Knowledge Sharing and Quality Assurance in Hospitality and Tourism

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Learn both theory and practice of knowledge management

Sir Francis Bacon once wrote, "Knowledge is power." Knowledge Sharing and Quality Assurance in Hospitality and Tourism provides strategies to grab that power and the competitive edge in the tourism industry through knowledge management (KM) and quality assurance. Leading tourism and hospitality experts offer the latest theory and practical frameworks to expand the knowledge needed for creating and maintaining success at destinations around the world. Each cogent chapter provides fresh directions for future research and the creation of effective ways to share and use knowledge.

As the tourism and hospitality industry expands, the competition increases as the search continues for ways to ensure quality, know the consumer, and discover the best standards of destination operation. Knowledge Sharing and Quality Assurance in Hospitality and Tourism is a unique foundational text that clearly explains the theory and practical management of knowledge in this lucrative, very competitive industry. Knowledge theory is used to explore organizational functioning, change issues, and operations at destinations in industry clusters and networks. Chapters are extensively referenced.

Topics in Knowledge Sharing and Quality Assurance in Hospitality and Tourism include:

- the role of higher education in transferring knowledge into practice
- four kinds of benchmarking
- e-mail response quality
- quality management at the destination level and its path to knowledge sharing
- tourism managers knowledge needs—the knowledge type, where the knowledge is available, and sharing that knowledge between academics and the industry
- strategic planning in knowledge management
- three element framework of knowledge management assessment
- a case study of an international tourism project and the use of knowledge management
- a case study of best practice in tourism research dissemination in Quebec and Queensland

Knowledge Sharing and Quality Assurance in Hospitality and Tourism is crucial, idea-sparking reading perfect for tourism researchers, tourism managers, administrators, educators, and students.

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