

BEMM772 (Year-2018/2019)

Hospitality Service Management

View Online



30 items

LibGuides: Online Library Support and Resources for Your Subject (1 items)

Management - LibGuides at University of Exeter

[Webpage](#)

Basic Reading (15 items)

Managing Quality: An Essential Guide and Resource Gateway - B. G. Dale, 2016

[Book](#)

Service Management and Marketing: Customer Management in Service Competition - Christian Gronroos, 2015

[Book](#)

The Management of Foodservice Operations - Peter Jones, Paul Merricks, 1994

[Book](#)

Service Quality Management in Hospitality, Tourism, and Leisure - Jay Kandampully, 2013

[Book](#)

Managing for Quality in the Hospitality Industry - John H. King, Ronald F. Cichy, 2006

[Book](#)

Quality Management in Hospitality: Best Practice in Action - Andrew Lockwood, Michael J. Baker, Andrew Ghillyer, 1996

[Book](#)

Services Marketing Management - Peter Mudie, 2012

[Book](#)

| Services Marketing Management builds on the success of the previous editions, formally entitled 'The Management and Marketing of Services', to provide an easily digestible approach to the service industry with a specific focus on the management and marketing elements.

Total Organizational Excellence - John S. Oakland, 2001

[Book](#)

Total Quality Management and Operational Excellence: Text with Cases - John S. Oakland, 2013

[Book](#)

Service Quality in Hospitality Organizations - Michael D. Olsen, Richard Teare, Evert Gummesson, 1996

Book

Principles of Services Marketing - Adrian Palmer, 2014

Book

The Management and Marketing of Services - Peter Mudie, 1999

Book

Total Quality Management: Text with Cases - John S. Oakland, 2003

Book

People Resourcing and Talent Planning: HRM in Practice - Stephen Pilbeam, Marjorie Corbridge, 2010

Book

The Business of Tourism Management - John G. Beech, Simon Chadwick, 2006

Book

Journals (4 items)

Cornell Hospitality Quarterly

Journal | Also known as Cornell Hotel and Restaurant Quarterly

The Service Industries Journal - 1993 -

Journal

International Journal of Hospitality Management

Journal

International Journal of Contemporary Hospitality Management

Journal

Other Resources: (5 items)

Managing Quality Service in Hospitality: How Organizations Achieve Excellence in the Guest Experience - Robert C. Ford, Cherrill P. Heaton, Michael C. Sturman, 2012

Book

Service Management and Marketing: Customer Management in Service Competition - Christian Gronroos, 2015

Book

People Resourcing and Talent Planning: HRM in Practice - Stephen Pilbeam, Marjorie Corbridge, 2010

Book

Lean Six Sigma for Service: How to Use Lean Speed and Six Sigma Quality to Improve Services and Transactions - Michael L. George, 2011

Book

Quality Leadership and Management in the Hospitality Industry - Robert H. Woods, Judy Z. King, 1996

Book

Resources - Week 1 (3 items)

Large businesses and SMEs: Exploring How SMEs Interact with Large Businesses

Webpage

'Marketing Mix, Not Branding' [in] Asian Journal of Business and Management Sciences - Waheed Riaz, Asif Tanveer, 2012

Article

'The Rise of the Service Economy' [in] NBER Working Paper Series - Francisco J. Buera, Joseph P. Kaboski, 2009

Article

Resources - Week 2 (2 items)

'QFD Application in the Hospitality Industry: A Hotel Case Study' [in] The Quality Management Journal - Kioumars Paryani, Ali Masoudi, Elizabeth A Cudney, 2010

Article

'Quality Function Deployment and Application on a Fast Food Restaurant' [in] International Journal of Business and Social Science - Züleyhan Baran, Mehmet Selami Yıldız, 2015

Article