Tourism: Growth, Management And Incentives

By Manohar Sajnani V. K. Goswami

2002. Hardcover. Book Condition: New. 338 Tourism is expected to be one of the three major industries of the future. With the projected arrival of 1.6 billon tourist by 2020 generating tourist receipts of US$ 2000 billion, creating one job every 2.5 seconds, tourism today has emerged as one of the biggest industries of the future (WTTC). India offers, as is often said, the world in one place with unparalleled geographical diversity, 5000 years of history, culture and religion, a proud tradition of hospitality and service (Atithi Devo Bhavo; Guest is God) and Vasudhaiva Kutumbakam; the world is one family; political stability and a thriving democracy. This book would interest not only students of all disciplines but also to entrepreneurs and legislatures to whom tourism is just an economic activity and nothing beyond that. The text is supported by a large number of applied references related to each area covered in the text. About The Author:- Dr. Manohar Sajnani, born on 17th Nov. 1965, at Management Studies (Affiliated with Meerut University and Approved by AICTE, Ministry of HRD, Government of India) as Associate Professor in Tourism Management Deptt. He is also a Visiting Professor to a number of Indian and...

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