

Batabyal / Das

Global Trends, Practices, and Challenges in Contemporary Tourism and Hospitality Management

As one of the largest service industries serving millions of international and domestic individuals yearly, it is important to understand the current trends, practices, and challenges surrounding tourism. Emphasized by the effects on people, management processes, and technological advancements, this economic and socio-cultural phenomenon's importance is increasing worldwide. Global Trends, Practices, and Challenges in Contemporary Tourism and Hospitality Management discusses and analyzes the impacts of new trends in the tourism industry, including sub-sectors of tourism, and revisits existing trends, identifies new types and forms of tourism, and discusses the influence and use of technology. Featuring research on topics such as guest retention, predictive analysis, and ecotourism practices, the material collected is ideally designed for managers, travel agents, industry professionals, practitioners, consultants, and researchers.



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