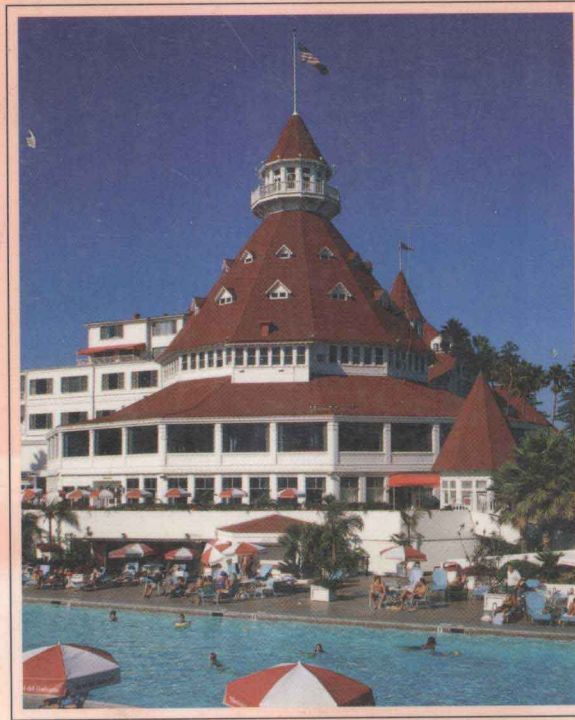


INTRODUCTION TO THE

# *Hospitality Industry*



TOM POWERS AND CLAYTON W. BARROWS

FIFTH EDITION

*Introduction  
to the  
Hospitality  
Industry*

F I F T H   E D I T I O N

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## P R E F A C E

The fifth edition of *Introduction to the Hospitality Industry*, like previous editions, boasts a variety of changes in both content and appearance. We continue to solicit feedback from students and faculty members from hospitality programs around the world in an effort to make these ongoing changes. We feel that we were able to incorporate many significant changes in this edition. Among other things, we continue to strive to monitor and report on the ever-changing hospitality and tourism industries.

### Goals and Purpose

As the book has evolved since the first edition appeared over 20 years ago, the authors have committed themselves to five basic principles by striving to:

- Present hospitality as a single, interrelated industry
- Emphasize problem-solving tools rather than pat answers
- Focus on industrywide trends rather than bare facts and figures
- Emphasize the importance of learning through experience by providing a framework for students' field experiences and observations
- Help students see that whether they are working in the largest company in the industry or a small independent company, they are in business for themselves, building their reputation, skills, and know-how, which are the principal assets of their business and the cornerstones of a successful professional career.

### Content

In our efforts to present the industry in an organized and responsible manner, we have divided the text into five primary sections encompassing everything from students' concerns about their role in the industry to operational issues. And, of course, the many different segments of the industry are discussed to give students a true understanding of

the size and scope of the industry. Brief descriptions of each of the major sections are as follows.

Part 1 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 that are covered in these chapters.

Part 2 takes an in-depth look at one very important segment of the industry—food service. The restaurant business is broken down into its various subsegments. Restaurant operations, organization, environment, competition, and food-service-related topics are covered. The final chapter of the section looks exclusively at on-site food service operations and differentiates them from the more visible restaurant segment.

Part 3 focuses on the lodging industry and pays particular attention to its various segments, products, and brands. Many changes have taken place over the last ten years, and these chapters chronicle recent developments. Specifically, in the past few years, new modes of financing hotel expansion have resulted in tremendous growth in supply. Understanding the basis of financial trends affecting this sector can have an important bearing on students' career decisions. Factors relating to the competitive environment of the lodging industry are the subject of the final chapter in Part 3.

Part 4 comprises two chapters that focus on tourism, considered by many to be the world's largest industry. 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 gaming facilities, theme parks, and natural environments.

The final part of the book (Part 5, consisting of Chapter 15) is devoted to a discussion of the importance of service in the hospitality environment.

## Features of the Book

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

- This new edition has been published in a full-color format, which enhances the overall presentation, as should be immediately apparent to longtime users of the book. Many new photos have also been added.
- The National Restaurant Association (NRA) Educational Foundation has developed a Student Workbook for its ProMgmt. certificate program. All copies of this text are packaged with a copy of the Student Workbook.



- *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.
- *Industry Practice Notes* appear in almost every chapter. These boxes take a closer look at specific trends or practices in the hospitality industry, from an interview with a recruiter from a major food service company (Chapter 1) to the relationship between working in the service industry and stress (Chapter 15).
- *Case Histories* support the chapter discussions by highlighting examples from today's hospitality organizations and associations.
- *Global Hospitality Notes* have been added 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 ecotourism (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.
- 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. These first appeared in the last edition of the book and were well received. They have been updated and revised. Answers are included in the Instructor's Manual.

CAREERS IN  
HOSPITALITY



## Supplementary Materials

An Instructor's Manual (ISBN 0-471-20774-8) with test questions accompanies this textbook. The manual includes sample syllabi, chapter overviews and outlines, teaching suggestions, and answers to the review questions and Internet exercises as well as test questions and their answers. The test questions are also available in electronic form, available to course instructors upon request. PowerPoint slides of selected tables and illustrations are available from the text Web site at [www.wiley.com](http://www.wiley.com).

The National Restaurant Association (NRA) Educational Foundation, in consultation with the authors, has developed a Student Workbook for its ProMgmt. certificate program. The workbook contains exercises and a study outline for each chapter, and a prac-

tice test of 80 multiple-choice questions. This practice test will assist students in preparing for the certificate examination.

In addition, an Instructor's Guide (0-471-20878-7) is available to qualified instructors to complement and highlight the information in the textbook and Student Workbook.

## Acknowledgments

First of all, we would like to acknowledge those individuals who provided direct assistance in the revision of the chapters. Our thanks go out to Dr. Debra Cannon, associate professor at the Cecil B. Day School of Hospitality Management at Georgia State University, who revised Chapter 9 for us. Second, we would like to acknowledge the help of Rong Lin, graduate student in the University of Guelph's Hospitality and Tourism MBA program, who helped to revise the tourism chapters. Dr. Richard Patterson, of Western Kentucky University, drew upon his extensive knowledge of the Web to develop the Internet Exercises at the end of each chapter. He also provided Internet addresses for the organizations and associations discussed in the case histories. His commitment and enthusiasm have been invaluable. Finally, Dr. Gary Vallen, of Northern Arizona University, assisted with the revision of Chapter 10 for the fourth edition, and that chapter remains virtually unchanged in the current edition.

We would also like to acknowledge many people who have helped in shaping this book, even at the risk of inadvertently overlooking some of the friends and colleagues who have helped us. Tom's wife, Jo Marie Powers, has been the source of many ideas found in this text—not all, we're afraid, properly acknowledged. Her advice and critical reactions have been vital to developing the text over the course of earlier editions. She also has made major contributions to the test bank developed for this edition and has served as editor and co-author on earlier editions of the Instructor's Manual.

Many faculty from hospitality management programs around the world have provided helpful information and feedback in the preparation of the manuscript. Many of our colleagues were quick to answer questions for us or to guide us to proper sources in their particular areas of expertise. Colleagues from the School of Hotel and Food Administration at the University of Guelph have provided us with numerous insights that have shaped this text in important ways. We must acknowledge especially Jim Pickworth, who has an eagle eye for information important to updating the text and who is generous in providing it.

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As always, Wiley's editors have been most helpful, most notably JoAnna Turtleaub and Julie Kerr. Eileen Chetti and Maury Botton are the production editors responsible for shepherding an unwieldy typescript, rough illustrations, and a lot of pictures into the book you hold in your hand—and they have done so with grace, patience, and charm.

Tom Powers  
Moon River, Ontario

Clayton Barrows  
Guelph, Ontario



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