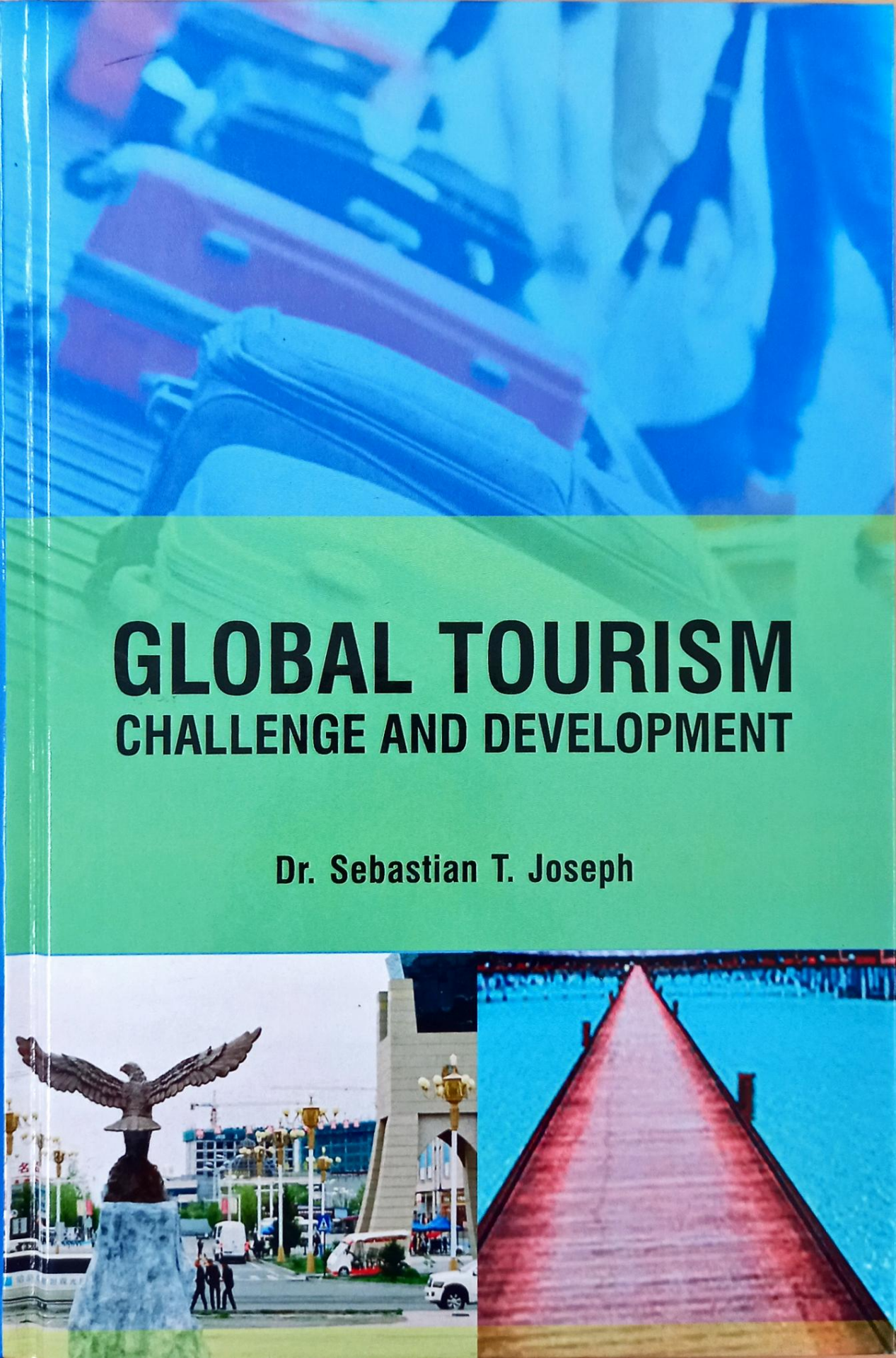




GLOBAL TOURISM

CHALLENGE AND DEVELOPMENT

Dr. Sebastian T. Joseph

Global Tourism

Challenge and Development

Dr. Sebastian T. Joseph



RANDOM PUBLICATIONS
NEW DELHI (INDIA)

Global Tourism: Challenge and Development

ISBN 978-93-5269-055-8

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Published in 2018 in India by

RANDOM PUBLICATIONS

4376-A/4B, Gali Murari Lal, Ansari Road
New Delhi-110 002

Phone : +9111-43580356, 011-23289044, 011-43142548

e-mail: sales@randompublications.com,
info@randompublications.com, randomexports@gmail.com

Type Setting by : Friends Media, Delhi-110089

Printed at : Sanat Printers

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Tourism is an ancient habit among human beings who wanted to know about places, culture, food and the unknown outside their own known habitats. This habit is growing all over the world because of exposure to media and because of easy and comfortable mode of travel. Things have changed a lot from the days of Marcopolo, who was not only an explorer but father of modern tourism. Global planners and various countries all over the world have for years found that tourism could be utilised for National Development and employment generation. In fact countries like Italy, Spain, Philippines, Mauritius, Nepal, Greece, Egypt's National economy depend practically on tourism. The world tourism has become an invaluable source of income numerous for national governments, including India. The exponential growth of tourism has seen tremendous benefits to the economy in a number of ways, such as generation of income, growth and expansion of employment opportunities, mobilization of foreign exchange, social and cultural integration and development of commerce. The book provides a research reference and text for university academics, students, researchers and tourism practitioners involved in all aspects of travel and tourism.

Contents: Introduction; The Challenges of Globalisation on Tourism Promotion; Third World Political Economy of Tourism; The Organization of Global Service in Hotel Industry; Marketing Management in Global Tourism; Global Competition among Hotels; Information and Communication Technologies in Tourism; Planning Tourism as an Integrated System.

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Dr. Sebastian Tharapil Joseph is a Senior Assistant Professor at Joseph School of Business Studies at Sam Higginbottom Institute of Agriculture, Technology & Sciences from a decade. He has done his D.Phil from University of Allahabad on the Topic 'An Analytical study of working and Prospects of India Tourism Development Corporation Ltd.' He has academic endeavor of successfully organizing a number of National Seminars, Entrepreneurship Development Programmes for Govt. of India Under the Ministry of Micro, Small & Medium Enterprises. To his credit he has a number of research papers published in the distinct journals. He has been working towards the sustainable development and reservation of Greenery and thus has been instrumental in the conservation of ornamental plants in the Department.



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PUBLISHERS • DISTRIBUTORS

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New Delhi-110002, Ph : +91-11-43142548/43580356 / 23289044
Email : randomexports@gmail.com,
sales@randompublications.com,
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ISBN 978-93-5269-055-8



9 789352 690558

6,995/- (approx.)