



Hospitality & Tourism Management

Nishant Singh, Ishita Kirar & Mahesh Kumar Bairwa Rajat Gupta

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Hospitality and tourism is an emerging market in India with immense potential to generate revenue and employment. This book encourages students to take up the interdisciplinary field of hospitality and tourism management as a career. It endeavours to provide the fundamentals and a full overview of the tourism and hospitality industry in India. The book is the result of a long research, collection of relevant data, and a concerted effort towards interpreting and presenting it in a relevant shape for the readers.

KEY FEATURES

- Origin, functioning and scope of travel agencies and the hospitality industry in India explained
- Focus on the relationship between tourism and hospitality industries in the Indian context
- Charts, maps and images for easy understanding of concepts

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