



## Successful Tourism: v. 1: Fundamentals of Tourism

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By Pran Nath Seth

Sterling Publishers Pvt.Ltd. Paperback. Book Condition: new. BRAND NEW, Successful Tourism: v. 1: Fundamentals of Tourism, Pran Nath Seth, Tourism is the world's second largest industry employing on an average one out of twenty adult men and women world-wide and the ratio is one out of ten when it comes to the developed countries like USA. The growing ranks of international leisure travellers are being influenced by business travellers who, are flooding into India as a result of economic liberalisation. It is thus imperative that our professional tourism corps be trained to meet these exacting requirements. Both in public and private sectors, the increasing understanding of these needs is leading to the development of institutes, training centres and academic programmes in tourism management. There is thus a great need for comprehensive professional literature. This two-volume series volume tells readers all that they want to know about tourism - its history, networks and intricate operations. Volume One covers the fundamentals of tourism - what it means, its philosophy, scope, planning, operations, geography and the role of government.



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