Readers seeking management careers in hospitality will enter a dynamic industry filled with opportunities. The rewards are many, but so are the challenges. Today’s hospitality managers must deal with such complex factors as globalization, terrorism threats, ecotourism, internet commerce, new business and financial models, and rapidly changing consumer demands. *Introduction to Management in the Hospitality Industry, Tenth Edition* gives readers the industry know-how and the management skills needed to thrive in all aspects of the field, from food service to lodging to tourism. The *Tenth Edition* of *Introduction to Management in the Hospitality Industry* features both historical perspectives and discussions of new trends in a variety of sectors. This book has the most thorough coverage of the hospitality industry, covering foodservice, lodging, and travel and tourism, hospitality careers, and hospitality management. Readers will have a strong grasp of the many facets of the hospitality industry once they have utilized this textbook.

**ABOUT THE AUTHOR**

**CLAYTON W. BARROWS** is Chair and Professor of Hospitality Management in the Whittemore School of Business and Economics at the University of New Hampshire.

**TOM POWERS** is Professor Emeritus at the School of Hospitality and Tourism Management at the University of Guelph in Ontario, Canada.
DENNIS REYNOLDS is the Ivar Haglund Distinguished Professor in the School of Hospitality Business Management at Washington State University.

RELATED RESOURCES

**Student**
View Student Companion Site

**Instructor**
View Instructor Companion Site

Contact your Rep for all inquiries

NEW TO EDITION

- Expanded and enhanced discussions of sustainability and corporate responsibility
- Discussion of demographics and changes within 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
- New focus on electronic resources in the management section, including on-line recruiting
- Updated Internet exercises that can facilitate individual learning or group discussion
- Addition of emerging perspectives on management and organization
FEATURES

• The classic introductory textbook for hospitality majors

• Includes six chapters (chapters 15-20) on important management topics such as Planning, Organization, Staffing, Controls, and Leadership

• 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

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

• 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

• "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

To purchase this product, please visit https://www.wiley.com/en-us/9780470399743