

Cornell Survey to Examine Hotel Industry's Major Concerns

2008-07-11

Cornell's Center for Hospitality Research is sponsoring a research project that seeks to identify key issues of concern for hoteliers throughout the world. The study will be conducted by Professor Cathy Enz, who investigated this question in a similar research project in 2001.

'Our goal is to determine whether a common set of shared problems is impeding the ability of hotel industry leaders to manage effectively,' noted Enz, who is the Louis G. Schaeneman, Jr. Professor of Innovation and Dynamic Management at the School of Hotel Administration.

Enz noted that much has happened since that original survey. 'In addition we hope to determine whether the hotel industry's major issues today are the same today as they were early in 2001,' she continued. 'At that time, the most worrisome issues involved the effective use of human capital, and the most pressing issue was attracting talented people.'

This new study will use a brief on-line survey to determine what experienced managers consider to be the thorniest issues that they encounter. 'It is important that thoughtful managers take time to respond to this important survey,' said David Sherwyn, academic director of the center. If you would like to participate in the survey, please go to

surveys.cit.cornell.edu.

The original survey results were published in the April 2001 issue of Cornell Hotel and Restaurant Administration Quarterly, while the results of the 2008 study will be available on the Cornell Center for Hospitality Research website, www.chr.cornell.edu.

About the Center for Hospitality Research

A unit of the Cornell School of Hotel Administration, The Center for Hospitality Research (CHR) sponsors research designed to improve practices in the hospitality industry. Under the lead of the center's 69 corporate affiliates, experienced scholars work closely with business executives to discover new insights into strategic, managerial and operating practices. The center also publishes the award-winning hospitality journal, the Cornell Hospitality Quarterly (formerly the Cornell Hotel and Restaurant Administration Quarterly). To learn more about center and its projects, visit www.chr.cornell.edu.

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