

Handbook of Research on Holistic Optimization Techniques in the Hospitality, Tourism, and Travel Industry

Part of the Advances in Hospitality, Tourism, and the Services Industry Book Series

Pandian Vasant (Universiti Teknologi PETRONAS, Malaysia) and Kalaivanthan M. (Rasa Sayang Resort and Spa, Malaysia & Golden Sands Resort, Malaysia)

Description:

The application of holistic optimization methods in the tourism, travel, and hospitality industry has improved customer service and business strategies within the field. By utilizing new technologies and optimization techniques, it is becoming easier to troubleshoot problematic areas within the travel industry.

The **Handbook of Research on Holistic Optimization Techniques in the Hospitality, Tourism, and Travel Industry** features innovative technologies being utilized in the management of hotels and tourist attractions. Highlights empirical research on the optimization of the travel and hospitality industry through the use of algorithms and information technology.

Readers:

This book is a critical reference source for managers, decision makers, executives, tourists, agents, researchers, economists, and hotel staff members.

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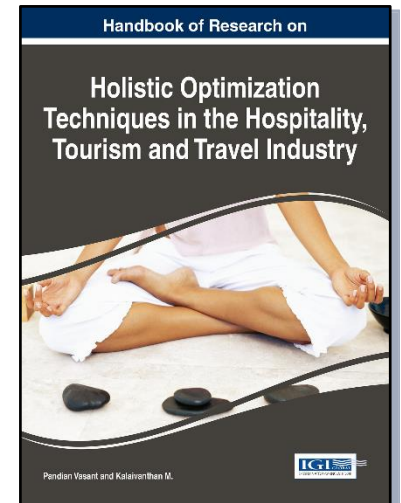
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Kalaivanthan M. or well known as Kay originally from Kedah, Malaysia. He is currently appointed as a Director of Food & Beverage at one of Shangri-La's Hotels & Resorts property. He was an officer with Royal Malaysian Navy prior to his career in the hospitality industry which started in the early 1998. His education background includes Executive Diploma Management in University Malaya and Degree in Business Management at Open University. With over 16 years' experience in the hospitality industry, Kay also has overseas exposure in Maldives for more than five years. He worked for a number of accoladed hotel chains such as Pan Pacific Kuala Lumpur, Hyatt Subang & Kuantan, Centara Grand and Jumeirah Dhevanafushi Maldives. It will come as no surprise that travelling is one of his favorite hobbies, through which he develops the new innovation and trend in Food & Beverage, deep understanding of culture, local tradition and the art of spices. Kay philosophy is "Vision without action is a daydream; action without vision is a nightmare. Patience, persistence and perspiration make an unbeatable combination for success".

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