



**Cahoot**

# The Cahoot App Case Study

## INTRODUCTION

Lodging service providers need a better way to keep their guests engaged and connected to their communities to improve brand loyalty. It is necessary to find a convenient yet personalized avenue of communication that enables lodges to reach out to their members effectively, share content relevant to their audience, and also give details on upcoming events and room availability to spur action from their members.

Additionally, guests who book lodging accommodation need to be able to view their lodging information with ease. This assures peace of mind and enables guests to plan their stay at the lodge according to room availability. Based on this need, the idea of the Cahoot lodging app came into being.

## FEATURES

Cahoot is a lodging app that connects lodging service providers with their guests better than ever before. It streamlines communication between both parties, and comes armed with the following features:

-  **Login via email and password**, including additional options for signing up and retrieving a lost password
-  **Users will choose lodge membership** and therefore will only be able to see information relevant to that lodge
-  **Event notifications** will be sent to users detailing lodge events to generate buzz for the business
-  **Users will be able to add feedback** about the lodging experience to gauge satisfaction and identify areas for improvement
-  **The shop/store feature** will further enable users to buy products via the Cahoot app

# Case Studies In Lodging Management

**Timothy R. Hinkin**



## **Case Studies In Lodging Management:**

*Case Studies in Lodging Management*, 1998      **Hospitality Management** Sally Messenger, Humphrey Shaw, 1991

**Case Studies in Hospitality Management**, 1997      *Cases in Hospitality Management* Timothy R. Hinkin, 2005-11-04

*Cases in Hospitality Management A Critical Incident Approach* Second Edition is one of the few casebooks on the market that focuses specifically on hospitality management. It adopts a critical incident approach, a powerful teaching methodology whereby customers and employees are asked to identify actual experiences regarding service in the hospitality industry, both positive and negative, and then to describe the organization's response to it. This approach encourages thorough analysis of a prominent issue, thus highlighting the wide range of complexities that face managers in the hospitality industry on a daily basis. Cases involving many segments of the industry, including airlines, railroads, private clubs, conference centers, travel agents, and restaurants, are included, as are fifteen new cases and a new section on hospitality technology.      *Case Studies in*

*Hotel Management, Etc* Roger DOSWELL (and NAILON (Philip)), Philip Nailon, 1967      *Case Studies in Hospitality*

*Management*, 1999      *International Hospitality Management* Alan Clarke, Wei Chen, 2009-11-04 *International Hospitality Management* issues and applications brings together the latest developments in global hospitality operations with the contemporary management principles. It provides a truly international perspective on the hospitality and tourism industries and provides a fresh insight into hospitality and tourism management. The text develops a critical view of the management theory and the traditional theories, looking at how appropriate they are in hospitality and tourism and in a multicultural context. The awareness of cultural environments and the specifications imposed by those cultures will underpin the whole text. *International Hospitality Management* is designed to instill a greater awareness of the international factors influencing the strategies and performances of hospitality organisations. The approach focuses on a critical analysis of the relevance and application of general management theory and practice to the hospitality industry. Consisting of three parts divided into 14 chapters, each of which deals with a major topic of international management, the book has been thoroughly developed with consistent learning features throughout, including specified learning outcomes for each chapter, international case studies including major world events such as the September 11 Terrorist Attacks, the Argentine Financial Crisis, the SARS virus, the Institution of Euro, the accession of China to the World Trade Organization, and the expansion of the European Union, as well as international corporations such as Marriott, Hilton, Intercontinental, McDonalds, Starbucks, etc. It introduces the global market situation, including Americas, Europe, Asia Pacific, and Middle East. Study questions and discussion questions to consolidate learning and understanding. Links to relevant websites at the end of each chapter. On-line resources and a test bank is available for lecturers and students.      **Hotel Management and Operations** Michael J. O'Fallon, Denney G.

Rutherford, 2010-01-12 This newly updated edition is a compilation of readings divided into nine sections, each examining a specific hotel department or activity. Each topic is examined through a variety of viewpoints on the duties, responsibilities,

problems and opportunities encountered there Multidimensional case studies taking a practical approach challenge readers to identify the central issues involved in complex management problems understand the structure and resources of the department in question and find solutions that may help in managing other hotel resources and departments *Hotel Management. Report on Case Studies* Laura Herrmann, 2014-08-05 Seminar paper from the year 2013 in the subject Tourism Hotel Management grade 1 0 Stralsund University of Applied Sciences course Hotel Management language English abstract Nowadays the Internet is the most important source of information and the main channel for buying products With more than 2 4 billion Internet users worldwide Internet World Stats 2012 and the highest population penetration in regions that are most relevant for tourism see figure 1 it seems obvious that the internet has been changing the sector in a crucial way since the 1980s and is still gaining importance Therefore it can be considered as one of the most influential technologies that changes the behavior of tourists Crnojevac Gugi Karlov an 2010 41 While nowadays about 33% of all hotel rooms are booked via the Internet Ricca 2011 there is also a trend in the direction of booking directly on hotel websites Efficiency quality and flexibility convince the tourists although still quite a large number of them ends up actually buying the product or service offline and only using the Internet as a platform for information exchange But modern technology has not only changed the tourist s behavior for example the online search process also becomes longer and longer due to the great number of websites but also the way tourism product and service providers organize and plan their marketing and communication strategies as well as how they adapt to constant changes in the needs of customers Crnojevac Gugi Karlov an 2010 **Hospitality Management** Joseph King, 2014 **Global Cases on Hospitality Industry** Timothy L. G. Lockyer, 2013-05-13 Get a comprehensive research based look at real life hospitality industry issues from leaders in the field Global Cases on Hospitality Industry is a comprehensive examination into hospitality issues around the world This detailed look at the industry s dynamics uses an international perspective that provides reader understanding by spanning several strategic and functional areas in management practices Leading academics trainers and consultants from around the globe offer research based perspectives on real life issues in this competitive industry This important text extensively explores various aspects of the industry from both Asian and Western countries providing important insights into policymaking research consulting and teaching Global Cases on Hospitality Industry presents extensively researched illustrative case studies and accounts of revealing management practices from experts around the world This book explains both the positive and negative impact of certain real life policy and management decisions in various aspects of the industry This text discusses topics such as marketing human resources strategy entrepreneurship the use of technology and ethics using inside looks into different hospitality and travel and tourism companies The book includes numerous figures and tables to clearly illustrate research data Topics in Global Cases on Hospitality Industry include consumer marketing research price promotions consumer behaviors bed and breakfast expectation analysis assessment of service quality company organizational structure labor

productivity human resource issues franchise restaurants impact around the world tour operator strategies similarity of problems between the hospitality and tourism industries heritage tourism societal effects of tourism development ethical challenges and much more Global Cases on Hospitality Industry is essential reading for hospitality management educators students trainers and researchers in services management [Case Studies in Hotel Management: Gaynor Hotel Co. Ltd](#) Roger Doswell, Philip Nailon, 1967 *Hospitality Management* Lynn Van der Wagen, Lauren White, 2018-10-01 Written for SIT50416 Diploma of Hospitality Management Hospitality Management 4e covers all 13 core units plus seven electives Each chapter is written to a unit of competency and maintains the volume of learning of previous editions with relevant and easy to understand information including Australian examples and references Structured in three parts the text covers the knowledge and skills required of frontline supervisors managerial topics and business strategy content The Industry viewpoint at the start of each chapter introduces students to current issues and themes in the hospitality industry and numerous pedagogical features examples and illustrations have been included throughout the text to help students engage with the material and extend their understanding Each chapter includes activities for discussion and debate with assessment activities requiring the understanding application and analysis of case studies Each section concludes with an integrated case study and weblinks to useful industry resources **Tourism and Hospitality Management in Practice** Rebecca Wilson-Mah, 2023-12-22 Tourism and Hospitality Management in Practice A Case Study Collection is a collection of real world business cases with a particular focus on small and medium sized enterprises SMEs in different countries from around the world Fifteen compact cases capture a variety of business situations that present decisions opportunities or challenges Organized into four parts the cases reflect the various impacts of changing external conditions and internal factors in tourism and hospitality SMEs Each case tells the story of a particular business situation and context and the student takes on the role of the decision maker All cases include a synopsis discussion questions a learning activity references and further reading An introductory chapter written specifically for students offers advice on what to expect from learning with a case as well as hints on how to approach a case analysis The cases offer multiple opportunities to connect tourism and hospitality knowledge and theory to practice with a particular emphasis on analytical skill development problem solving and alternative generation This case collection is suitable for undergraduate and graduate courses in tourism hospitality management and business as well as for professional development programs For instructors who teach with the cases there are teaching notes comprising comprehensive teaching plans and resources learning activities reflective questions additional readings and external resources all available online **Case Studies in Hotel Management** Roger Doswell, Philip Nailon, 1973 *The SAGE Handbook of Hospitality Management* Roy C Wood, Bob Brotherton, 2008-06-05 At last a comprehensive systematically organized Handbook which gives a reliable and critical guide to all aspects of one of the world's leading industries the hospitality industry The book focuses on key aspects of the hospitality management curriculum research and practice

bringing together leading scholars throughout the world Each essay examines a theme or functional aspect of hospitality management and offers a critical overview of the principle ideas and issues that have contributed and continue to contribute within it Topics include The nature of hospitality and hospitality management The relationship of hospitality management to tourism leisure and education provision The current state of development of the international hospitality business The core activities of food beverage and accommodation management Research strategies in hospitality management Innovation and entrepreneurship trends The role of information technology The SAGE Handbook of Hospitality Management constitutes a single comprehensive source of reference which will satisfy the information needs of both specialists in the field and non specialists who require a contemporary introduction to the hospitality industry and its analysis Bob Brotherton formerly taught students of Hospitality and Tourism at Manchester Metropolitan University He has also taught Research Methods to Hospitality and Tourism students at a number of international institutions as a visiting lecturer Roy C Wood is based in the Oberoi Centre of Learning and Development India

**Professional Hotel Management** J M S Negi,2002 This book an essential text for hospitality management students examines the relevance and applications of general management theory and principles to hospitality organizations Using contemporary material and case studies the book indicates ways in which performance may be improved through better use of human resources Rigorous academic theory is related to hospitality practice based on the authors great knowledge of the hospitality industry The text takes a vocational basis and the illustration of the theory with the real life examples of hospitality management in action provides a solid and stimulating introduction to the subject

*The Little Book of Cases in Hospitality Management* Dana V. Tesone,Peter Ricci,2006 The Routledge Companion to International Hospitality Management Marco A. Gardini,Michael C. Ottenbacher,Markus Schuckert,2020-11-09 The hospitality sector is facing increasing competition and complexity over recent decades in its development towards a global industry The strategic response to this is still that hospitality companies try to grow outside their traditional territories and domestic markets while the expansion patterns and M A activities of international hotel and restaurant chains reflect this phenomenon Yet interestingly the strategies concepts and methods of internationalization as well as the managerial and organizational challenges and impacts of globalizing the hospitality business are under researched in this industry While the mainstream research on international management offers an abundance of information and knowledge on topics players trends concepts frameworks or methodologies its ability to produce viable insights for the hospitality industry is limited as the mainstream research is taking place outside of the service sector Specific research directions and related cases like the international dimensions of strategy organization marketing sales staffing control culture and others to the hospitality industry are rarely identifiable so far The core rationale of this book is therefore to present newest insights from research and industry in the field of international hospitality drawing together recent scientific knowledge and state of the art expertise to suggest directions for future work It is designed to raise awareness on the

international factors influencing the strategy and performance of hospitality organizations while analyzing and discussing the present and future challenges for hospitality firms going or being international This book will provide a comprehensive overview and deeper understanding of trends and issues to researchers practitioners and students by showing how to master current and future challenges when entering and competing in the global hospitality industry **Journal of Hospitality & Tourism Education** ,2008

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