. Langstieh, Evarisa Mary Nengnong

Pages: 151-161

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Abstract

Café Cherrapunjee is a guest house following a sustainable approach with a 125-year-old 'dak' bungalow converted into a restaurant located at the entrance of Sohra (Meghalaya), known for being the wettest place on earth. It is owned by Mr Alan ...

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The Twinhill Hotel: Revenue Management at a Family-owned Hotel

Authors: Rohan Jugran

Pages: 162-171

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Abstract

This case intends to familiarize learners with the concept of forecasting, pricing and displacement. The main objective is to equip undergraduate and postgraduate students and research scholars of hotel management to identify the difference ...

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To Stay or Not to Stay: How to Convince the Very First Guest of a Resort Property

Authors: H. Kader Şanlıöz-Özgen

Pages: 172-181

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Abstract

Hotel openings in resort destinations have several challenges to overcome and manage, such as: (i) the completion of the hotel project; (ii) preparation of hotel operations for the customer experience; (iii) pre-opening tasks and procedures to ...

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Mayday, Mayday: Falling Off a Legacy

Authors: Senthilkumaran Piramanayagam, Saurabh Kumar Dixit

Pages: 182-190

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Abstract

Family-owned businesses play a significant role in nations' economies worldwide. They have become an integral part of economic development by providing employment generation and wealth creation. However, the family-business image has been ...

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Learning from Hilton Worldwide – Successful Corporate Social Responsibility Strategies

Authors: Rachel Hyunkyung Lee, Tiffany S. Legendre

Pages: 191-200

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Abstract

Corporate social responsibility (CSR) has been high on the agenda of the hospitality and tourism industry. Despite the emphasis on firms' CSR activities, it is not clear how companies implement CSR initiatives throughout their core business models ...

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Researching to Solve the Problem of Developing a Skilled Workforce in Tourism and Hospitality: a Case of the Sultanate of Oman

Authors: Mohit Kukreti,, Amitabh Mishra, Aarti Dangwal

Pages: 201-213

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Abstract


The Sultanate of Oman has targeted tourism as one of the main economic diversification initiatives

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Leveraging Artificial Intelligence in Hospitality and Tourism for Success

Authors: Kathryn Hayat

Pages: 214-220

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Abstract

The terms artificial intelligence (AI), machine learning and robotics are no longer deemed futuristic or restricted to the realms of science fiction. Society has embraced and adopted a range of AI technologies. The purpose of this case study is to ...

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Solving the Drive-through Crisis with Service Blueprinting

Authors: Drew Martin, Su Gibson

Pages: 221-230

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Abstract

As hospitality services contain high experiential qualities, the service delivery's success depends on customers' assessments of whether the gap between their expectations and perceptions of the service delivery is acceptable. When customers deem ...

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Use of Customers' Satisfaction Survey to Segment the Tourism Market

Authors: Noelia Sánchez-Casado,, José Miguel Navarro-Azorín, María Pilar Jiménez-Medina, Clara Cubillas-Para


Pages: 231-239

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Abstract

Nowadays, in the tourism sector firms are focusing more and more on satisfying customers. Nevertheless, the special restrictions applied to reduce the risk and level of contagion of coronavirus 2019 (COVID-19) in some establishments (e.g. hotels, ...

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Present Your Choice of Management Information System (MIS) Mix

Authors: Miguel Mayol-Tur, Andres Artal-Tur


Pages: 240-250

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Abstract

To find the management information system (MIS) software that best suits a business is a hard task, given the growing complexity of suppliers and offers existing worldwide. For this task we usually rely on reviews, benchmarks, market share and ...

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Small Events Snowballing into Large Effects – Using Economic Impact Analysis with a Winter Sports Non-profit Organization

Authors: Cass Morgan, Matt Gnagey

Pages: 251-263

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Abstract

Leveraged as a means for economic development, event tourism is positioned as a powerful way to drive local, regional and national economies. For small-to-medium service providers disentangling the value of an industry or large-scale events (e.g. ...

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 | Chapter | 28 February 2023

Operations Research in Tourism: Developing Tourist Circuits

Authors: Senthilkumaran Piramanayagam

Pages: 264-275

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Abstract

Operations research (OR) is a science that supports rational decision making. It is an analytical method for decision making and problem solving that is helpful in managing organizations. The OR process consists of: (i) identifying a problem that ...

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Sustainability of Artists and Craft Persons During COVID-19: a Case Study of Kalakriti Creations

Authors: Kamakshi Maheshwari, Chandradeep Singh

Pages: 276-287

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Abstract


India is a land of unique culture bonded with unmatched art and crafts in every nook and corner

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Sage Bliss: the Question of Employee Equity

Authors: Senthilkumaran Piramanayagam, Saurabh Kumar Dixit

Pages: 288-297

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Abstract

Workplace equity is an organizational process that insists on treating every employee equally. A workplace does not rely solely on one employee for its success, and employees need to be treated equally. Although the words equity and equality look ...

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Hotel Dream – Reinventing the Segmentation, Targeting and Positioning for Resilience

Authors: M. Selvalakshmi, R.M. Kabila, V.J. Sivakumar

Pages: 298-310

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Abstract

Hospitality is a hugely influential industry in the world whose revenue generation is mainly driven by service quality and the customer experience. After the coronavirus disease 2019 (COVID-19) pandemic, which shattered many sectors, the ...

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