Tourism and Opportunities for Economic Development in Asia

TABLE OF CONTENTS

Chapter 1
Impact of Advertising and Public Relations on Tourism Development in Da Nang, Vietnam.
Xuan Van Tran, University of West Florida, USA
Minh Nguyen, Duy Tan University, Vietnam
Ha Kieu Tan Luu, Duy Tan University, Vietnam
Ny Ngo, Duy Tan University, Vietnam
My Tran, Duy Tan University, Vietnam
Ngoc Bich Nguyen, Duy Tan University, Vietnam
Hai Tran, Duy Tan University, Vietnam

Chapter 2
Environmental protection and Tourism: Tourism in the Protected area in Mongolia
Navchaa Tugjamba, University of the Humanities, Mongolia
Ambarayasqalan Gantumber, University of the Humanities, Mongolia

Chapter 3
International Tourism and Opportunities for Economic Development in India: Economic Development in India
Manoj Kumar, International Engineering Services, India

Chapter 4
Implication of SASEC Tourism Initiatives on North Eastern States’ of India A Descriptive Analysis: SASEC Tourism
Supriya Dam, Govt. Degree College, Dharmanagar, North Tripura, India

Chapter 5
Mastering Sustainable Tourism and Rural Tourism in the Global Economy
Kipokin Kasemsap, Suan Sunandha Rajabhat University, Thailand

Chapter 6
Sustainable tourism Development in Asia: Evaluation of the Potential and Challenges
Gamini Herath, Monash University, Malaysia

Chapter 7
Prioritization of eco-tourism forms at Sikkim, India
Ajeya Jha, Sikkim Manipal Institute of Technology
sherap Shenga, Government of Sikkim
Somnath Mishra, Sikkim Manipal University

Chapter 8
Can Educational Tourism Spur Economic Growth in Malaysia? Evidence from Neoclassical Growth Model
Hylmee Matahir, Universiti Teknologi MARA Sabah, Malaysia
Chor Foon Tang, Universiti Sains Malaysia

Chapter 9
Changing Behavioural of Patterns of Travellers to Urban ecotourism Sites of Kuala Lumpur
Sudipta Kiran Sarkar, Berjaya University College of Hospitality, Malaysia

Chapter 10
Critical Review of Tourism in India
Neeta Baporikar, University of Pune, India

Chapter 11
Sudipta Kiran Sarkar, Berjaya University College of Hospitality, Malaysia
Babu P George, Fort Hays State University, USA
Chapter 12
The Relevance of the Tourism-Led Growth Hypothesis to Malaysia: A View Through Rolling-Samples and Disaggregated Tourism Markets
Chor Foon Tang, Universiti Sains Malaysia
Eu Chye Tan, University of Malaya

Chapter 13
Tourism development and rural tourism in Taiwan: A literature review
I-Ting Chen, Sheffield Hallam University, Taiwan
Konstantin Karl Weicht, Vienna University of Economics and Business, Austria

Chapter 14
Tourism-led Growth Hypothesis and Foreign Direct Investment in ASEAN
Praopan Pratoomchat, Bates College, USA

Chapter 15
UNESCO World Heritage Designation— An Opportunity or a Threat to Hoi An Ancient Town (Vietnam)?
Huong T. Bui, Ritsumeikan Asia Pacific University, Japan
Tuan Anh Le, Southern Cross University, Australia
Chung H. Nguyen, Vietnam National University, Vietnam

Chapter 16
Actor Network Theory in Tourism
Xuan Van Tran, University of West Florida, USA

Chapter 17
Adequacy of Government Policy on Ecotourism A Case Study of Sikkim
Ajeya Jha, Sikkim Manipal Institute of Technology, India
Sherap Shenqa, Director, Commerce & Industries, Govt. of Sikkim, India
Somnath Mishra, Sikkim Manipal University, India