

CONTEMPORARY TRENDS IN TOURISM AND HOSPITALITY MANAGEMENT

Sandeep Choudhary



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In the present book we have endeavoured to bring everything related to tourism. Contemporary Trends in Tourism and Hospitality Management attempts an integrated approach to tourism development, focusing on sustainability and authenticity of tourism experiences as effective responses to changes in tourism patterns and relationship matrix, as underpinned by the complex linkages fostered by multiple stakeholders. Tourism emerged as a global phenomenon in the 1960s and the potential for tourism to generate economic development was widely promoted by national governments. They appreciated that tourism generated foreign exchange earnings, created employment and brought economic benefits to regions with limited options for alternative economic development. National tourism authorities were created to promote tourism and to maximize international arrivals. Planning tourism at all levels is essential for achieving successful tourism development and management. The experience of many tourism areas in the world has demonstrated that, on a long-term basis, the planned approach to developing tourism can bring benefits without significant problems, and maintain satisfied tourist markets. Places that have allowed tourism to develop without the benefit of planning are often suffering from environmental and social problems. The hospitality industry can offer a promising future for IT professionals wanting to make an exciting career. In recent years, the scope of IT professionals in this industry has been on the upswing. The book serves the purpose of providing a modern perspective on contemporary travel, tourism and hospitality industry.

Contents: Tourism and Development; Customer Defection Management; Tourism Marketing Information System; Tourism Planning and Management; Management in Hospitality Industry; Approach of Sustainable Tourism Management; The Hospitality of Hotel Security Management; Tourism Service.

About the Author



Sandeep Choudhary completed his MBA in Hospitality and Tourism Management from International Institute of Tourism and Travel Management, Saharsa, Bihar. He worked for a variety of organizations in the Saharsa before moving to Aurangabad to become Professor of Operations Management at the College Inventory Management Aurangabad, Bihar. He continues to work for organizations around the world, using his specialist knowledge of operations and supply chains. He has written a number of successful books in these areas. Mr. Choudhary sets inventory management in its broader context, discussing the important trends and pressures for change. At present time, he is the visiting faculty at various Colleges of Bihar as well as conceding states.



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