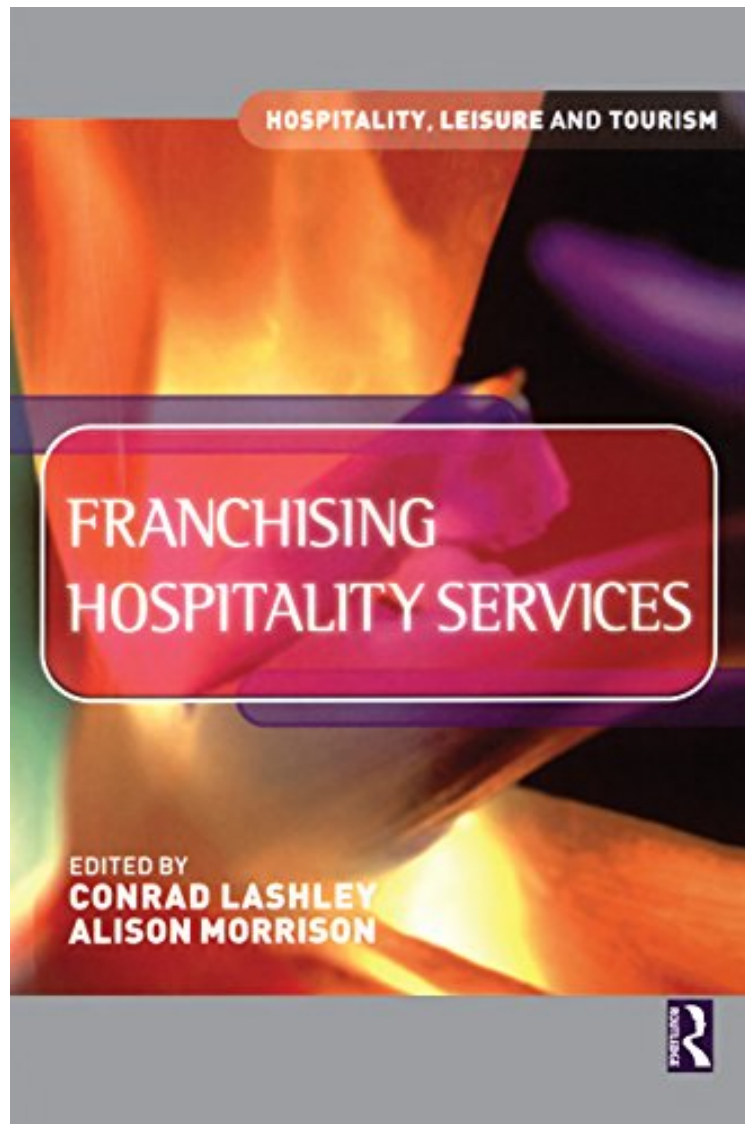


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Franchising Hospitality Services (Hospitality, Leisure and Tourism)

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'Franchising in the Hospitality Industry' provides an overview of the issues, debates and challenges associated with business franchising. In two parts, this text firstly looks at the issues from both an academic and practitioner perspective. The second part looks more closely at service sector groups in the hospitality industry, such as hotels,

leisure and catering using national and international examples and illustrations. These demonstrate how the theories and debates discussed in the first part, are tackled in real life situations. Examples used are from well known companies such as McDonalds, Baskin Robbins, Burger King, Choice Hotels, Holiday Inn, Domino Pizza, Pierre Victoire amongst others.

About the Author Professor Conrad Lashley is Professor of Leisure Retailing at the Centre for Leisure Retailing at the Nottingham Business School. His research interests have largely been concerned with service quality management, and specifically employee empowerment in service delivery. He works closely with several major industry organizations including the British Institute of Innkeeping, J. D. Wetherspoon and McDonald's Restaurants Limited. She has an MSc in Entrepreneurial Studies and her Ph.D. thesis investigated small firm strategic alliances. Since 1979 she has been an entrepreneur in her own right, owning and operating a number of restaurant and hotel businesses. In addition, she regularly undertakes consultancy projects for entrepreneurs both in the UK and internationally.