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Review"; "4.3. Methodology"; "4.4. Findings and Discussion"; "4.5. Conclusion"; "References"; "Part II: Collaboration in Tourism Industry and Businesses"; "Chapter 5 Strategic Alliances in the Hospitality Industry as an Expansion Strategy: An Indian Perspective"; "5.1. Introduction"; "5.2. The Hospitality Industry Worldwide"
"5.2.1. The Hospitality Industry: Structure and Features"; "5.2.2. The Market and Business Environment"; "5.3. Strategic Alliances as an Expansion Strategy"; "5.3.1. Definition and General Considerations"; "5.3.2. A Typology of Strategic Alliances"; "5.3.3. Collaborative Strategies in the Hospitality Industry"; "5.3.3.1. Management contracts"; "5.3.3.2. Franchising"; "5.3.3.3. Co-branding"; "5.3.3.4. Inter-industrial strategic alliances"; "5.3.3.5. The evolution of hospitality strategic alliances: From joint ventures to collaborative ventures"
"5.4. The Hospitality Industry in India"

Sommario/riassunto

This book examines the contribution and importance of alliances and partnerships to the tourism, travel and leisure industries. It concludes by providing management and marketing implications and recommendations for tourism business, destination managers and local planners to enable them to successfully operate such alliances.
