Introduction

ABSTRACT

Today, tourism and hospitality has acquired a pivotal milestone globally as a source of earning foreign currency and generation of employment. Considering this paradoxical situation during recent decade, tourism and hospitality education has emerged as a global phenomenon and every nation is inclined to promote quality education to cater the diverse demands of human resources. Further, as the industry continues to flourish, it continuously triggers new issues that raise questions about its very growth, development, operation, management and implications on the society. In this introduction, the authors make an attempt to bridge the void between tourism and hospitality theory and international practices to add value and ensure quality in the tourism and hospitality education.

INTERNATIONAL TOURISM AND HOSPITALITY: AN ACADEMIC DIAGNOSIS

Introduction

The World Travel & Tourism Council (WTTC) stated that in 2013, Travel & Tourism’s total contribution to the global economy rose to 9.5% of global GDP (US $7 trillion), 266 million jobs were supported by Travel & Tourism in 2013, recognising its importance and value as a tool for economic development and job creation(WTTC, 2014). Further forecasts indicate that the Travel & Tourism in 2014 GDP of tourism will grow by 4.3% in 2014. Travel & Tourism forecasts over the next ten years also look extremely favourable, with predicted growth rates of over 4% annually that continue to be higher than growth rates in other sectors. Tourism & hospitality is a significant industry for many nations globally. It generates billions in spending and contributes nearly billions to world’s GDP, directly employs over billions people and earns nearly 10% of our total export earnings, making it many nation’s largest service export industry. It helps to fund critical economic infrastructure like airports, roads and hotels, and provides the people-to-people linkages. It also plays an important role in the Socio-economic development of many countries beside regional growth and development, regardless to demonstrate its role and contribution towards international peace, understanding and national integration. Thus, the importance of tourism & hospitality to small economies is now widely acknowledged. According to WTO (2013) it has emerged as the world’s largest key industry and one of its fastest and most dynamic challenging and growing economic sectors of the 21st century – producing economic flows, driving vast flows of people, commodities, improvement in transport systems and infrastructure, new information technology and logistics
Introduction

and capital, both within Europe and worldwide. Interestingly, this changing face of tourism & hospitality industry witnessed as a vital dimension to countries’ overall progress and a significant foundation for sustainable development for many destinations. Further, WTO (2014) demonstrates that tourism and hospitality are social phenomena, and the industries associated with them are largely application oriented. ICTs thus play a critical role in the competitiveness of tourism organizations and destinations as well as in the entire industry as a whole. Thus, the technology has had a major impact on tourism and hospitality, with the development of huge numbers of websites and applications including reservation systems, online travel agents and tour operators, and interactive product review sites. This constantly changing environment presents many challenges to the tourism and hospitality industry.

The purpose of this chapter is to provide a thorough and comprehensive review of scholars work on different dimensions of international tourism and hospitality in the digital age.

Locating Theory and Practices in the Tourism and Hospitality Field

As tourism and hospitality research grows gradually in scope, nature, partern, structure, and rigor over the years, it seems to attempt to keep up with the dynamic evolutions and match industry’s research demands in relation to the diversity of topics. There is a longstanding debate on defining the concept of tourism and hospitality in academic arena. Over the years different hospitality schools of thoughts have been emerged to make tourism and hospitality concept as a universal. However, studies have had a problematic relationship with the process of defining the concept (Rehland, Chaudhary & Fagel, 1985; Heal, 1990; Erik,1988; Cohen, 1995; Crang,1999; Edensor, 2000; Karma, Mill, & Kanshil, 2000; Ateljevic, Pritchard & Morgan, 2007; Dann, 1996; Johnston, 2001; McRae, 2003; and Meethan, 2001). As the importance of tourism and hospitality continues to develop and experiment with ways of different disciplines and methodologies this reflected in the emergence of new subfields. Thus, concept of genre is closely coupled with developments and trends in the world economy and changes in the academic pedagogies. Further, research studies have often privileged the exotic and strange, reflecting historically, anthropological, cultural and managerial legacies, to speak of dramatic contrasts between theory and practices (Lewis, 1993; Barrows & Bosselman, 1999; and King, 1995). Of course, this can produce dramatic insights into the development of tourism and hospitality as multidisciplinary approaches. Despite such a discipline the proliferation of discourses about tourism and hospitality takes a range of forms, and it seems one of the pre-eminent cases of discourse shaping knowledge of the world but it seems that the urge to create a purified language of commentary risks cutting us off from the lay and popular knowledge produced through tourism and hospitality research (Walker, 2009; Chand, 2009; Tribe, 2005; Shoval, & Isaacson, 2007 and Jacobsen, & Munar, 2012).

Scholars have contributed to tourism and hospitality studies by focusing on the different considerations: education, regional patterns, planning, marketing, HR, spatial distributions of tourists and hospitality facilities (Chand, 2009; Tribe, 1997; David, 2009). Most recently, some have made the case for a paradigm shift away from the economic emphasis prevalent in studies of tourism and hospitality to an emphasis on a more socially critical agenda (Andersson & Bateman, 2000; Bansal & Roth, 2000).

Recently, there have been radical changes in the methodological issues in tourism and hospitality management research. Perhaps the reasoning behind this is that a combination of research methods can serve mutual purposes and address important questions at different stages of a research inquiry thereby enhancing and enriching current knowledge by ‘filling in the gaps’ (Currell & Towler, 2003; Andersson & Bateman, 2000; Bansal & Roth, 2000; Egri & Herman, 2000; Downward & Mearman, 2004; Thakur
& Srivastava, 2000; García-Canal, Duarte, Crido, & Llaneza, 2002; Yan & Duan, 2003). As tourism and hospitality is recognised as a multi-disciplinary subject, there is obvious a significant scholarly discussion required on methodological issues, research orientations and the approaches to study tourism and hospitality. Many scholars have observed that the academic analysis of tourism and hospitality has eclectic origins, which embrace disciplines such as management, commerce, economics, geography, political science, law, philosophy, psychology, sociology anthropology, strategy, human resource management, operations management and marketing (Dann, Nash, & Pearce, 1988; Tribe, 1997; Andersson & Bate- man, 2000; Bansal & Roth, 2000; Downward & Mearman, 2004; Singala, Christou, & Gretzel, 2011). It is clear that the future tourism and hospitality research is going to progress towards mix methodology, whatever may be the approach it is imperative that the approach should enhance the credibility, innovation and yield better research outcomes for the benefits of industry wiz-a-wiz academic.

**Understanding Tourism and Hospitality in the Digital Age**

Tourism & hospitality industry has emerged as big giant globally and has become the lifeline of many economies worldwide. Moreover, Tourism and hospitality industry has the capacity to attract and retain the tourists wiz-a-viz creates competitive edge over other Tourist destinations and generates huge employment opportunities. As the industry continues to flourish, it continuously triggers new issues that raise questions about its very growth, development, operation, management and implications on the society. Hence the various aspects of tourism & hospitality research will address in the book with several chapters/topics. It emphasized on proper selection of topic/research papers on diverse dimensions of tourism and hospitality industry. A valuable insight is also provided into the concept of tourism and hospitality research that has become imperative for business enterprises in order to attain a competitive edge over competitors. There is a growing interest in comparative research in tourism & hospitality studies. In fact, a cross-cultural ways of understanding such research studies have become a pivotal in the present context. Today, it is recognized & appreciated that different academic and inter-disciplinary subject with in which tourism & hospitality research has been generated to provide a fertile ground for analysis.

The globalisation of the tourism and hospitality industry has advanced under the pressure of increased technology, development of tourism industry, transportation, deregulation, communication, political barriers, labour force, socio-cultural changes, professionalism, economic development, besides growing competition in a global economy. The hospitality business today finds itself competing in a world of global economy for its survival, growth, productivity, efficiency, and profitability. The professionals working in this industry have to learn to adjust or to change with market demands, quality and value for money. Organisations must focus on professionalism vis-à-vis on profitability apart from other important changes globally.

The digital economy is critical to future trends of the world economy. It will be a driver of growth and productivity. It will change what skills are needed and patterns of development. It will accelerate globalisation, increase competition, and remove barriers to entry at international marketplace. In fact, digital innovations are not just confined to adopt new technologies that have a transformative impact on the future of business. Moreover, digital innovations will alter industry structure and supply chains, shake up business structures and change the very nature of work for employees. Tourism and hospitality in the
Introduction

digital age looks at the phenomenon of hospitality in a systemic way. It comprises a scientific approach to the study and representation of reality through the convergence of technology and interdisciplinary work. Generally, tourism and hospitality indicators in the digital age are destination web monitor; dynamic pricing monitor; social media reputation monitor; smart cities, cloud destinations; hotels of the future; competitiveness; collaboration in the academic field and dissemination of actions.

Interestingly, the digital age has been transforming tourism & hospitality globally and has significantly changed the best operational, managerial and strategic approaches in the industry. e- Tourism & Hospitality has given scope for the development of an ample range of new approaches, systems and techniques that facilitate global interaction between industry stakeholders /players around the world. Thus, such interaction has brought fundamental changes to both the industry and academia. Digitalisation plays a critical role for the competitiveness of organisations and destinations as well as for the entire tourism and hospitality industry as a whole. Developments in contemporary approaches have influenced the perceptions of travellers that use technologies for planning and experiencing their travels around the globe. On other hand digitalisation has changed drastically the efficiency and effectiveness of tourism & hospitality organisations, the way that business is conducted in the volatile marketplace. This alters the structure of the entire industry and demands comparative research in tourism & hospitality studies. In fact, a cross-cultural ways of understanding such research studies have become a pivotal in the present context. Today, it is recognized & appreciated that different academic and inter-disciplinary subject with in which tourism & hospitality research has been generated to provide a fertile ground for analysis.

These insights from acknowledged international experts in their field are invaluable to the current generation as well as new and emerging tourism researchers who will benefit from a greater understanding of how the field of tourism studies has evolved, what factors have shaped its development and how it might develop in the future.

The collection begins with a series of stimulating broader perspectives on progress in tourism research. The next two sections focus on advances in research on tourism development and the business of tourism and on the path tourism research has taken in particular parts of the world which have experienced a significant growth in tourism in recent years. The final section considers more recent and emerging themes in tourism research and discusses how research on new topics arise and might proceed. In the concluding chapter, the editors identify lessons learnt and suggest ways forward.

It is worthy to systematically collect such new approaches, models, current thinking and resultant tools to promote their acceptance, foster further developments, and speed up their implications in tourism and hospitality. Thus, this book addresses some of these operational, managerial and contemporary issues in order to provide a thoughtful insight and stimulate discussion and debate amongst the industry stakeholders and academicians to devise a wise course of action for the future. Further, it provides a balanced coverage of the wide range of components within the tourism and hospitality industry by taking a very practical hand-on-approach to the study both operations & management aspects.

Thus, in what follows in this book we concentrate a lot on these mediatised representations and experiences, drawing upon case studies and literature from tourism and hospitality fields, not just because they give pertinent visual illustrations, but because such examples allow us to appreciate the different ways in which people conceive of tourism and hospitality approaches, models and practices as constitutive of their own identities in the digital age. Such mediatisation are not simply representations but are also linked with the material conditions of tourism and hospitality that certainly need to be problematised.
Introduction

Structure of the Book

In this book 16 chapters have been selected which provide the reader with insightful and interesting ideas in the areas of global tourism and hospitality research. What follows is an overview of these 16 chapters that appear in this book.


Anastasia A. Katou reviews and highlights the methodological issues in the empirical literature in the field of strategic human resource management that may be applied to the hospitality industry, and proposes possible solutions to overcome methodological problems. The chapter makes use of a general HRM-performance linkage framework that refers to the ‘black box’ in strategic human resource management, and is based on the three HRM perspectives (universalistic, contingency, and configurational).

Chapter 2. Impacts from Tourism Development in Langkawi Island, Malaysia

Azizan Marzuki provides a quantitative comprehensive review of tourism’s benefits for local community. The success of the developed countries in expanding tourism industry has inspired many developing countries including Malaysia to give a due recognition to the industry as the main driver in the nation’s economic development. Thus, the main focus of this chapter is to explore and identify economic, environmental and socio-cultural impacts of tourism development in Langkawi Island.

Chapter 3. Eco-Cultural Tourism for Biodiversity Conservation and Sustainable Development of Remote Ecosystems in the Third World

G. Poyya Moli suggests appropriate strategies for integrating biodiversity conservation and sustainable livelihoods by regenerating nature and culture for facilitating sustainable development of remote ecosystems in the third world.

Chapter 4. Service Providers’ Perspective about Destination Based Web-Marketing: An Empirical Investigation

Suvidha Khanna and Saran Preet Kaur Broca address the role to the internet among hotel, travel agencies, and airline companies in Jammu. Moreover, they evaluated the role of destination based tourism websites in promoting Jammu as a destination by various service providers viz. hotels, travel agencies, and airlines. They suggest that while the websites are scoring above average values on all the five factors under study (functionality, convenience, website layout, convenience and content) their performance can still be improved. The service providers who use these websites are completely satisfied with the speed of information downloads, transaction processing speed, website designs, and logical organization of the websites, etc.
Introduction

Chapter 5. Managing Knowledge at Tourism Destinations: Conceptual Foundations and Research Issues

Amit Kumar conceptualizes the application of knowledge concepts and suggest further research issues in this area to develop a knowledge network. Overall this chapter demonstrates the considerable utility of managing knowledge for tourism in delivering destination competitiveness. Today, knowledge has become a pivotal tool of implementing strategies and approaches to achieve desired results. Moreover, the recent developments in tourism and hospitality marketplace have recognised knowledge as a key competitive tool and a determinant for socio-economic growth at a destination. Thus, it is obvious that if a tourism destination/nation/organisation are to remain competitive in the volatile tourism business environment, the application of knowledge management approach has become fundamental to transform tourism knowledge into capabilities for the survival, sustain and growth of tourism sector.

Chapter 6. An Investigation of E-HRM Practices in Indian Tourism and Hospitality Industry

Mohinder Chand explores the rapid developments in information technology systems that demand changes in the tourism and hospitality industry where IT has made a huge impact. To sustain and growth in the IT era, tourism and hospitality organisations requires deploying the right mix of information, people, and infrastructure. Thus, understanding how people use information and knowledge is essential for tourism and hospitality firms and is a key to their strategy development. This strategic role not only adds a valuable dimension to the HRM function but also changes the competencies demanded for the success of HR professionals in the digital age.

Chapter 7. The Global Implications of Ecotourism in Emerging Economies

Felicia Ramona Birău highlights the global implications of ecotourism in emerging economies. She reviews the ecotourism in emerging economies and establishes a great interdisciplinary research interest. Ecotourism has become extremely popular; it is also highly beneficial on the development of emerging economies and fundamentally contributes to nature conservation and improvement of livelihoods particularly in rural areas. The original approach provides a complex empirical analysis based on certain emerging economies (Poland, Brazil, India, China, Russia, Hungary, Slovenia, Slovakia, Romania and Bulgaria) in the turbulent context of the global financial crisis.

Chapter 8. An Examination of the Role of Restaurant Attributes on Patrons Dining Experience and Their Post-Purchase Intentions

Adarsh Batra determines the relationship between restaurant attributes and customers’ overall perception and return patronage, and whether dining occasions relate to return patronage. A sample survey method was used, with a structured questionnaire as the research instrument, at Ebony restaurant Bangalore, (India). Data from 400 restaurant patrons as respondents was used for statistical analysis. Frequencies, Means, Chi-square and Spearman rank-order correlation were used to analyze data. Findings showed that there is a correlation between restaurant attributes and customers’ overall perception. Results also indicated that there is a relationship between return patronage and restaurant attributes and dining occasions.
Chapter 9. The Effects of Terrorism on Tourism and the Media’s Role

Youngsun Shin discusses how recently, crimes, terrorism, civil unrest, and war have caused serious damage to tourism destinations and, in some cases, totally decimated a whole industry at the global level. A turbulent security environment, caused by wars, coups d’etat, civil wars, and terrorist attacks, has already demonstrated its negative impact on tourism development in many countries around the world. The chapter addresses a popular topic from a critical perspective on the effects of terrorism on tourism and the media’s role in the digital environment. The chapter examines the media’s role and tourist destination image in general. Moreover, the primary survey carried out to discover the perceptions and attitudes of international visitors while visiting the DMZ and its vicinity and how they perceived safety in the DMZ area. The survey were 151 international tourists to the DMZ area, reveal that respondents had reasonably positive perceptions of the DMZ area.


Mohinder Chand and Ashish Dahiya survey research on human resource management (HRM) practices and sustainable development that has increased in the tourism management literature over recent decades. Scholars suggest that commitment-based HRM practices contribute to achieve sustainability of the firm. However, prior research puts little emphasis on the conceptual relationship between sustainable tourism development and commitment based HRM practices. The authors open the black box by examining the role and contribution of HRM in achieving sustainable tourism development in India. The findings of the study suggests that the new HR competencies required for achievement of sustainable tourism development and the applicability of HRM pervades every aspect of doing business and needs to be embedded across an organization at all levels, becoming an ongoing change process. Subsequently, tourism innovation activities enhance destination performance, emphasizing their determinant role to achieve sustainable tourism development in the digital age.

Chapter 11. Ways of Applying Destination Management Concepts to the Development of Internal Tourism in Uzbekistan

Bakhtiyor Navruz-Zoda and Nutfillo Ibragimov address the destination model of tourism management in Uzbekistan. They stated that economic development of Uzbekistan depends on the level of effective usage of its huge tourism potential. A great attention is paid to development of international tourism because the republic is the part of the chain of global tourism product “The Great Silk Road” which spreads from Japan to Europe. The national model of Tourism Development, which was created after the attaining independence, starts to show its progress in this industry. However, the rate of incoming tourists is still low as there is no flexible system of tourism supply and lack of formation of tour groups from outgoing tour operators. In order to improve this process it is necessary to apply the policy of destination management.
Chapter 12. An Overview of Training and Development Practices in Food and Beverage Outlets

Ankush Ambardar identifies and reports the importance and usage of training and development practices in food and beverage outlets operating in the region of Chandigarh, India. Based on a survey of 55 food and beverage outlets and their perceptions on training and development practices were assessed by 22 training and development practices and 3 demographic variables. To identify the importance and usage of these practices descriptive static was incorporated. The study provides a strong indication that there are significant differences on usage and importance of training and development practices in food and beverage outlets in Chandigarh. The study is an attempt to add information to the very little empirical knowledge available referring to the training and development practices in food and beverage industry.

Chapter 13. Understanding the Importance of Property Management Practices in Indian Hotel Industry

Mohinder Chand and Manish Anand examine the importance of property management practices in the Indian hotel industry. The enormous changes have been noticed in the recent years in terms of organizational structure, revenue, innovation, information technology, etc. This information technology has dramatically affected hotel operational practices worldwide and India is no exception to this. The proliferation of modern technologies, coupled with sophisticated network protocols, have unveiled new avenues for the hospitality industry. Technology-based systems stand in a pivotal position to offer better service to tourists. The entire hospitality industry, but especially hotels, can take advantage of the pervasiveness of technology-based systems to advance some of their operations. This chapter seeks to assess the importance of property management system (PMS) in Indian hotels and to analyze the factors that influence a hotel’s ability to adopt a PMS. The study shows that there is a large variation in the importance of PMS among the hotels in the industry. The study concludes by arguing for greater impetus to promote PMS adoption among hotels due to its impact on reducing the level of leakage. The chapter further makes recommendations to hotel operators and policy makers on the use of PMS in hotels.

Chapter 14. Risk Perceptions of International Female Tourists in India

Sushma Chugh examines the Risk Perceptions of International Female Tourists in India. In the recent past, the image of India has suffered from a negative image overseas after a few incidents of rape and crimes against women have surfaced in the media, projecting India as an unsafe country for women to visit. Tourism is a highly volatile industry, and such incidents can tarnish the image of a destination and adversely affect the foreign tourist visits. There was a noticeable decline in the number of women travelers coming to India after these incidents were highlighted by the media. This chapter is an attempt to determine the risk perceptions of foreign women travelers to India and whether they consider India a safe destination. To explore the issue of risk perceptions of female international tourists, a sample of 100 international women tourists was selected randomly and administered questionnaires based on the parameters introduced by Gunn in 1972. The general perception of women tourists about India on the safety and security of women was not positive; however, it also determined that they found the country worth visiting again. They were of the opinion that if these safety and security issues are properly tackled, then India has the potential to emerge as a sought-after tourist destination.
Chapter 15. Gender Equality Policies in Indian Hotel Industry: A Study of Selected Hotels

Megha Gupta explores how worldwide, the number of women in the workforce has increased over the years with a corresponding increase in the number of highly educated women equipped with technical know-how; however, discrimination against women in the workplace has impacted their advancement in jobs that acquire higher societal recognition among men. An awareness of the under-representation of women in top positions in the corporate world has prompted many corporations to review their policies and practices. If firms are to remain competitive in an increasingly demanding global market place, they must recruit, retain, develop, and promote the most talented people, regardless of their sex. Increasingly, this is seen as not only the right or ethical thing to do, but also the smart thing to do. In keeping with this realization, a small number of leading edge organizations are attempting to become more women-friendly. Having women in key positions is associated with long-term company success and competitive advantage; adding value through women’s distinctive skill sets and creating cultures of inclusion through a diverse workforce. This study tries to evaluate the gender equality policies in selected Indian hotels and finds a mixed picture. The analysis suggests that majority of the hotels are not yet adopting proactive policies to encourage the representation or empowerment of women in hotels. Female employees tend to be concentrated mainly in entry or operational level positions and less in senior positions. Based on these results, the study suggests the Indian Hotel industry to rework on HR policies to provide equal opportunities for female employees.

Chapter 16. Human Resource Management in Indian Hospitality Industry: Emerging Theoretical and Practical Aspects

Mohinder Chand and Amit Kumar look at human resource management (HRM) science and practice and as it pertains to the Indian hospitality industry. In the present era of globalization, human resources is the most important asset for any organization and a source for achieving competitive advantage. Managing human resources is challenging compared with managing technology or capital; for effective management, an organization requires an effective HRM system backed up by sound HRM practices. The theory, research, and practices of HRM have evolved considerably over the past century, with a major transformation in practices occurring primarily within the past three decades. While there is growing evidence that the practice of human resource management in hospitality industry is characterized by informality, there is less evidence about the emerging theoretical and practical aspects of HRM. Thus, this study makes a modest attempt in the direction of building management concerns and advocacy for better HRM systems and practices in Indian hospitality industry.

Final Thoughts

There emerges a mixed picture about the future of world tourism and hospitality industry. Tourism and hospitality is basically a service industry and it’s operational as well as management practices are highly focused on the efficiency and effectiveness of the information and knowledge exchanges that happen between the different organizations that need to collaborate to deliver composite products/services (Chand,
2009). In fact, this nature provides a valuable discussion of the tourism and hospitality phenomenon in relation to knowledge and curricula for academic transformation (Tribe, 2005). Thus, the theoretical and applied approaches lead to transmission to the entire world through hospitality education.

Overall, this appears to be set on a path of increasing growth rate in theory and practice especially in tourism and hospitality research. The trend growth could accelerate for some time, if the significant approaches, techniques and methodologies have been adopted by the academicians to meet the needs of both academic and industry. There appear to be no insurmountable resource or technology constraints at the global level that would stand in the way of achieving at least the target of the growing tourism and hospitality literature. However, it should be possible to diagnosis of tourism and hospitality industry from different dimensions. The range of contents, styles, structure and pattern contained in the chapters coupled with the theoretical aspects, applied approaches and illustrations bring diversity in book. Moreover, an honest effort has been made to cover latest operational, managerial and contemporary issues in order to provide a thoughtful insight and stimulate discussion and debate amongst the industry stakeholders and academicians to devise a wise course of action for the future. Further, it provides a balanced coverage of the wide range of components within the tourism and hospitality industry by taking a very practical hand-on-approach to the study both operations & management aspects.

Of course, the coverage of topics and themes in *International Tourism and Hospitality in the Digital Age* is partial, as the book excludes number of topics because of selection criteria/objectives of subject. However, we do hope that chapters provided in *International Tourism and Hospitality in the Digital Age* offer a record of the field’s epitome and will provide insights and support to the researchers, practitioners, educators, students and executives with the contemporary approaches, models and their application in tourism and hospitality industry to further enhancement of innovations and developments in the digital age.

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**Introduction**


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**ADDITIONAL READING**


Introduction


**KEY TERMS AND DEFINITIONS**

**Attributes:** Determinant attributes in marketing are those aspects about products and services that determine why consumers buy products.

**Contribution to Society:** The feeling that work makes a worthwhile contribution to society, adding meaning and purpose to everyday actions.

**E-Services:** Takes corrective action to keep the city on track in a very competitive market for destinations, and to achieve a unique position compared with other city competitors strongly supported by modern ICT tools is called ‘e-services.’

**Globalization:** Global interconnection, a worldwide process of interaction and integration.
Introduction

**Hospitality Industry:** An industry comprises business entity of food, beverages, lodging or a combination of these businesses to travelers during their stay in a destination.

**Sustainable Tourism:** Tourism envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled with maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems.

**Tourism Development:** Tourism development involves broadening the ownership base such that more people benefit from the tourism industry, skills development, job and wealth creation and ensuring the geographic spread of the industry throughout the province.