

Tourism and Opportunities for Economic Development in Asia

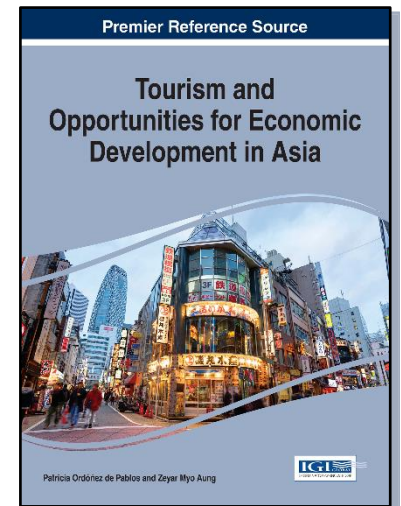
Part of the Advances in Hospitality, Tourism, and the Services Industry Book Series

Patricia Ordóñez de Pablos (University of Oviedo, Spain) and Zeyar Myo Aung (Ministry of Hotels and Tourism, Myanmar)

Description:

The growing market of tourism in Asian countries has caused significant changes to the economy, transportation, and safety for citizens. With the ubiquity of tourism, there is now an increasing need for resources to assist in the challenges that arise.

Tourism and Opportunities for Economic Development in Asia is a key resource on the priorities, challenges, and strategies in the globalized economy of the Asian tourism market. Highlights multidisciplinary studies on cultural tourism, gastronomy, and hospitality management.



Readers:

This publication is an ideal reference source for academicians, researchers, politicians, policy makers, and information technology directors actively involved in the tourism industry.

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