

Economic, Educational, and Touristic Development in Asia

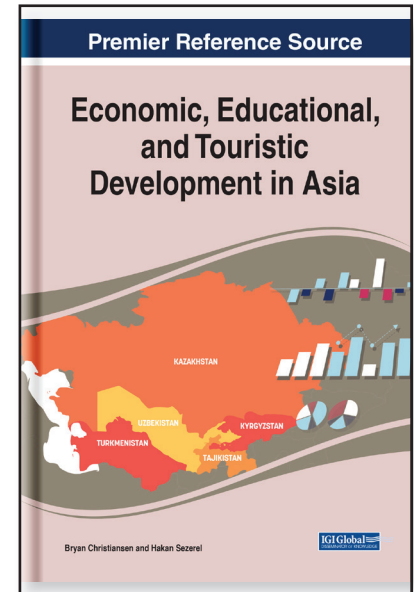
Part of the Advances in Hospitality, Tourism, and the Services Industry Book Series

Bryan Christiansen (Global Training Group, Ltd, UK) and Hakan Sezerel (Anadolu University, Turkey)

Description:

The progression of the independent states that were created after the collapse of the Soviet Union has become a prevalent area of research as these countries continue to make infrastructural strides. These regions possess vastly desirable natural resources including oil, gas, and minerals, causing this section of the world to have rising global importance as they continue to improve their economy, educational systems, and tourism industries.

Economic, Educational, and Touristic Development in Asia is a pivotal reference source that provides a thorough examination of the contemporary progression of several recently formed countries within Central Asia. While highlighting topics such as hospitality marketing, anti-corruption reform, and entrepreneurship, this publication explores the technological, educational, and security enhancements being made in these areas, as well as how this region can strengthen its prosperity by strategically utilizing their globally-coveted natural resources. This book is ideally designed for economists, higher education faculty, provosts, chancellors, scholars, practitioners, policymakers, business professionals, marketers, restaurateurs, hotel managers, tour developers, travel agencies, government officials, strategists, educators, researchers, and graduate students.



ISBN: 9781799822394

Pages: 241

Copyright: 2020

Release Date: February, 2020

Hardcover: \$215.00

Softcover: \$165.00

E-Book: \$215.00

Hardcover + E-Book: \$260.00

Topics Covered:

Anti-Corruption Reform

Cultural Change

Ecotourism

Entrepreneurship

Hospitality Marketing

Human Resource Management

Infrastructure Challenges

International Business

Military Alliances

Securitization

Transportation

Subject: Business and Management

Classification: Edited Reference

Readership Level: Advanced-Academic Level
(Research Recommended)

Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: www.igi-global.com

Mailing Address: 701 East Chocolate Avenue, Hershey, PA 17033, USA