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Productivity in Tourism

Fundamentals and Concepts for Achieving Growth and Competitiveness

compiled and edited by Prof. Dr. Peter Keller und Prof. Dr. Thomas Bieger

2007, VI, 252 pages, softcover, USD 73,00/ GBP 36,00, ISBN 978-3-503-10343-0 (ITRC, Vol. 2)

Zum Inhalt: In tourism business productivity is decisive for competitiveness and growth. But there is a high uncertainty how to increase productivity without loss of quality and cost increases. This book, edited by Peter Keller and Thomas Bieger, provides an integrated analytical framework for understanding and improving productivity in tourism. Issues in the book are

- the labour productivity problem and possibilities for rationalisation in labour-intensive businesses
- trade-off between quality and productivity

- information and communication technology and productivity
- optimal firm size and cooperation for productivity
- the role of government and tourism policy to improve productivity.

This work contains highly qualified contributions from 32 leading researchers from 10 countries. They are empirically founded with a background of many practical cases. Readers will find fundamental insights, which drive to new solutions in business and new research in the field.