

This Third Edition of Introduction to Management in the Hospitality Industry represents a substantial revision of the widely used text. In the chapters on food service, there is new material on consumer trends and alcoholic beverages. There are new chapters on lodging, including information about computers and technology, the rise of "smart hotel rooms, and the role of real estate developers. New chapters on tourism have been added to reflect the importance of casinos and smaller-scale attractions such as shopping centers, museums, and zoos. There is even a chapter on franchising. In addition, throughout the text major attention is paid to assessing the impact of North America's rapidly changing demographics and lifestyles. With all of these changes, however, the text remains committed to presenting hospitality as a single, interrelated industry and to providing students with the necessary problem-solving tools to address it.

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