DESCRIPTION

Readers preparing to work in hospitality will enter a field that is quickly evolving. The rise of the global economy, ecotourism, internet commerce, and changing consumer demands are just some of the factors they will be dealing with in this exciting and dynamic industry. This new edition gives readers the foundation they need to thrive in today’s hospitality industry, covering everything from finance to operational issues. The Eighth Edition of Introduction to the Hospitality Industry features both historical perspectives and discussions of new trends in a variety of sectors of the hospitality business, including food service, lodging, and tourism.

Additional international examples of hospitality and tourism operations have been included throughout the text. This book covers all the latest trends, challenges, and opportunities in the hospitality industry. Readers will have a strong overview of the industry, where it fits into the broader world, the major issues and challenges in the field, and the many possible career paths that await them.

ABOUT THE AUTHOR

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NEW TO EDITION

• Expanded discussions of sustainability and corporate responsibility

• Discussion of demographics and changes with specific generations with special attention to the effects associated with aging Baby Boomers

• Inclusion of new and emerging industry segments

• More culinary examples including international culinary programs and an updated profile of the Research Chefs Association

• New trends in on-site foodservice including those related to vending

• An expanded section on franchising along with considerations of the global marketplace

• More examples of the use of technology in both food service and lodging

• A greater emphasis upon international travel and the associated effects on tourism along with the introduction of voluntourism

• Revised and extended discussions of prominent gaming destinations such as Atlantic City, Mississippi Gulf Coast, and Macau

• Updated Internet exercises that can facilitate individual learning or group discussion

FEATURES

• The classic introductory textbook for hospitality majors where the course includes management topics

• Appealing full color interior design

• Includes a full exploration of the significant changes that have taken place in hospitality and tourism in the post 9/11 world
• Comprehensive treatment of the entire hospitality industry, and thoroughly updated to reflect the latest trends in the hospitality, foodservice, and travel/tourism industries

• Learning objectives, summaries, review questions, key terms concepts are contained in each chapter

• “This Chapter Should Help You” learning objectives are directly tied to sections within each chapter, easily facilitating ready assessment of learning outcomes

• “Industry Practice Notes” take a closer look at specific trends in the hospitality industry

• “Case Histories,” which emphasize real-world examples from renowned hospitality organizations and associations

• “Careers in Hospitality” discussion points are integrated throughout the book and are highlighted with an icon

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