



Contemporary Hospitality and Tourism Management Issues in China and India

Stephen Ball, Susan Horner, Kevin Nield

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This book represents a comprehensive, authoritative and up-to-date analysis of key sectors in the hospitality and tourism industries in China and India, and will address the market's growing need for information on Tourism in China and India. The text will be written in an accessible style drawing on the authors' wealth of theoretical, educational and industry experience. The text will contain inputs from academic colleagues and commercial contacts from the identified region.

Case studies will give real life experiences of hospitality and tourism companies and organisations operating in this region and will include interactive exercises and discussion points.

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