

Hospitality Business Development

Ahmed Hassanien, Crispin Dale and Alan Clarke (2010)

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Well structured and presented with just the right volume of material, this easy to read comprehensive paperback, 312-page textbook, is one of the best teaching resources of 2010.

Written by three world-class academics, with decades of combined industrial and teaching experience, the book covers almost all areas of Hospitality Business Development.

The book analyses and evaluates the different aspects of the global hospitality industry in relation to business growth and development processes. Considering the essential features related to the strategic business context of hospitality, this textbook explores the fundamental requirements and challenges of the hospitality business development, and explains how differentiation and innovation can become the key to organisational business success.

The context will prepare students and wannabe managers of hospitality and related business sectors with the necessary knowledge, expertise and skills. More suitable for undergraduate students, the book could also be used as an introductory text for postgraduate students without a strong Hospitality-Tourism background to provide them with a comprehensive background on the topic. The textbook is well researched and well structured; thus, it is obvious that the authors have conducted an in-depth overview of the existing relevant global academic literature, and that is well reflected in the end result. The references and additional reading section is a resource on its own merit, and the well presented detailed index very helpful and easy to use.

Packed with case studies and numerous industry-related examples, the authors managed to cover a very broad range of activities of the broader hospitality sectors.

This include themes such as social networking, holiday homes, entertainment and theme parks, catering, guest houses, licensed retail, international hotels, fast food chain services, and so on. To provide some additional in-chapter contents, I have chosen to present a small overview, mainly of the first three chapters and some of the available case studies.

Chapter 1: This is an introductory chapter and provides a successful overview of the changing business environment related to the hospitality industry, explaining the nature, unique characteristics and challenges that those involved in hospitality business development can face. The example of McDonalds in India on page 7 is quite useful and the case study about Burj Al Arab Hotel of Dubai on page 14 quite unique.

Chapter 2: This part is of the book provides an understanding of the concepts and scope of hospitality. The tables on page 22-23 present an overview of the accommodation sector, and the applicable challenges and possible solutions. The examples of Nando's restaurant on page 28 and Wendy's on page 31 help the student to question, and the chapter case study on holiday-vacation rental properties is well written and useful.

Chapter 3: Presenting the hospitality environment and the tools that one can use to analyse it (SWOT, Micro-Environmental Analysis, Sector Life Cycle), the chapter provide fast, in an effective and efficient manner, the student with the much needed awareness. The figure 3.3 about Competitive

Structural Analysis on page 51 is simple and effective, and the Coffee Sector case study on page 55 summarises the theory and present the issues 'right to the point'. All following chapters are equally exciting, with chapter 7 looking at the hospitality busi-



ness growth routes and development processes. Chapter 10 examines the role and importance for the market of the property renovation activities, while at the same time focuses on the essential requirements for successful business development in the hospitality sector.

Some of the interesting and unique case studies of the book are: Repositioning at McDonalds on page 77; Disneyland Paris (Euro Disney) – A Challenge? on page 154; Developing new products in the Egyptian Hospitality Industry on page 214; and Renovation at Marriott International on page 240.

In all honesty, the only issue of concern that I have is the lack of colour in the figures and tables which make the book look dated and, in some cases, it requires more time to understand the applicable information. It could be a good idea for the publisher to take that into consideration for future editions.

All in all, this textbook is a 'must have' for those interested in the field of hospitality business development; an essential tool for students, professionals and academics alike.

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