



### **Introduction to the Chair Business in Hospitality**

This research Chair has been recently established. It will carry out research, industry outreach, and educational activities in the field of business. Appreciating the interdisciplinary nature of this field, the Chair will examine a wide variety of business issues crossing traditional boundaries between *management accounting, managerial economics, corporate finance, services management, business and competition law, marketing, strategic management, and organisational behaviour*. Its principal aim is to contribute to business knowledge innovation, exchange, utilisation and valorisation critical for the advancement and excellence of hospitality management education and industry practice. Business in hospitality is delineated to the following sectors: lodging, food services and drinking places, entertainment and recreation, travel service providers, assembly and event management.

The following research priorities have been chosen on the basis of existing and emerging areas of demand, opportunity and strength in which the Chair intends to maintain and develop excellence in the next four years:

- Small business success from an industry and firm lifecycle perspective.
- Business failure including exit, corporate renewal, turnaround management, financial distress and bankruptcy.
- Pricing in view of a growing 55+ consumer market.

The Chair is led by **Dr. Jean-Pierre van der Rest**, who is Professor of Business, and Co-Director of the Centre.



Jean-Pierre van der Rest is Professor of Business and Department Chair at Hotelschool The Hague. He studied Hotel Administration (BBA) at the Maastricht Hotel Management School, Managerial Economics (MA) at the University of Durham, UK, and completed his PhD at Oxford Brookes University Business School under the supervision of Professor Peter Harris and Dr. Angela Roper. Previous to joining Hotelschool The Hague, Jean-Pierre worked as an Assistant Professor of Business Economics at Leiden University and Lecturer in Business Administration at The Hague University of Applied Sciences. He has been external examiner, external advisor, and visiting professor at various hospitality management programmes. He has co-authored textbooks, and contributed to various international texts such as “Accounting and Financial Management: developments in the international hotel industry”, and the Elsevier Butterworth-Heinemann International Encyclopedia of Hospitality Management. He has published articles in professional and academic journals. Jean-Pierre specialises in pricing research. His teaching interests include management accounting, corporate finance, methodology and research methods.

## **Publications and Professional Commentaries**

### **Recent Publications**

- Rest, J.I. van der (2009) Pricing Process as a Capability: exploring and developing a resource-advantage perspective (full paper). *In: International Conference on Hospitality & Leisure Applied Research, Proceedings of the 2<sup>nd</sup> Bi-Annual I-CHLAR Conference*, 16-17 July, The Hague, NL.

### **Recent Professional Commentaries**

- Adriaanse, J.A.A., Rest, J.I. van der, Schoeps, H. and I.I. Würffel (2010) Mit Vertrauen Aus der Krise, *First Class*, 28(3), 56.
- Rest, J.I. van der and J.A.A. Adriaanse (2010) Protect and Survive, *Caterer and Hotelkeeper: Leading Debate, Inspiring Success*, 200(4614), 42-43.
- Adriaanse, J.A.A., Rest, J.I. van der, Broek Chavez, A.F. and J. Oskam (2009) "Turnaround management" en hotels: Armarse contra la crisis, *HostelTur: Comunicación Para el Turismo del Futuro*, 189(December), 18-19.
- Adriaanse, J.A.A. and J.I. van der Rest (2009b) Turnaround Management in Hotels: Vertrouwen in Tijden van Crisis, *Horeca Entree*, 7-8(July), 14-15.
- Adriaanse, J.A.A. and J.I. van der Rest (2009a) Turnaround Management in Hotels: Wapenen Tegen de Crisis, *Horeca Entree*, 6(June), pp. 12-13.
- Rest, J.I. van der (2009) Tegen Welke Prijs? *Hospitality Management*, 17(1), pp. 24-25.

### **Past Publications**

- Rest, J.I. van der and P.J. Harris (2008) Optimal Imperfect Pricing Decision-Making: modifying and applying Nash's rule in a service sector context, *International Journal of Hospitality Management*, 27(2), 170-178.
- Rest, J.I. van der (2007) *Pricing Practice in a Service Sector Context: the case of an international hotel group*, Oxford: Oxford Brookes University, UK.
- Rest, J.I. van der and P.J. Harris (2007) Pricing Practice in an International Hotel Group: exploring and developing a resource-advantage perspective (full paper). *In: Council for Hospitality Management Education, Proceedings of the 16<sup>th</sup> Annual CHME Research Conference*, 9-11 May, Oxford, UK.
- Rest, J.I. van der (2006) Room Rate Pricing: a resource-advantage perspective. *In: Harris, P.J. and M. Mongiello (eds), Accounting and Financial Management: developments in the international hospitality industry*, Oxford: Elsevier-Butterworth-Heinemann, pp. 211-239.
- Otto, P.H. and J.I. van der Rest (2006) *Het marketingplan: zo doe je dat! Praktische handleiding voor HBO-studenten*, Baarn: HB-uitgevers.
- Rest, J.I. van der (2005) Cost-Informed Pricing Withhods. *In: A. Pizam et al. (eds), International Encyclopedia of Hospitality Management*, Oxford: Elsevier-Butterworth-Heinemann, pp. 120-123.
- Rest, J.I. van der (2005) Menu Pricing and Calculation. *In: A. Pizam et al. (eds), International Encyclopedia of Hospitality Management*, Oxford: Elsevier-Butterworth-Heinemann, pp. 427-429.
- Rest, J.I. van der (2005) Room Rate Pricing. *In: A. Pizam et al. (eds), International Encyclopedia of Hospitality Management*, Oxford: Elsevier-Butterworth-Heinemann, pp. 561-563.
- Rest, J.I. van der and P.J. Harris (2004) Room Rate Pricing Practice in the International Hotel Industry: some preliminary findings (workshop). *In: British Accounting Association, Annual Conference*, 14-16 April, York, UK.
- Rest, J.I. van der (2003) Hoofdstuk 9: Prijs. *In: K.R.E. Huizingh and K.J. Alsem (eds), Brugboek Marketing*, Schoonhoven: Academic Service, pp. 325-358.

- Rest, J.I. van der (2003) 9: Prijs. *In: K.R.E. Huizingh and R. Bruins (eds), Brugboek Marketing: Opgaven*, Schoonhoven: Academic Service, pp. 59-63.

#### **Past Professional Commentaries**

- Rest, J.I. van der (2008) Prijsverlaging is nog geen Prijsoorlog *Hospitality Management*, 16(6), pp. 24-25.
- Rest, J.I. van der (2004) Innovatie in Prijsbepaling Vergt Investering in Samenwerking, *Hospitality Management*, 13(special jubilee edition), pp. 14-15.
- Rest, J.I. van der (2004) Waarom is mijn Kamerprijs zo Laag? *Hospitality Management*, 13(4), pp. 8-9.
- Rest, J.I. van der (2003) Prijsverlaging geen Antwoord op Teruglopende Kamerbezetting, *Hospitality Management*, 12(3), p. 8.