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| Nota di contenuto | Impact of advertising and public relations on tourism development in Da Nang, Vietnam / Xuan Tran [and 6 others] -- Environmental protection and tourism: tourism in the protected area in Mongolia / Navchaa Tugjamba, Amarbayasgalan Gantumur -- International tourism and opportunities for economic development in India: economic development in India / Manoj Kumar -- Implication of SASEC tourism initiatives on north eastern states of India: a descriptive analysis - SASEC tourism / Supriya Dam -- Mastering sustainable tourism and rural tourism in the global economy / Kijpokin Kasemsap -- Sustainable tourism development in Asia: evaluation of the potential and challenges: / Gamini Herath -- Prioritization of eco-tourism forms at Sikkim, India / Ajeya Jha [and 3 others] -- Can educational tourism spur economic growth in Malaysia?: evidence from neoclassical growth model / Hylmee Matahir, Chor Foon Tang -- Changing behavioural of patterns of travelers to urban ecotourism sites of Kuala Lumpur / Sudipta Kiran Sarkar -- Critical review of tourism in India / Neeta Baporikar -- The life cycles of destination life cycle models: a critical comparison and synthesis in the context of destinations in Asia / Sudipta Kiran Sarkar, Babu P. George -- The relevance of the tourism-led growth hypothesis to Malaysia: a view through rolling-samples and |

disaggregated tourism markets / Chor Foon Tang, Eu Chye Tan --
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I-Ting Chen, Konstantin Karl Weicht -- Tourism-led growth hypothesis
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UNESCO World Heritage designation: an opportunity or a threat to Hoi
an ancient town (Vietnam)? / Huong T. Bui, Tuan-Anh Le, Chung H.
Nguyen -- Actor network theory in tourism / Xuan Tran -- Adequacy of
government policy on ecotourism: a case study of Sikkim / Ajeya Jha
[and 3 others].

Sommario/riassunto

"[This book] is a key resource on the priorities, challenges, and strategies in the globalized economy of the Asian tourism market. Highlighting multidisciplinary studies on cultural tourism, gastronomy, and hospitality management, this publication is an ideal reference source for academicians, researchers, politicians, policy makers, and information technology directors actively involved in the tourism industry"--Provided by publisher.
