

# CORNELL NANYANG

## INSTITUTE OF HOSPITALITY MANAGEMENT



Cornell University



NANYANG  
TECHNOLOGICAL  
UNIVERSITY

### MEDIA RELEASE

for immediate release | [download in Word](#)

### BOOK: Exploring Best Practices in the Hospitality Industry in Asia

21 August 2008 – SINGAPORE – The lodging industry across Asia has contributed to a book on best practices cases authored by Judy A. Siguaw and Wee Beng Geok. This book is the first exploration into best practices in the Asian hospitality industry, and includes trends in nominated best practices, common themes observed and suggestions for future research. Over 460 nominations of best practices were received for this study, with only 112 short-listed for further exploration. From these 112 nominations, 43 cases were included in the book titled, "[Exploring Best Practices in the Hospitality Industry in Asia.](#)" The outcome is a series of short cases designed to bring out the salient features of each best practice with the aim of fostering knowledge sharing and continuous learning among practitioners in the industry in Asia .

The best practice cases presented are crafted in a format which reflects the consistent criteria upon which all the practices submitted were evaluated. The cases are organized into chapters based on eight functional management categories, as well as an 'Others' category for those that do not fall neatly into the other eight chapters.

Judy A. Siguaw is Dean of the [Cornell-Nanyang Institute of Hospitality Management](#) at the Nanyang Business School , Nanyang Technological University . Wee Beng Geok is Associate Professor with the Division of Strategy, Management and Organization, Nanyang Business School, Nanyang Technological University. She is also the Director of [Asian Business Case Centre](#) (ABCC).

The Asian hospitality best practices study was jointly funded by Cornell University and the Nanyang Technological University. This research project marks the first collaborative effort between the Asian Business Case Centre and the Cornell-Nanyang Institute of Hospitality Management.

It is hoped that the publication of these short cases will contribute to ABCC's goal of promoting a community of people interested in learning more about Asian management and practice through the medium of case studies.

The book is available at: **Asian Business Case Centre** ( Nanyang Business School )

[Download the book order form](#) , and send it back to the ABCC through:

Address : The Asian Business Case Centre, NTU  
Nanyang Business School  
Nanyang Technological University  
S3-B1b-82 Nanyang Avenue  
Singapore 639798

Tel: (+65) 6790 4864

Fax: (+65) 6791 6207

Email : [asiacasecentre@ntu.edu.sg](mailto:asiacasecentre@ntu.edu.sg)

- ENDS -

**Media Contact:**

Ms Ilka Gobius

Verve MPR Pte Ltd

Tel: +65 6728 3820

Email: [pr@verve.com.sg](mailto:pr@verve.com.sg)

**About the Cornell-Nanyang Institute of Hospitality Management**

The [Cornell-Nanyang Institute of Hospitality Management](#) (CNI) is jointly operated and governed by Cornell University 's School of Hotel Administration and Nanyang Technological University 's Business School . Located in Singapore , CNI is strategically positioned to develop leaders, managers and entrepreneurs for the Asian hospitality and tourism industry. CNI offers three [hospitality education programs](#) designed to alleviate the severe shortage of qualified talent that is currently plaguing the hospitality industry in Asia and the Middle East .

Equivalent to an MBA, the one year [Master of Management in Hospitality](#) (MMH) program prepares students to be theory-based, action-oriented leaders of executive management teams and entrepreneurial ventures in the hospitality and service industry. CNI MMH students spend six months at Cornell University in Ithaca , New York and six months at the Nanyang Technological University in Singapore , thus taking advantage of educational and networking opportunities in both Asia and North America in a single year.

The [Professional Development Program](#) (PDP) offers three-day courses that cover different aspects of [hotel management](#) . PDP teaches cutting-edge management techniques, presented by internationally recognized faculty members and industry leaders. Participants can earn Cornell certifications in Financial Management, Food, Beverage, and Restaurant Management, General and Strategic Management, Human-Resource Management, Marketing, Operations Management and Property-Asset Management and Real Estate. CNI has hosted over 700 PDP participants from 30 countries in the last two years.

The [General Managers Program](#) (GMP) is designed for hotel general managers of full service hotels and their immediate successors. Participants in this 10-day program concentrate on strategic [hospitality management](#) issues, work collaboratively to expand the foundation of their knowledge, and produce new solutions to the challenges they face.

Please visit the [Cornell-Nanyang Institute of Hospitality Management](#) website for more information.

**CNI Contact:**

Ms Sonali Deuskar

Cornell-Nanyang Institute of Hospitality Management

Tel: +65 6790 5800

Email: [spdeuskar@ntu.edu.sg](mailto:spdeuskar@ntu.edu.sg)