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FOR IMMEDIATE RELEASE**Cornell University's Center for Hospitality Research (CHR) and SAGE Publications
Collaborate to Meet the Challenges of the Hospitality Industry in the 21st Century**

Seattle, WA—August 02, 2003 The Center for Hospitality Research (CHR), the research arm of the Cornell University School of Hotel Administration in Ithaca, NY, the world's oldest and largest degree-granting hospitality management educational institution, and SAGE Publications, one of the world's leading academic and professional publishers, today announced a new partnership to publish and distribute the world's premier publication on hospitality research, *Cornell Hotel and Restaurant Administration Quarterly (CQ)*.

Highly respected for landmark research on important and sometimes controversial management issues in the hospitality industry, the *Cornell Hotel and Restaurant Administration Quarterly* covers marketing, finance, human resources, international development, travel and tourism, and management of the world's fastest-growing and largest industry.

The journal won a 2002 Emerald Golden Page Award in the category of Practical Usability of Research and is ranked #1 in a recent Management Journal Content Guide for "practical implications in the hospitality and tourism industry." Widely used in the classroom and cited by college and university professors, the *Quarterly's* mission is to make top-flight research findings accessible for industry practitioners.

Recent newsworthy topics from the *Cornell Hotel and Restaurant Administration Quarterly* include investigations that found that smoke-free regulations do not diminish restaurant revenues, that hotel discounting is destructive to revenues in the long run, and that hotels have reexamined their security measures post 9/11. Other topics include arbitration versus mediation as a way to resolve discrimination claims, the effect of the new legal standard for "mixed motive" instructions in discrimination claims, sexual harassment, and union organization.

Making the announcement at the annual meeting of the Academy of Management in Seattle, Blaise Simqu, Executive Vice President of the Higher Education Group at SAGE Publications, stated: "We are particularly pleased to be working with the *Cornell Hotel and Restaurant Administration Quarterly* because it fits across so many of the disciplines that SAGE does well--management, marketing, human resources--and gives both the Center for Hospitality Research and SAGE a major foothold to further expand in new ways. *CQ's* unique academic collaboration with industry is particularly exciting."

Michael Sturman, editor, *Cornell Hotel and Restaurant Administration Quarterly*, stated: "I am very excited that we will be collaborating with SAGE. SAGE has an extensive list of titles in hospitality publishing, and many compelling ideas about how the *Cornell Quarterly* will be able to expand its reach. I think the *CQ* will experience exceptional growth in the next few years, as

SAGE brings great competencies, and we will see vastly improved customer service for both institutional and individual subscribers."

SAGE Publications will become the publisher of *CQ* starting in January 2004 issue and its first issue will be February 2004.

Based at Cornell's School of Hotel Administration, the Center for Hospitality Research informs scholarship in hospitality with an industry perspective. The Center's mission is to bring together the best insights of scholarship in hospitality and industry expertise. Development of the CHR's research efforts is augmented by industry perspective from its advisory board and its 26 industry sponsors and friends. More information can be found at www.chr.cornell.edu.

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