Also See:

- Programs in Hospitality Administration, the Commission for Accreditation on Hospitality
- Service to the Industry and Hospitality Education includes working with the Educational
  with his long-term involvement in the Certified Hotel Owner program. He has conducted
- He has served on several industry boards that deal with education and/or cultural diversity
- John's background includes teaching college level courses as an adjunct professor at three
- Operations in a specialty hotel brand for six years.
- The Top 100 People of All Time Who Most Dramatically Affected the Hotel Industry.
- ROOMS CHRONICLE www.roomschronicle.com and other industry sources. He resides
- EFFECTIVE HOTEL SALES, which is available from info@smartbizzonline.com,
- CHA CMP) LESSONS FROM THE FIELD – a COMMON SENSE APPROACH TO
- Expertise and Research Interest
- repositioning of hotels.
- Technology is an important tool but Jack Welch, former GE conglomerates with a huge range of products and services.
- Welch measured 3 things:
  1. Customer satisfaction
  2. Financial performance
  3. Cash flow
- Welch had his share of critics and made some errors in judgment, by his own admission in interviews and books. One can also see,
- GE did not wait for government action – their leadership analyzed
- The following questions were addressed in the teleconference:
  1. What’s the real demand for your property right now? Can you define the demand?
  2. Do you think the demand is what it should be? If not, then what needs to change?
  3. How do you monitor your demand? What methods do you use to determine demand?
  4. How do you handle peak times and off-peak times?
  5. How do you take advantage of seasonality?
- We have all learned the significance and value of updating
- To determine what you should be measuring, what should be the focus of the budget?
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