

D I M E N S I O N S O F T H E

Hospitality Industry

An Introduction



SECOND EDITION

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PAUL R. DITTMER • GERALD G. GRIFFIN



Two of the industry's most-respected authorities, Paul Dittmer and Gerald Griffin, introduce students to the multidimensional world of hospitality and tourism. The principal segments of these fast-growing industries are explored and explained in their newly revised text, *Dimensions of the Hospitality Industry: An Introduction, Second Edition*.

Organized into seven major sections, this exciting second edition begins with an overview of hospitality and tourism and concludes with incisive discussions of significant issues facing managers in the industry today and likely to help shape its future. It covers the history of the industry and provides an introduction to the three principal segments—food and beverage, lodging, and travel and tourism. This edition includes a notable new chapter on hospitality operations management and a unique chapter on entertainment and recreation, designed to show their critical links to hospitality.



New features of this second edition help bring to the classroom real examples based on current news of the concepts discussed in the chapters and offer fascinating glimpses of some of the personalities who have shaped the industry.

The new edition is designed for optimal flexibility. Each section can either stand alone as a significant independent unit or be used as an easily integrated part of the comprehensive whole.

To further aid the student, each chapter begins with learning objectives and concludes with a list of key terms and numerous questions aimed at developing a knowledge base or thinking skills. The final feature in most chapters, identified as Moments of Truth, is a series of focused case studies for classroom discussion.



Dimensions of the Hospitality Industry: An Introduction, Second Edition, sets up a rock-solid foundation for the study of hospitality and tourism, and continues to inspire confidence in all students who wish to venture into the world's largest and fastest-growing industry.

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Dimensions *of the* Hospitality Industry

► **An Introduction**

SECOND EDITION

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One

Dimensions of the Hospitality Industry

A Career Overview



Learning Objectives

After reading and studying this chapter, you should be able to:

- 1** Distinguish between the manufacturing and service sectors in an economy.
- 2** Define *hospitality* and describe the scope of the hospitality industry.
- 3** Identify the two principal segments of the hospitality industry and list the major types of businesses in each.
- 4** Describe the relationship between the hospitality and the travel and tourism industries.
- 5** Discuss the historic role of entertainment in the hospitality industry.
- 6** Distinguish between travel agents and tour operators.
- 7** List and explain the elements that make the hospitality industry unique.
- 8** Discuss the special characteristics that distinguish hospitality and other service businesses from those that manufacture products.
- 9** Define the terms *moment of truth*, *cycle of service*, and *employee empowerment* and then discuss the significance of each for the hospitality industry.

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