

CATÁLOGO DE LA BIBLIOGRAFÍA

Facultad: Ciencias Empresariales.

Programa: Administración en Turismo y Hotelería.

Experiencia Curricular: **TÉCNICAS HOTELERAS.**

Malla: E.

Ciclo: IV.

Estilo: APA.

BIBLIOGRAFÍA DEL SÍLABO

TIPO DE MATERIAL: LIBROS.

Brody, D. (2008). *Latest trends in hotel industry*. Global Media.

<https://ebookcentral.proquest.com/lib/biblioucv/detail.action?docID=3010996>

Collins, W. (2000). *Haunted hotel*. ElecBook.

<https://ebookcentral.proquest.com/lib/biblioucv/detail.action?docID=3008558>

Díaz, P. F. M. (2010). *Competitive strategies and policies for tourism destinations: Quality, innovation and promotion*. Nova Science Publishers, Incorporated.

<https://ebookcentral.proquest.com/lib/biblioucv/detail.action?docID=3019519>

Enríquez Acosta, J. (2018). *Turismo, sustentabilidad y desarrollo local: tendencias del desarrollo turístico en una región del noroeste de México*. Pearson.

<https://www.ebooks7-24.com:443/?il=11619>

Hallock, M. (2008). *Hotel accounting 1*. Global Media.

<https://ebookcentral.proquest.com/lib/biblioucv/detail.action?docID=3010984>

Hallock, M. (2008). *Hotel accounting 2*. Global Media.

<https://ebookcentral.proquest.com/lib/biblioucv/detail.action?docID=3010977>

Jha, S. (2009). *Hotel marketing*. Global Media.

<https://ebookcentral.proquest.com/lib/biblioucv/detail.action?docID=3011184>

McGuire, K. A. (2015). *Hotel pricing in a social world: Driving value in the digital economy*. John Wiley & Sons, Incorporated.

<https://ebookcentral.proquest.com/lib/biblioucv/detail.action?docID=4548095>

Miranda, R. J. H., & Miranda, R. L. A. (2018). *Gestión hotelera en la comercialización de las ofertas y servicios empleando internet web 2. 0 en la ciudad de tulcán*. Universidad del Magdalena. <https://ebookcentral.proquest.com/lib/biblioucv/detail.action?docID=30160809>

Orozco Alvarado, J., Robles Baldenegro, M. E., & Quintero Villa, J. M. (2019). *Turismo equilibrado: competitividad y sustentabilidad de las ciudades turísticas de México*. Pearson Educación. <https://www.ebooks7-24.com:443/?il=11849>

Sheela, A. (2000). *Economics of hotel management*. New Age International Ltd.
<https://ebookcentral.proquest.com/lib/biblioucv/detail.action?docID=3017384>

TIPO DE MATERIAL: ARTÍCULOS.

Aldehayyat, J. S., Al Khattab, A. A., & Anchor, J. R. (2011). The use of strategic planning tools and techniques by hotels in Jordan. *Management Research Review*, 34(4), 477-490.
<https://www.proquest.com/scholarly-journals/use-strategic-planning-tools-techniques-hotels/docview/859636636/se-2?accountid=37408>

Mbulu, Y. P., & Kausar, D. R. K. (2025). Implementation of Sensory Marketing in Korean Concept Hotels. *Journal of Environmental Management & Tourism*, 16(1), 80-89.
<https://www.proquest.com/scholarly-journals/implementation-sensory-marketing-korean-concept/docview/3186385774/se-2?accountid=37408>

Ming-Chung, C., Chiang-Ping, C., & Kuo-Wei, C. (2025). The Decomposition of Hotel Productivity Change in Taiwan from Overall and Disaggregate Perspectives. *Tourism and Hospitality*, 6(2), 1-22.
<https://www.proquest.com/scholarly-journals/decomposition-hotel-productivity-change-taiwan/docview/3223945182/se-2?accountid=37408>

Pérez Brito, A. E., Bojórquez Zapata, M. I., Lima, S. L., & Gomes, C. (2025). Impact of Management Indicators on the Business Performance of Hotel SMEs in Mexico. *Journal of Risk and Financial Management*, 18(5), 1-18.
<https://www.proquest.com/scholarly-journals/impact-management-indicators-on-business/docview/3212028240/se-2?accountid=37408>

Periša, A., & Hrgović, A. V. (2024). Quality management and sustainable development in a hotel company. *Tourism and Hospitality Management*, 30(2), 293-295.
<https://www.proquest.com/scholarly-journals/quality-management-sustainable-development-hotel/docview/3082681612/se-2>

Sarkodie, N. A., Dery, J., Gyimah, C., Gyeduah, C., & Acquah, H. E. A. (2024). How Green Are Hotels in Ghana? Evidence from Star-Rated Hotels in Kumasi Metropolitan Area. *Journal of Environmental Management & Tourism*, 15(3), 488-500.
<https://www.proquest.com/scholarly-journals/how-green-are-hotels-ghana-evidence-star-rated/docview/3117118005/se-2?accountid=37408>

Tian, Q. (2025). Research on Informationization Construction and Management Innovation of Hotel Industry in the Rapid Development of Tourism Market. *Applied Mathematics and Nonlinear Sciences*, 10(1), 1-20.
<https://www.proquest.com/scholarly-journals/research-on-informationization-construction/docview/3190439505/se-2?accountid=37408>

Tripathi, N. N., & Raj, A. B. (2025). Association Between Corporate Board Meetings and Hotel Industry Performance: An Empirical Study. *IUP Journal of Accounting Research & Audit Practices*, 24(1), 150-167.

<https://www.proquest.com/scholarly-journals/association-between-corporate-board-meetings/docview/3189192329/se-2?accountid=37408>

Yudina, O. I., Kucher, M. M., Korneyev, M. V., Nebaba, N. A., Saihak, Y. L., & Tatarenko, D. K. (2025). Stages of organization and ways to improve hotel service based on information and communication technologies. *Aktual'Ni Problemy Ekonomiky = Actual Problems in Economics*, (284), 24-31.

<https://www.proquest.com/scholarly-journals/stages-organization-ways-improve-hotel-service/docview/3174132483/se-2?accountid=37408>

TIPO DE MATERIAL: EXTERNO.

Ruiz-Fernández, L., Marco-Lajara, B., Seva-Larrosa, P., & Martínez-Falcó, J. (2025). Innovation strategies differences in hotel chains vs. independent hotels: ultimate impact on sustainable competitive advantage. *Tourism and Hospitality Management*, 31(1), 125-134.

<https://doi.org/10.20867/thm.31.1.9>

Wastuti, R. D., Ignacia, S. N., Angraini, L. D., Masatip, A., & Sinuraya, E. J. (2024). Service robots in the hotel industry: customer acceptance among international and local hotel Brand. *Tourism and Hospitality Management*, 30(3), 375-388. <https://doi.org/10.20867/thm.30.3.6>