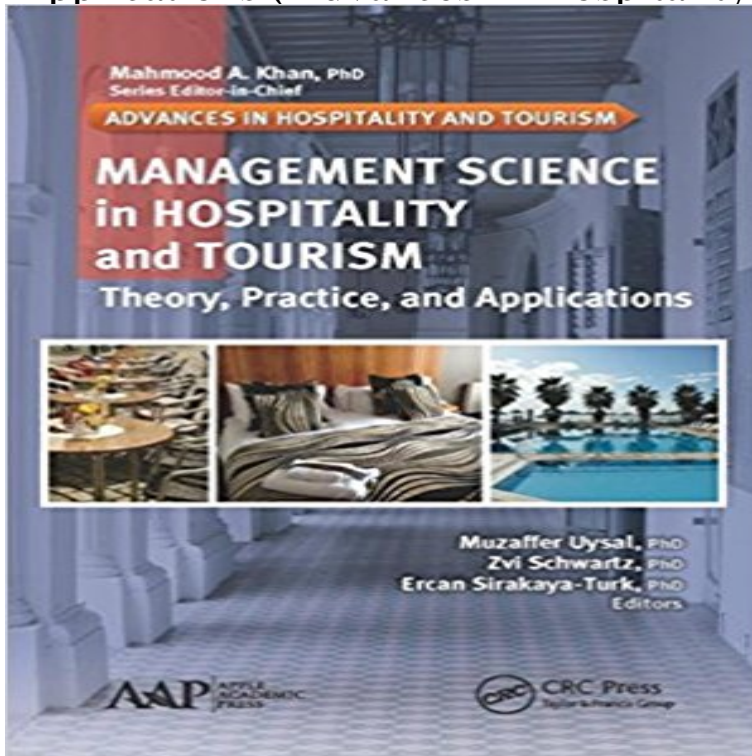


Management Science in Hospitality and Tourism: Theory, Practice, and Applications (Advances in Hospitality and Tourism)



Management Science in Hospitality and Tourism is a timely and unique book focusing on management science applications. The first section of the book introduces the concept of management science application in hospitality and tourism and related issues to set the stage for subsequent sections. Section II focuses on management science applications with conceptual pieces, empirical applications, and best practices with examples coming from different parts of the world and settings. The last section ends with a chapter focusing on challenges and future research directions. This book goes beyond revenue management topics and presents a broad range of topics in management science applications as they relate to hospitality and tourism cases. Researchers and students in hospitality and tourism will find this book very useful since it contains chapters on data analytics, e-commerce and technology, revenue and yield management, optimization methods, resource allocation, goal programming, dynamic programming, Markov chain models, trends analysis and detection, measuring potential and attractiveness in tourism development, performance measures and use of indices in hospitality and tourism, and more. There is a heightened interest in these areas of business applications in today's data-driven business environment, and this book addresses that interest. This book is the only comprehensive text on

management science applications in hospitality and tourism. It will help managers and hospitality and tourism students as future managers to develop an in-depth understanding of the importance of data analysis, interpretation, and generating information, and intelligence for decision making. It covers a broad range of applications representing different geographic regions of the world.

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