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Titolo	Cultural Due Diligence in Hospitality Ventures : A Methodological Approach for Joint Ventures of Local Communities and Companies // by Nicole Häusler
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Descrizione fisica	1 online resource (XX, 352 p. 46 illus., 41 illus. in color.)
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Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Analysing Cultural Diversity in Approaches towards Poverty Alleviation -- The Unpacking of Culture within the Framework of Cultural Due Diligence -- Organisational Culture and Community Culture in the Hospitality Sector -- Methodology: Identifying the Theoretical Framework of COCA -- Methodology: Designing the Framework for Creative Organisational Culture Appraisal (COCA) - A Tentative Approach -- Cultural Context Analysis of Case Study Research -- Results -- Discussion and Modification of the Framework -- Conclusion.
Sommario/riassunto	This book introduces readers to a powerful method for cross-cultural due diligence in mergers and organizational collaborations. It employs the context of joint ventures between local communities and companies in the domain of hospitality in emerging tourism destinations. The book first analyzes the impact of cultural diversity in mergers between local communities and the private sector, revealing

the characteristics and functions of culture and paying specific attention to the roles of organizational and community cultures in hospitality. In two subsequent methodological chapters the book presents a theoretical framework for cultural due diligence and identifies the principal actors, technical aspects and core principles. On the basis of a separate case study from northern Thailand, the book provides an example of cultural context analysis and presents the findings and results. In a concluding chapter the book presents an outlook on further research and development in this field.
