



Management Science Applications in Tourism and Hospitality (Journal of Travel & Tourism Marketing Monographic "Separates")

Zheng Gu

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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 efficiency.

Management Science Applications in Tourism and Hospitality provides you with a useful blend of analysis from both theory and real-data perspectives. This book uses case studies, application techniques, and expert advice to review various productivity measurement methods and compare them to DEA, revealing DEA's strengths, weaknesses, and its potential in the operating environment.

With Management Science Applications in Tourism and Hospitality, you'll be able to:

- utilize destination benchmarking
- perform multiunit restaurant productivity assessments using DEA
- conduct hotel labor productivity assessments using DEA
- measure and benchmark productivity in the hotel sector using DEA
- model tourism demand
- use an improved extrapolative hotel room occupancy rate forecasting technique
- forecast short-term planning and management for a casino buffet restaurant
- apply city perception analysis (CPA) for destination positioning decisions

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