

Maģistru programma "Tūrisma stratēģiskā vadība konkurētspējai"

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Content. PRELIMINARY CONSIDERATIONS. The Selection of a Research Approach. Review of the Literature. The Use of Theory. Writing Strategies and Ethical Considerations. DESIGNING RESEARCH. The Introduction. The Purpose Statement. Research Questions and Hypotheses. Quantitative Methods. Qualitative Methods. Mixed-Methods Procedures.

ISBN 9781452274614.

Pētniecība. Sociālās zinātnes - Pētniecība - Metodoloģija. Sociālās zinātnes - Statistiskās metodes.

Neuendorf, Kimberly A. [The Content Analysis guidebook](#) / Kimberly A.Neuendorf. - Thousand Oaks : Sage Publications, 2002. - XVIII, 301 p. - References: p.247.-282. . - Author index: p.283.-293. . - Subject index: p.295.-300. - Content analysis is one of the most important but complex research methodologies in the social sciences. In The Content Analysis Guidebook author Kimberly Neuendorf provides an accessible core text for upper-level undergraduates and graduate students across the social sciences. Comprising step-by-step instructions and practical advice, this text unravels the complicated aspects of content analysis.

Contents: Defining content analysis : is content analysis easy? -- Milestones in the history of content analysis : the growing popularity of content analysis -- Beyond description : an integrative model of content analysis -- Message units and sampling units -- Variables and predictions -- Measurement techniques -- Reliability -- Results and reporting : data handling and transformations.

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Okumus, Fevzi. [Strategic Management for Hospitality and Tourism](#) / Fevzi Okumus, Levent Altinay, Prakash Chathoth. - Oxford : Butterworth-Heinemann, 2010. - xiv, 333 pages. - Suitable for those studying theories and views on strategic management, this title provides critical and analytical discussion as to how and if these models and theories can be applied to the industry, within specific contexts such as culture, profit and non-profit organisations.

Contents: 1. Introduction to Strategic Management ; 2. Strategic Management in Hospitality and Tourism ; 3. The Hospitality and Tourism Industry Context ; 4. The Organizational Context ; 5. Business Level Strategies ; 6. Corporate Level Strategies ; 7. Network Level Strategies ; 8. Strategy Formation – Strategy Formulation and Implementation ; 9. Strategy Implementation and Change ; 10. Relating Content, Process and Context.

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Rothaermel, Frank T. [Strategic Management](#) / Frank T. Rothaermel, Georgia Institute of Technology. - Fourth edition. - New York, NY : McGraw-Hill Education, 2019. - xxviii, 555p. : illustrations. - Intends to synthesize and integrate theory, empirical research, and practical applications with real-world examples. This book prepares students for the types of challenges they will face as managers in the globalized and turbulent business environment of the 21st century.

Contents: PART ONE: ANALYSIS. What Is Strategy? ; Strategic Leadership: Managing the Strategy Process ; External Analysis: Industry Structure, Competitive Forces, and Strategic Groups ; Internal Analysis: Resources, Capabilities, and Core Competencies ; Competitive Advantage, Firm Performance, and Business Models ; PART TWO: FORMULATION ; Business Strategy: Differentiation, Cost Leadership, and Blue Oceans ; Business Strategy: Innovation, Entrepreneurship, and Platforms ; Corporate Strategy: Vertical Integration and Diversification ; Corporate Strategy: Strategic Alliances, Mergers and Acquisitions ; Global Strategy: Competing Around the World ; PART THREE: IMPLEMENTATION ; Organizational Design: Structure, Culture, and Control ; Corporate Governance and Business Ethics ; PART FOUR: MINICASES ; HOW TO CONDUCT A CASE ANALYSIS ; PART FIVE: FULL-LENGTH CASES.

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Legohérel. Pricing and revenue management / Patrick Legohérel. Image and branding / Youcheng Wang. Customer relationship management: loyalty and social networks / Patrick Legohérel. Channels of distribution / Youcheng Wang. Media, public relations and marketing communications / Youcheng Wang. The future of tourism and hospitality marketing / Alan Fyall.

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