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DEVELOPING A CONCEPTUAL MODEL LINKING TRANSFORMATIONAL LEADERSHIP TO HOSPITALITY INNOVATION

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Abstract

Although larger and multi-national corporations in the hospitality industry are pushing for greater innovation, most hospitality establishments are not inclined towards being creative due to certain characteristics of the hospitality industry. From previous studies, it has been discovered that the drive to innovate in these large establishments is often a result of an individual, usually the head of the organisation, hence leadership is vital in pushing creativity and innovation. This paper attempts to look at different leadership styles and which specific format is the most conducive to inculcate innovate within a hospitality organisation. It also attempts to conceptualise a model that works in tandem with the most appropriate leadership style to bring about successful hospitality innovation, be it product or service innovation. Finally, it also looks at how the benefits, linked to this model shape leadership style, can be tracked and reaped. This is important and critical, as it allows hospitality establishments that have yet to lead their companies in matters of innovation to apply and measure success in their innovation-led endeavours. Lastly, it will highlight the limitations by which innovation can be incorporated within hospitality corporations.

Keywords: Innovation, Hospitality, Leadership.
