



Tourism and Hospitality in 21st Century

By Mukesh Ranga & Ashish Chandra (Eds)

Discovery Publishing House Pvt. Ltd., 2010. Hardcover. Book Condition: New. Relations nd Hospitality plays a vital role in promoting goodwill among the people and socio-economic development of the country. This industry brings together the people of different Cultures and helps in developing good Relations among different countries. This Industry earns Large Foreign Exchange reserves and creates direct and indirect Employment opportunities to a very large section of Society. Besides promoting Handicrafts and fine Arts of a nation, it helps in preserving the nature `s beauty, Cultural Heritage of the land, and strengthens the process of national Integration and universal brotherhood. In Millennium year, Tourism comes surging forward as a movement with a new look adding Luster to the nation. In the recent Book my aim is : 1. To reflect the different ideas of leading researchers and academicians related to Hospitality and Tourism providing a truly global perspective. 2. Focuses on the Study of Hospitality and Tourism across the range of management, potential, Marketing and economic perspective. 3. To provide a reference point for the researchers, academicians and professionals. This text is beneficial for the students and academicians related to Hospitality and Tourism as an informative and reference guide. Contents, Search...



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