Opportunities and Challenges for Tourism and Hospitality in the BRIC Nations

Part of the Advances in Hospitality, Tourism, and the Services Industry Book Series

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Description:

The stability and wealth of a nation’s economy is dependent upon the success of various industrial sectors. The tourism industry has experienced massive growth in recent years, creating more jobs and becoming a source of foreign exchange.

Opportunities and Challenges for Tourism and Hospitality in the BRIC Nations is a pivotal reference source for the latest scholarly research on the recent developments and contemporary issues within the services sector, highlighting cross-cultural implications as well as societal impacts of hospitality and tourism on emerging markets. Provides insight on managing and maximizing profitability.

Readers:

This book is ideally designed for researchers, professionals, upper-level students, and academicians involved in the services industry.


Topics Covered:

- Cultural Heritage Tourism
- Destination Branding
- E-Marketing
- Film Tourism
- Food Safety Risks
- Social Networking
- Stakeholder Engagement

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Mohinder Chand Dhiman is currently Professor and Chairperson in Tourism and Hotel Management at Kurukshetra University – Kurukshetra, India. Prof. Mohinder’s teaching interests have been in Travel Agency Management, HRM in Hospitality and Tourism, Hospitality Finance & Accounting, and Hospitality Strategic Management. As a part of his research program, he has published more than 100 research papers and authored / co-authored eight books in Tourism and Hospitality. He has supervised more than 20 PhD and M.Phill scholars. He has developed / designed various courses in tourism & hospitality at university level. He has been in expert committees of universities and other government institutions. Presently, he is the editor of International Journal of Hospitality and Tourism Systems. Prof. Mohinder is serving as Editorial Board member of many international and national journals. He is also General Secretary of Indian Hospitality Congress (IHC).