



Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience (Hospitality Management)

By Robert C. Ford, Michael C. Sturman, Cherrill P. Heaton

Download now

Read Online ➔

Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience (Hospitality Management) By Robert C. Ford, Michael C. Sturman, Cherrill P. Heaton

MANAGING QUALITY SERVICE IN HOSPITALITY: HOW ORGANIZATIONS ACHIEVE EXCELLENCE IN THE GUEST EXPERIENCE, 1st edition teaches the concept of treating customers as guests and creating a "WOW" experience for them. Many other texts in this subject area skip over guest-focused service strategy in hospitality or service. This text fully covers the topic of managing hospitality organizations by using academic studies and real life experience from companies like Walt Disney Company, Marriott, Ritz-Carlton, Darden Restaurants, Southwest Airlines and many others. The text is written in three sections: strategy, staffing, and systems. Each chapter includes at suggested hospitality activities for students, in which students are encouraged to visit local organizations to talk with guests, employees and managers to obtain a variety of perspectives on the guest experience. Other activities will have students going to the internet to visit established sites for hospitality organizations. Real and hypothetical hotels, restaurants, and other business types found in the hospitality industry are included as case studies giving the opportunity for discussion of hospitality concepts and principles. "Ethics in Business" segments encourage students to analyze ethical issues associated with chapter topics. Each chapter opens with learning objectives and discussion questions at the end. The included Instructor's Guide provides answers to the end-of-chapter questions and to the discussion questions following the chapter cases, additional field exercises in hospitality, true-false and multiple-choice quizzes, and additional material to assist the instructor in preparing course outlines and lesson plans, providing the best known about managing hospitality organizations big or small.

↓ [Download Managing Quality Service In Hospitality: How Organ ...pdf](#)

📖 [Read Online Managing Quality Service In Hospitality: How Org ...pdf](#)

Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience (Hospitality Management)

By Robert C. Ford, Michael C. Sturman, Cherrill P. Heaton

Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience (Hospitality Management) By Robert C. Ford, Michael C. Sturman, Cherrill P. Heaton

MANAGING QUALITY SERVICE IN HOSPITALITY: HOW ORGANIZATIONS ACHIEVE EXCELLENCE IN THE GUEST EXPERIENCE, 1st edition teaches the concept of treating customers as guests and creating a "WOW" experience for them. Many other texts in this subject area skip over guest-focused service strategy in hospitality or service. This text fully covers the topic of managing hospitality organizations by using academic studies and real life experience from companies like Walt Disney Company, Marriott, Ritz-Carlton, Darden Restaurants, Southwest Airlines and many others. The text is written in three sections: strategy, staffing, and systems. Each chapter includes at suggested hospitality activities for students, in which students are encouraged to visit local organizations to talk with guests, employees and managers to obtain a variety of perspectives on the guest experience. Other activities will have students going to the internet to visit established sites for hospitality organizations. Real and hypothetical hotels, restaurants, and other business types found in the hospitality industry are included as case studies giving the opportunity for discussion of hospitality concepts and principles. "Ethics in Business" segments encourage students to analyze ethical issues associated with chapter topics. Each chapter opens with learning objectives and discussion questions at the end. The included Instructor's Guide provides answers to the end-of-chapter questions and to the discussion questions following the chapter cases, additional field exercises in hospitality, true-false and multiple-choice quizzes, and additional material to assist the instructor in preparing course outlines and lesson plans, providing the best known about managing hospitality organizations big or small.

Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience (Hospitality Management) By Robert C. Ford, Michael C. Sturman, Cherrill P. Heaton
Bibliography

- Sales Rank: #190935 in Books
- Brand: Cengage Learning
- Published on: 2011-02-14
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: .90" h x 8.10" w x 10.00" l, 2.42 pounds
- Binding: Hardcover
- 544 pages

 [Download Managing Quality Service In Hospitality: How Organ ...pdf](#)

 [Read Online Managing Quality Service In Hospitality: How Org ...pdf](#)

Download and Read Free Online Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience (Hospitality Management) By Robert C. Ford, Michael C. Sturman, Cherrill P. Heaton

Editorial Review

Review

[This text] has got almost everything that I want to teach an undergraduate student in the area of hospitality customer service management compressed in around 400 pages. ... I have not yet found a real 'competitor' for this book. While there are so many books that deal with hospitality consumer behavior / marketing / management, none of them offer a 'real-life feel' like this book. This book discusses a lot of theory, but the readers will feel as if theory is emerged from practice and not vice versa: that is a really positive aspect of this book. Babu P George, University of Southern Mississippi

About the Author

Robert C Ford (Ph.D. Arizona State) is currently a professor of management in the College of Business Administration (COBA) of the University of Central Florida (UCF) where he teaches management of service organizations. He joined UCF as the chairman of its hospitality department after serving as the head of management at the University of Alabama at Birmingham. He was UCF's COBA the Associate Dean for Graduate and External Programs for five years. Bob has authored or coauthored numerous publications currently focusing on service management in both top research and practitioner journals. He serves on several editorial boards including Cornell Hospitality Quarterly, British Journal of Management, Journal, Journal of Leadership and Organizational Studies and is the associate editor of the Journal of Service Management. He has also published several books including Managing the Guest Experience in Hospitality, Achieving Service Excellence, Managing Destination Marketing Organization and most recently The Fun Minute Manager. Bob has served the Southern Management Association (SMA) in every elective office including president. He has held important roles in other organizations as well. He was a founding member and later Chair of the Accreditation Commission for Programs in Hospitality Administration and currently serves on the Destination Marketing Accreditation Commission. Bob has been recognized for his work by organizations he served including the Distinguished Service Award from AOM's MED, election to SMA Fellows, election as its dean and SMA Distinguished Service Award. In recognition of his service to hospitality education he was given the Paul Brown Award by the Florida Hotel and Lodging Association.

Michael C. Sturman is an Associate Professor at Cornell University's School of Hotel Administration, and is the Kenneth and Marjorie Blanchard Professor of Human Resources. There, he teaches undergraduate, graduate and executive education courses on human resource management, compensation, and cost-benefit analysis. His current research focuses on the prediction of individual job performance. He has published research articles in such journals as the Journal of Applied Psychology, Academy of Management Journal, Personnel Psychology and Journal of Management. He has also published practitioner papers in the Cornell Hotel and Restaurant Administration Quarterly, International Journal of Hospitality Management, Lodging Magazine, Lodging HR, A.A.H.O.A Hospitality, HR Com and the American Compensation Association Journal. Michael holds a Ph.D., M.S. and B.S. from Cornell University's School of Industrial and Labor Relations, and is a Senior Professional of Human Resources as certified by the Society for Human Resource Management.

Cherrill P. Heaton (Ph.D.) recently retired as Professor of Organizational Communications from the University of North Florida where he taught organizational and business communications to students in the graduate business programs for thirty years. In addition, he taught short courses in effective business communication in numerous executive education programs. Besides serving as editor of Management by

Objectives in Higher Education, he is the co-author of several articles on service management and four texts; Principles of Management: A Decision Making Approach; Organizational Theory, Achieving Service Excellence: Strategies for Health Care; and Managing the Guest Experience in Hospitality. He also served as managing editor for the Academy of Management Executive.

Users Review

From reader reviews:

Beverly Barber:

Do you considered one of people who can't read pleasurable if the sentence chained in the straightway, hold on guys this particular aren't like that. This Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience (Hospitality Management) book is readable by simply you who hate those straight word style. You will find the data here are arrange for enjoyable looking at experience without leaving even decrease the knowledge that want to deliver to you. The writer connected with Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience (Hospitality Management) content conveys the idea easily to understand by most people. The printed and e-book are not different in the written content but it just different available as it. So , do you nonetheless thinking Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience (Hospitality Management) is not loveable to be your top collection reading book?

Donna Hubbard:

Typically the book Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience (Hospitality Management) has a lot details on it. So when you check out this book you can get a lot of help. The book was written by the very famous author. The author makes some research prior to write this book. This specific book very easy to read you may get the point easily after reading this book.

Ok Lord:

The reason? Because this Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience (Hospitality Management) is an unordinary book that the inside of the book waiting for you to snap the item but latter it will jolt you with the secret this inside. Reading this book alongside it was fantastic author who else write the book in such incredible way makes the content interior easier to understand, entertaining method but still convey the meaning thoroughly. So , it is good for you for not hesitating having this nowadays or you going to regret it. This amazing book will give you a lot of benefits than the other book include such as help improving your ability and your critical thinking technique. So , still want to hold up having that book? If I were you I will go to the publication store hurriedly.

Yolanda Sartain:

You can find this Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience (Hospitality Management) by visit the bookstore or Mall. Just viewing or reviewing it may to be your solve issue if you get difficulties on your knowledge. Kinds of this book are various. Not only by

simply written or printed but in addition can you enjoy this book by e-book. In the modern era similar to now, you just looking of your mobile phone and searching what your problem. Right now, choose your own ways to get more information about your e-book. It is most important to arrange you to ultimately make your knowledge are still up-date. Let's try to choose proper ways for you.

**Download and Read Online Managing Quality Service In
Hospitality: How Organizations Achieve Excellence In The Guest
Experience (Hospitality Management) By Robert C. Ford, Michael
C. Sturman, Cherrill P. Heaton #LNTSK0G2RZD**

Read Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience (Hospitality Management) By Robert C. Ford, Michael C. Sturman, Cherrill P. Heaton for online ebook

Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience (Hospitality Management) By Robert C. Ford, Michael C. Sturman, Cherrill P. Heaton Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience (Hospitality Management) By Robert C. Ford, Michael C. Sturman, Cherrill P. Heaton books to read online.

Online Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience (Hospitality Management) By Robert C. Ford, Michael C. Sturman, Cherrill P. Heaton ebook PDF download

Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience (Hospitality Management) By Robert C. Ford, Michael C. Sturman, Cherrill P. Heaton Doc

Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience (Hospitality Management) By Robert C. Ford, Michael C. Sturman, Cherrill P. Heaton Mobipocket

Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience (Hospitality Management) By Robert C. Ford, Michael C. Sturman, Cherrill P. Heaton EPub

LNTSK0G2RZD: Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience (Hospitality Management) By Robert C. Ford, Michael C. Sturman, Cherrill P. Heaton