

# Opportunities and Challenges for Tourism and Hospitality in the BRIC Nations

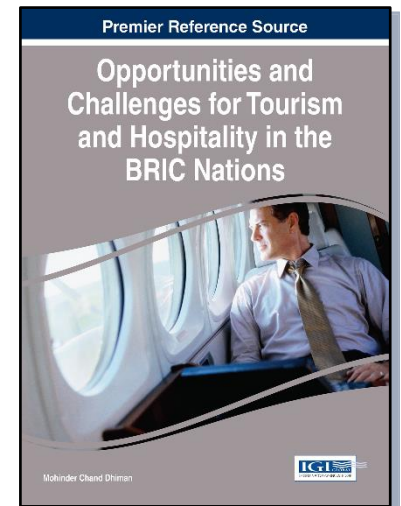
Part of the Advances in Hospitality, Tourism, and the Services Industry Book Series

Mohinder Chand Dhiman (Kurukshetra University, India)

## Description:

The stability and wealth of a nation's economy is dependent upon the success of various industrial sectors. The tourism industry has experienced massive growth in recent years, creating more jobs and becoming a source of foreign exchange.

**Opportunities and Challenges for Tourism and Hospitality in the BRIC Nations** is a pivotal reference source for the latest scholarly research on the recent developments and contemporary issues within the services sector, highlighting cross-cultural implications as well as societal impacts of hospitality and tourism on emerging markets. Provides insight on managing and maximizing profitability.



## Readers:

This book is ideally designed for researchers, professionals, upper-level students, and academicians involved in the services industry.

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## Topics Covered:

- Cultural Heritage Tourism
- Destination Branding
- E-Marketing
- Film Tourism
- Food Safety Risks
- Social Networking
- Stakeholder Engagement

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