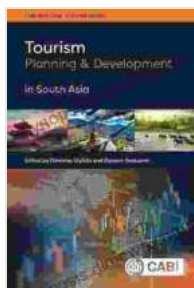


Unlocking the Potential of South Asia's Tourism Industry: A Comprehensive Guide

South Asia is a region of immense beauty and rich cultural heritage, offering a diverse range of attractions for tourists from around the world. However, the region's tourism industry has not yet reached its full potential. This book, "Tourism Planning and Development in South Asia: CABI Regional Tourism Series," provides a comprehensive guide to unlocking the potential of this important sector.



Tourism Planning and Development in South Asia (CABI Regional Tourism Series) by Olly Lawson

★★★★☆ 4.7 out of 5

Language	: English
File size	: 7168 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 263 pages
Lending	: Enabled



The book is divided into three parts. Part One provides an overview of the tourism industry in South Asia, including its current status, challenges, and opportunities. Part Two focuses on the planning and development of tourism destinations, covering topics such as infrastructure development, marketing and promotion, and sustainable tourism practices. Part Three examines the role of tourism in economic development and social change.

This book is a valuable resource for anyone interested in the tourism industry in South Asia. It provides a wealth of information and insights that can help stakeholders in the region to develop and implement effective tourism strategies.

Key Features of the Book

- Provides a comprehensive overview of the tourism industry in South Asia
- Examines the challenges and opportunities facing the region's tourism industry
- Offers practical guidance on tourism planning and development
- Discusses the role of tourism in economic development and social change
- Features contributions from leading experts in the field of tourism

Who Should Read This Book?

- Tourism policymakers and planners
- Business owners and investors in the tourism sector
- Academics and researchers in the field of tourism
- Anyone interested in the tourism industry in South Asia

About the Authors

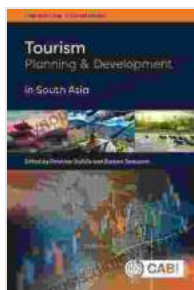
The book is edited by Dr. Rajesh Kumar, Professor of Tourism at the University of Delhi, and Dr. T.C. Rana, former Director of the Indian Institute of Tourism and Travel Management. The contributors to the book are all

leading experts in the field of tourism, with a wealth of experience in tourism planning and development.

Free Download Your Copy Today!

To Free Download your copy of "Tourism Planning and Development in South Asia: CABI Regional Tourism Series," please visit the CABI website or your favorite online bookseller.

Don't miss out on this essential guide to the tourism industry in South Asia. Free Download your copy today!



Tourism Planning and Development in South Asia (CABI Regional Tourism Series) by Olly Lawson

★★★★☆ 4.7 out of 5

Language : English
File size : 7168 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 263 pages
Lending : Enabled





Mastering Project Management: The Ultimate Guide to Success with Deepak Pandey's Project Manager Pocket Guide

In today's competitive business landscape, effective project management has become an indispensable skill for organizations striving for success. With the...



Let's Build Sue Fliess: Unleash the Polychrome Master Within

Chapter 1: The Art of Polychrome Sculpting In this introductory chapter, we delve into the captivating history of polychrome sculpture,...