Preface

Tourism is one of the most rapidly evolving industries of the twenty-first century. The economy of many countries all over the world depends on their ability to attract visitors and maintain a distinct edge in a highly competitive market. *International Tourism and Hospitality in the Digital Age* explores the best practices for growth, development, and strategic management within the tourism and hospitality industries. Highlighting comparative research that explores the cross-cultural contexts and societal implications of tourism, this book is an essential resource for professionals, researchers, academics, and students interested in a contemporary approach to promoting, managing, and maximizing profitability of leisure and recreation services.

This collection is designed to act as a single reference source on conceptual, practical, theoretical, and managerial issues, as well as provide insight into emerging trends and future challenges experts and practitioners to stay apprised of the field’s most up-to-date research within the tourism and hospitality discipline. Topics discussed in this volume include:

- Cultural Impacts of Tourism.
- Destination Management Approaches.
- E-tourism and Hospitality.
- Food and Restaurant Industries.
- Property Management and the Hotel Industry.
- Sustainable Tourism Development.

In recent years, tourism and hospitality research has yielded the valuable insight that business enterprises in the tourism and hospitality industry maintain competitive advantage over their competitors. To this end, this book systematically collects 16 chapters and an introduction that provide new approaches, models, ways of thinking and tools in tourism and hospitality research globally.

**BOOK STRUCTURE**

The Introduction, *International Tourism and Hospitality: An Academic Diagnosis*, by Suresh Kumar and Mohinder Chand, sets out the rationale for the book and introduces the key conceptual apparatus to be deployed. It demonstrates the need to move beyond simple ‘impact’ studies towards more theoretically-
informed approaches. Furthermore, it introduces students to the concept of the social construction of reality and discusses the processes of globalisation and mediatisation and how the two interact. This introduction also introduces the fundamental conceptualisation of power relations in tourism and hospitality.

Chapter 1 *Human Resource Management and Performance in the Hospitality Industry: Methodological Issues*, by Anastasia A. Katou, highlights the methodological issues in the empirical literature in the field of strategic human resource management that may be applied to the hospitality industry. 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 of Tourism Development in Langkawi Island, Malaysia*, by Azizan Marzuki, provides a quantitative, comprehensive review of tourism’s benefits for the local community. The success of the developed countries in expanding the tourism industry has inspired many developing countries, including Malaysia, to give recognition to the industry as the main driver in the nation’s economic development.

Chapter 3 *Eco-Cultural Tourism for Biodiversity Conservation and Sustainable Development of remote Ecosystems in the Third World*, by 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*, by Suvidha Khanna and Saran Preet Kaur Broca, addresses 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.

Chapter 5 *Managing Knowledge at Tourism Destinations: Conceptual Foundations and Research Issues*, by Amit Kumar, conceptualizes the application of knowledge concept and suggest further research issues in this area to develop a knowledge networks. This chapter demonstrates the considerable utility of managing knowledge for tourism in delivering destination competitiveness. 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*, by Mohinder Chand, highlights how people use information and knowledge to sustain and grow in the IT era. The 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 especially in tourism and hospitality industry.

Chapter 7 *The Global Implications of Ecotourism in Emerging Economies*, by 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
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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, by 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, by Youngsun Shin, 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.

Chapter 10 Human Resource Management and Sustainable Tourism Development: A Conceptual Analysis from an Academic Perspective, by Mohinder Chand and Ashish Dahiya, suggests 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 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 Development of Incoming Tourism in Uzbekistan, by Bakhtiyor Navruz-Zoda and Nutfillo Ibragimov, suggests 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, by Ankush Ambardar, identifies 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, by Mohinder Chand and Manish Anand, assesses the importance of property management system (PMS) in Indian hotels and to analyse the factors that influence a hotel’s ability to adopt 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, by Sushma Chugh, attempts to find out the risk perceptions of foreign women travellers to India and whether they consider India a safe destination for women. To explore the issue of risk perceptions of female international tourists, foreign women tourists visiting India were surveyed. A sample of 100 international women tourists was selected randomly and on judgment basis. General perception of women tourists about India on safety and security of women was not positive. It was concluded through the survey that though women travellers had security and safety issues in India yet 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, by Megha Gupta, evaluates 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 pro-active policies to encourage the representation or empowerment of women in hotels. Female employees tend to be concentrated at entry or operational level and their presence is lower at senior positions. Based on the results study suggests the Indian Hotel industry to rework on HR policies to provide equal and equitable opportunities for female employees.

Chapter 16 Human Resource Management in Indian Hospitality Industry: Emerging Theoretical and Practical aspects, by Mohinder Chand and Amit Kumarlook, looks at the ‘HRM practice’ and to understand the science of human resource management in Indian hospitality industry. While there is growing evidence that the practice of human resource management in hospitality industry is characterized by informality, however 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.

During the first decade of the 21st century, the world has witnessed global economic crises, and rising environmental concerns, corporate social responsibility, cultural Impacts of Tourism; emerging destination management approaches, e-tourism and hospitality and many more. As a result of these developments, there has been growing pressure on academicians to pay more attention to flourish the tourism and hospitality education in the volatile hospitality business environment. International Tourism and Hospitality in the Digital Age, as a comprehensive collection of research on current findings related to the development of interdisciplinary approaches on concepts, methodologies, tools, and applications provides researchers, administrators, and all audiences with a complete understanding of the latest advances, technologies, applications, and concepts in tourism and hospitality in the digital age. The book will facilitate this need by providing strategic information and clear insights to the world-wide
hospitality and tourism in the digital age. It aims to be the leading source of information for all those interested in tourism and hospitality management research, models, challenges, approaches, and trends as well as to cover the emerging research topics which are going to define the future of tourism and hospitality industry in the digital age.

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