1.	Record Nr.	UNINA9910451093703321
	Titolo	Management science applications in tourism and hospitality / / Zheng Gu, editor
	Pubbl/distr/stampa	New York : , : Routledge, , 2012
	ISBN	1-138-15569-1 1-317-70862-8 1-315-78247-2 1-317-70861-X
	Descrizione fisica	1 online resource (127 p.)
	Altri autori (Persone)	GuZheng <1947->
	Disciplina	910/.68
	Soggetti	Hospitality industry - Management Tourism - Management Electronic books.
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	". has been co-published simultaneously as Journal of travel & tourism marketing, Volume 16, Numbers 2/3 2004." First published by the Haworth Hospitality Press, 2004.
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	Cover; Half Title; Title Page; Copyright Page; Table of Contents; Preface; A Multi-Criteria Approach to Destination Benchmarking: A Case Study of State Tourism Advertising Programs in the United States; An Exploratory Investigation of Multiunit Restaurant Productivity Assessment Using Data Envelopment Analysis; Hotel Labor Productivity Assessment: A Data Envelopment Analysis; Using Data Envelopment Analysis for Measuring and Benchmarking Productivity in the Hotel Sector; Modeling Tourism Demand: A Decision Rules Based Approach Initially Testing an Improved Extrapolative Hotel Room Occupancy Rate Forecasting TechniqueForecasting in Short-Term Planning and Management for a Casino Buffet Restaurant; Applying City Perception Analysis (CPA) for Destination Positioning Decisions; Index
	Sommario/riassunto	Find out how accurate forecasting and analysis can prevent costly mistakes! Management Science Applications in Tourism and Hospitality examines innovative tools for evaluating performance and productivity in tourism offices, hotels, and restaurants. This collection of recent

studies focuses on two important topics of management science: forecasting and a relatively new analytical methodology called data envelopment analysis (DEA). This book will show you how tourism forecasting accuracy can be enhanced and how DEA can be used to benchmark productivity and improve advertisement efficie