International Tourism and Hospitality in the Digital Age
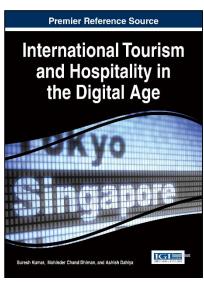
Part of the Advances in Hospitality, Tourism, and the Services Industry (AHTSI) Book Series

Suresh Kumar (University Shimla, India), Mohinder Chand Dhiman (Kurukshetra University, India), and Ashish Dahiya (University Rohtak, India)

Description:

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 brings together the best practices for growth, development, and strategic management within the tourism and hospitality industries.

Readers:

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.

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