

Managerial Competence within the Tourism and Hospitality Service Industries



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This book examines cross-cultural managerial competence across all managerial functions. Focusing particularly on the hospitality and tourism industry, editor Saeed examines the cross-cultural implications of planning: workplace communication, recruitment/promotion, induction, training, supervision, industrial relations, management of change, customer service, financial management and marketing. Incorporating well-structured discussion, this book demonstrates an excellent balance of theory and practical application, and takes an innovative angle on the analysis of the host countries managers, undergoing culture shock. This volume will be useful to students across many disciplines including cross-cultural studies, international business and tourism.

作者介绍:

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