



# **Empowerment: HR Strategies for Service Excellence (Hospitality, Leisure and Tourism)**

*Conrad Lashley*

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'Empowerment: HR strategies for service excellence' shows managers and students the importance of empowerment as part of human resource strategy. It provides a critical perspective of this established vital management technique, identifying factors that will lead to a win: win situation for all concerned.

When successfully incorporated as part of HR strategy, empowerment can:

- \* enable organizations to gain commercial and competitive advantage
- \* become more flexible
- \* improve employee commitment
- \* use the skills of individual employees to best advantage and enhance personal capabilities.

'Empowerment: HR strategies for service excellence' uses case studies from companies such as McDonalds, TGI Fridays and Harvester Restaurants to build a picture of empowerment of service employees in context, illustrating how different forms of empowerment are employed and different working arrangements are practiced.

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