



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.

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