

HANDBOOK OF MARKETING RESEARCH METHODOLOGIES FOR HOSPITALITY AND TOURISM

RONALD A. NYKIEL, PhD

Handbook of Marketing Research Methodologies for Hospitality and Tourism

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Ronald A. Nykiel, PhD



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ABOUT THE AUTHOR

Dr. Ronald A. Nykiel, PhD, CHA, CHE, is currently the Conrad N. Hilton Distinguished Chair and Professor of Hotel and Restaurant Management at the Conrad N. Hilton College at the University of Houston and the Chairman of the Hospitality Industry Hall of Honor. He has addressed many corporate and association groups and lectured at the Harvard Graduate School of business and other prestigious universities on corporate strategy, marketing, consumer behavior, brand management, service excellence, and executive development topics. He is recognized as an international authority in the field of hospitality, travel, and tourism marketing, and is author of a leading hospitality industry marketing text. He serves on the Board of Directors of the Travel Industry Association of America. Dr. Nykiel authored a number of books on business strategy, marketing, consumer behavior, and service excellence. He has also appeared on national television and radio, and has contributed to a variety of journals, magazines, and other publications. He is the publisher of the *Hospitality Business Review*.