

1. Record Nr.	UNINA9910855372103321
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Titolo	Case Based Research in Tourism, Travel, and Hospitality : Rethinking Theory and Practice // edited by Marianna Sigala, Marcela Fang, Anastasia Yeark, Julia N. Albrecht, Oscar Vorobjovas-Pinta
Pubbl/distr/stampa	Singapore : , : Springer Nature Singapore : , : Imprint : Springer, , 2024
ISBN	981-9718-91-0
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (271 pages)
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Disciplina	338.4791 658
Soggetti	Tourism Management Marketing Industries Service industries Production management Tourism Management Services Operations Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1. Introduction: Case Based Research in Tourism, Travel, and Hospitality - Rethinking Theory and Practice -- Part 1. Leadership and Strategy -- Chapter 2. Leadership and Agility: What Can We Learn From Melbourne Quarantine Hotel During the COVID-19 Pandemic? -- Chapter 3. COVID-19 Disruption at Mullaloo Wharf Apartment Hotel: Choosing a Strategic Route to Success -- Chapter 4. Social Media and Crisis Communication: Managing or Creating a Crisis? Lessons Learnt from Hotel Amarilis -- Chapter 5. Sales Leadership in Tourism: The Case of Contiki Canada -- Part 2. Innovation and

EntrepreneurshipChapter 6. Measuring Hotel and Resort Performances During and Post COVID-19: A Balanced Scorecard Approach -- Chapter 7. Yoho Bed: Scaling up a Platform Business in the Hospitality Industry -- Chapter 8. Cutting Retention With a Knife: Managing COVID-19- Impacted Turnover Within the Rooms and Culinary Departments at Fairmont Banff Springs -- Chapter 9. Driving Innovation and Embracing Change During a Pandemic with Pricing & Analytics Automation – The Case of ALH Hotels -- Chapter 10. Closing the Service Innovation Gap in Hospitality Management: The Case of a Fast Food Chain in Switzerland -- Chapter 11. Product Development for the HAJ Restaurant Chain Based on Financial, Resilience, and Stakeholder Perspectives -- Part 3. Sustainability and Community Engagement -- Chapter 12. Community Involvement in Cultural Heritage Tourism: The Case of Ngorongoro Conservation Area, Tanzania -- Chapter 13. Sustainable Tourism Development: The Challenges of Small Business in a Shadow Destination -- Chapter 14. Backwater Tourism and Houseboat Operations in Vembanad, Kerala: Competing Uses & Management Conflicts. .

Sommario/riassunto

This book consolidates case study based research in tourism, travel, hospitality, and events under one roof. It aims to consolidate cutting edge case study based research within the wider tourism industry that investigates topical and contemporary industry challenges and practices, which in turn can help tourism scholars to build new theory for advancing tourism research and educational practices. Case study based research is well recognised for its ability to develop theories and to support pedagogical aims. This book explores the repercussions of COVID-19 on tourism in how this has magnified the need and the urgency to use case based research and teaching. COVID-19 has accelerated profound changes in the tourism industry that are demonstrated in transformed: consumer profiles and behaviours; industry structures, business models and operations; and tourism labour markets. Subsequently, tourism educators, providers and researchers are required to study and address the abovementioned changes by undertaking transformational tourism research that can challenge and shift existing theories and knowledge frontiers, help industry and academia alike to reset new industry standards; and 2) develop tourism graduates that meet the new industry requirements, are resilient, flexible and adaptable, they possess transferable knowledge and skills that can solve real industry problems. The aim of this book to meets the market gap of books focusing on case study based research and teaching and further expands to address the COVID-19 repercussions and opportunities for tourism research and case studies.
