Hospitality and Tourism Management: Advanced Issues and Implications

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ABSTRACT
The purpose of this article is to summarize the insights from the literature review focusing on the advanced issues and implications of hospitality and tourism management. The literature review includes the overview of hospitality management; the overview of tourism management; the importance of hospitality management in the digital age; the importance of tourism management in the digital age; and the managerial applications of hospitality and tourism management. The findings suggest that tourism occurs as a result of the different types of business that provide a range of products and services to tourists. It is essential to acquire a driving enthusiasm for customer service and a strong sense of professionalism to develop and maintain customer satisfaction in the hospitality and tourism industry.

KEYWORDS
Customer, Product, Quality, Satisfaction, Service, Stakeholder, Travel, Trust

INTRODUCTION
Tourism and hospitality industry is one of the most important industries in the modern business world (Kasemsap, 2016a). From a practical business perspective, hospitality and tourism management sector is one of the most important sectors in the global economy (Israeli, 2014). From an academic perspective, the perspectives of hospitality and tourism management are the interdisciplinary fields that focus on many areas, such as management, strategic management, human behavior, organizational behavior, finance, yield management, planning, and marketing (Israeli, 2014). Tourism contributes to the growth of regional economies, thus providing a source of income for both resident households and local firms (Incera & Fernandez, 2015).

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Tourism is viewed as the development priority concerning international organizations (Tolkach & King, 2015), is related to both globalization and modernity (Wang, Niu, Lu, & Qian, 2015), and becomes one of the most growing service sectors in global business (Tang & Tan, 2015). Modeling tourism demand is important in countries where the income from tourism constitutes a considerable percentage of their gross domestic product (Akın, 2015). Tourism marketing can help facilitate the dynamic evolutions and the demands of tourism industry concerning the diversity of tourism marketing topics (Kasemsap, 2015a).

The hospitality industry in many parts of the world is expected to realize the significant rates of growth in the next few years (Pirani & Arafat, 2014). The high-quality customer service helps to create customer loyalty and increase customer satisfaction in the hospitality and tourism industry (Kasemsap, 2017a). Recognizing the importance of product and service quality, satisfaction, and trust every firm in the hospitality and tourism industry is becoming more concerned about managing and improving quality, satisfaction, and trust (Han & Hyun, 2015).

This article focuses on the extensive literature review of hospitality and tourism management. The extensive literature of hospitality and tourism management provides a contribution to practitioners and researchers by explaining the advanced issues and implications of hospitality and tourism management in the digital age.

THEORETICAL AND PRACTICAL REVIEW OF THE LITERATURE

The literature review explains the overview of hospitality management; the overview of tourism management; the importance of hospitality management in the digital age; the importance of tourism management in the digital age; and the managerial applications of hospitality and tourism management.

Overview of Hospitality Management

The hospitality industry is a major industry that combines the components of product and service (Israeli, 2014). Given that performance in the hospitality sector is a multi-dimensional construct, there are various recognized measure approaches (e.g., the balanced scorecard) that combine quantitative and qualitative performance measures (Kaplan & Norton, 1996). However, hospitality leaders often adhere to one paradigm (e.g., production or service) which title their management and decision-making style as production-oriented or service-oriented perspective (Harris, 1999). Israeli et al. (2006) stated that hotel managers may lack a clear vision about managing hospitality performance under production and service paradigms.

Competency models have become a meaningful method for determining requisite skills in both hospitality and tourism education (Chung-Herrera, Enz, & Lankau, 2003) and operations (Tas, 1988). Competency models can serve a wide variety of organizational functions and can help develop managerial skills (Testa & Sipe, 2012). Many studies have described significant competencies in the hospitality field (Johanson, Ghiselli, Shea, & Roberts, 2011). Hospitality researchers have continued to
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