

# PREFACE

If any phrase characterizes the hospitality and tourism industry today it would probably be “constantly changing.” Worldwide recessionary conditions, globalization, industry-wide focus on sustainability and corporate responsibility are just some of the forces converging and resulting in widespread change. The result is an industry that requires future leaders in hospitality and tourism to be well versed in past, current, and emerging management practices. To this end, 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. Our goal, as it has been all along, is to provide educators and students with the most up-to-date content with the hope that the next generation of hospitality leaders will be fully prepared to great the challenges of this dynamic industry.

## CONTENT—BENEFITS FOR STUDENTS

In our efforts to present the industry in an organized and responsible manner, we have divided ***Introduction to Management in the Hospitality Industry, Tenth Edition***, into six primary sections encompassing everything from students’ concerns about their role in the industry and operational issues to the function of management. The organization of the chapters should also help students understand the relationships among the various topics. Brief descriptions of each of the major sections are as follows.

**Part One: Perspectives on Careers in Hospitality** begins by developing an industry perspective with a general discussion of hospitality careers. Industry trends, changing demographics, and supply and demand are all important topics covered in these chapters.

**Part Two: Food Service** takes an in-depth look at food service and its various subsegments. Restaurant operations, organization, environment, competition, on-site food service, and food-service-related topics are covered. The final chapter of the section looks at issues facing the industry.

**Part Three: Lodging** focuses on the lodging industry and its various segments, products, and brands. These chapters chronicle recent developments, including new modes of financing hotel expansion and new financial trends affecting this sector. Factors relating to the competitive environment of the lodging industry are the subject of the final chapter in Part Three.

**Part Four: Travel and Tourism** comprises two chapters that focus on tourism. Tourism growth, economic and social impacts, travel trends, career opportunities, and the role that tourism plays in society are all discussed in Chapter 13. Chapter 14 looks at tourism destinations, including the growing area of gaming, theme parks, and natural environments.

**Part Five: Management in the Hospitality Industry** provides a concise introduction to the tools that managers use to help them achieve their goals. Using theories, examples, and case histories, these six chapters portray the management function as an active force for solving problems that hospitality organizations face.

**Part Six: Hospitality as a Service Industry** examines service as process and considers the work of rendering service as a personal experience. In the end, students will have gained a strong overview of the industry, where it fits into the broader world, the major career paths, as well as the important issues and challenges that managers face.

## CONTENT—BENEFITS FOR INSTRUCTORS

Instructors will benefit from the rich content of *Introduction to Management in the Hospitality Industry, Tenth Edition*. In this edition, we have provided the numerous examples and have updated photos that will reflect well with the students. In addition, topic headings can be used to generate class discussion. We are also excited about the numerous supplementary materials including the newly revised *Instructor's Manual* (ISBN 978-0-470-40261-0, discussed later in this preface). In addition, several sections of the book have been revised and/or expanded based upon instructor feedback. These include the following:

- 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 food service 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 OF THE BOOK FOR STUDENTS AND INSTRUCTORS

Several pedagogical features have been newly developed and/or carried over from previous editions of *Introduction to Management in the Hospitality Industry* in order to help students understand the material more easily and to help bring the world of hospitality alive.

- Additional *International Examples* of hospitality and tourism operations have been included throughout the text.
- *The Purpose of this Chapter* section introduces the chapter to students and discusses the significance to the hospitality industry of the topics covered.
- The *This Chapter Should Help You* section lists specific learning objectives at the beginning of each chapter to help students focus their efforts and alert them to the important concepts discussed. These are tied directly to the chapter headings, which facilitates learning assessments.
- *Industry Practice Notes* appear in almost every chapter. These boxes take a closer look at specific trends or practices in the hospitality industry, from a new interview with a hotel executive about the ‘green’ movement (Chapter 1) or the success in the restaurant industry with a Subway franchisee (Chapter 3) to the relationship between working in the service industry and stress (Chapter 21).
- *Case Histories* support the chapter discussions by highlighting examples from today’s hospitality organizations and associations.
- *Global Hospitality Notes* continue to appear to give students more of an international perspective on their studies. The boxes cover topics as diverse as career opportunities overseas (Chapter 1) and a discussion of volunteer tourism (Chapter 14).
- *The Careers in Hospitality* icon appears throughout the book in the margin of the text to alert students to specific discussions of career opportunities in the hospitality industry.



- The *Summary* provides a concise synopsis of the topics presented in the chapter.
- A list of *Key Words and Concepts* appears at the end of each chapter. Further, key words and concepts are identified in bold type when they first appear in chapters.
- The *Review Questions* test students' recall and understanding of the key points in each chapter. Answers are provided in the ***Instructor's Manual***.
- *Internet Exercises*, which are mini research exercises and projects, were developed to familiarize students with the different ways in which the hospitality industry is using the Internet. They have been updated and revised. Answers are included in the ***Instructor's Manual***.

## SUPPLEMENTARY MATERIALS

An ***Instructor's Manual*** (ISBN 978-0-470-40261-0) with test questions accompanies this textbook. The manual includes sample syllabi, chapter overviews and outlines, teaching suggestions, answers to the review questions, and Internet exercises, as well as test questions and answers. A companion Web site, at [www.wiley.com/college/barrows](http://www.wiley.com/college/barrows), is also available with this text, which includes the ***Instructor's Manual*** and ***Power-Point Slides*** of selected tables and illustrations from the text.

The ***Test Bank*** for this text has been specifically formatted for ***Respondus***, an easy-to-use software for creating and managing exams that can be printed to paper or published directly to Blackboard, WebCT, Desire2Learn, eCollege, ANGEL, and other eLearning systems. Instructors who adopt ***Introduction to Management in the Hospitality Industry, Tenth Edition*** can download the ***Test Bank*** for free. Additional Wiley resources also can be uploaded into your LMS course at no charge. To view and access these resources and the ***Test Bank***, visit [www.wiley.com/college/barrows](http://www.wiley.com/college/barrows).

A ***Study Guide***, which has been created for this edition (ISBN 978-1-118-00460-9), includes chapter objectives (again corresponding to chapter headings to aid in assessment), detailed chapter outlines, review questions, and activities to help students reinforce and test their understanding of the key concepts and features within the text.

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