

# **CONTEMPORARY TOURISM AND HOSPITALITY MANAGEMENT**

**Dr. Anoop Pant**



# Contemporary Tourism and Hospitality Management

Dr. Anoop Pant



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# CONTEMPORARY TOURISM AND HOSPITALITY MANAGEMENT

This book "Contemporary Tourism and Hospitality Management" has been planned to provide an overview of the subject areas of tourism and hospitality management. The attributes and pillars of sustainable tourism, as also reflected in World Travel and Tourism Council's "Blueprint for New Tourism" are covered in detail. Secondly, it gives details about contemporary global tourism industry, tourism products, travel agencies, travel trade, tour operators, travel companies and the overall inter-relationship and networking. Today tourism has flourished as a full fledged industry. It is one of the fastest growing and foreign currency earning industry. Management and administration is also required for this industry. 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. It discusses issues related to contemporary practices in tourism in order to develop strategic tools to mitigate the challenges faced by stakeholders in planning, implementing innovative programmes and in sustaining holistic tourism development. This book also provides the ways and means required for jump-starting hospitality industry, tourism development and travel management at a global level.

**Contents:** Defining Tourism; Tourism Policy-Making; Tourism Organization and Management; Tourism Planning; Quality in Tourism Industry; Hospitality and Service Management; Hospitality Marketing Strategy; Tools and Models.

## About the Author



**Dr. Anoop Pant**, after being awarded Ph.D. from Banaras Hindu University, Varanasi, entered the brutal corporate world where in a short span of time he became a successful entrepreneur. Later on Dr. Pant, took to teaching Management students and now has more than eighteen years of rich teaching experience at various Management Colleges such as TASMAC, Pune, Kumaon Institute of Information Technology, Saraswati Institute of Management & Technology, BLS Institute of Management, Ghaziabad & Jaipuria Institute of Management, Ghaziabad. He is also a visiting faculty at IMT Ghaziabad for its Distance Learning Programme (Ghaziabad Centre). He has also served as Programme Director with Asia Pacific Institute of Management, New Delhi and Director with Jaipuria Institute of Management, Ghaziabad. He was the founder Director of Ajay Kumar Garg, Institute of Management, Ghaziabad. Currently he is working as Director Accurate Institute of Advance Management, Greater Noida. He has published many research papers and has also conducted training and development programs (MDPs) at various organizations. In his other competencies, he is examiner of many universities and institutions and an active member of various management associations.



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