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Nota di bibliografia	Includes bibliographical references (pages 131-164) and index.
Nota di contenuto	1. Introduction -- 2. How the industry operates -- 3. Industry organization and competition -- 4. Uniqueness of the hospitality product -- 5. Competitive strategies -- 6. Outside market forces -- 7. Challenges and opportunities for the industry -- Resources for further study -- References -- Endnotes -- Index.
Sommario/riassunto	The hospitality industry is generally referred to as businesses that provide accommodation and foodservice. Traditionally an entrepreneurial business, it now includes organizations ranging from small independent cafes to large multinational corporations. Businesses in the hospitality industry have many organizational structures to include whole ownership, franchising, consortia, and management contracts as key configurations. Affected by capital investment, travel and tourism trends, threats and opportunities, the hospitality industry has proved resilient.