



Timeshare Resort Operations (Hospitality, Leisure and Tourism)

By Randall Upchurch, Conrad Lashley

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This book provides a complete overview of timeshare development and operation models. The authors take a comprehensive look at the present and future of this growing segment of the hospitality industry, including specialized approaches to marketing, human resources, service quality, finance, legal considerations and professional ethics.

Timeshare, or vacation ownership, is a relatively recent leisure phenomenon. It emerged in the late 1950s as a way to secure extra capital resources to fund property expansion. Shareholders had the right to use these properties on a regular basis. Although arrangements have grown in complexity and variation, the model allows for customers to buy rights to use a property for a fixed time period each year. Timeshare arrangements have experienced rapid international growth particularly in the last fifteen to twenty years and are now an important vacation arrangement. Most of the world's major hotel and resort developers now operate timeshare properties. Firms like Marriott, Hilton, Hyatt, Disney and Ramada have brought a new formality and legitimacy to timeshare development and operation.

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Editorial Review

Review

"This is a well-written and definitive text regarding the Timeshare Industry. Timeshare Resort Operations is a wonderful resource and I am looking forward to its availability to use it for my new class in Timeshare Administration."

-- Joseph W. Holland, Professor, Department of Hospitality and Tourism, University of Wisconsin-Stout

"This textbook provides a comprehensive guide essential for the timeshare operator. It is a definitive work with relevant examples that will stand the test of time."

-- Tammie J. Kaufman Ph.D., Assistant Professor, Rosen College of Hospitality Management, University of Central Florida

"At long last there is finally a book which effectively describes the origins of the timeshare industry and how it works. This book is useful to timeshare/vacation ownership property owners, developers, university faculty, students and others interested in learning more about the timeshare and vacation ownership industry. There is no comparable repository of reliable information in print about the industry. I highly recommend it for everyone who owns, develops or is thinking about the timeshare/vacation ownership industry as well as those thousands of individuals who work in the industry and who typically know a lot about their company, but less about the industry as a whole. This book can give sales personnel a leg up on competition as it provides the tools necessary to become reliable experts."

-- Robert H. Woods, Ph.D., Professor, Harrah College of Hotel Administration, University of Nevada-Las Vegas

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Business/ Hospitality, Leisure and Tourism

Timeshare Resort Operations

A Guide to Management Practice

Randall Upchurch and Conrad Lashley

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The growing presence of major hotel and resort operators has increased the professionalism of the sector, and thereby increased the demand for skilled and professional managers to understand this market as it forms an increasingly important segment of vacation business.

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Randall Upchurch holds the American Resort Development Association Professorship in Vacation Ownership, and is Chair of The Rosen College of Hospitality Management at the University of Central Florida, Orlando, Florida.

Conrad Lashley is Professor of Leisure Retailing, Centre for Leisure Retailing, Nottingham Trent University, Nottingham Business School, UK.

About the Author

Professor Randall Upchurch holds the American Resort Development Association Chair in Vacation Ownership at the Rosen College of Hospitality Management at the University of Central Florida, Orlando, Florida, USA. Professor Upchurch is the only full professor in the topic and has extensive links with the vacation ownership industry in the United States.

Professor Conrad Lashley is Professor of Leisure Retailing at the Centre for Leisure Retailing at the Nottingham Business School. His research interests have largely been concerned with service quality management, and specifically employee empowerment in service delivery. He works closely with several major industry organizations including the British Institute of Innkeeping, J. D. Wetherspoon and McDonald's Restaurants Limited.

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