

Strategic tourism Management **MAXIMIZING OPPORTUNITIES**

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Strategic Tourism Management: Maximizing Opportunities



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Strategic Tourism Management: Maximizing Opportunities

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Preface

The tourism industry is a dynamic and ever-evolving landscape, brimming with potential. In today's competitive world, success hinges on a strategic approach that maximizes opportunities. This book, "**Strategic Tourism Management: Maximizing Opportunities**," serves as your comprehensive guide to navigating this exciting field.

We delve into the core principles of strategic tourism management, equipping you with the knowledge and tools to develop and implement effective strategies. We explore critical areas like destination development, marketing, stakeholder engagement, and financial management. Additionally, we examine the impact of emerging trends and technologies on the industry, ensuring you stay ahead of the curve.

Throughout the book, real-world case studies and practical examples illustrate key concepts. Whether you're a seasoned tourism professional, a student embarking on your career journey, or an entrepreneur with a vision, this book empowers you to unlock the full potential of tourism management. These and other issues, challenging you to consider how computer science will affect our future.

We appreciate your participation in this journey. With confidence and curiosity, we believe this book will enable you to face the problems of the digital age and embrace its opportunities. Together, let's investigate the digital frontier.

Acknowledgement

The completion of this book wouldn't have been possible without the invaluable contributions of numerous individuals.

First and foremost, our deepest gratitude goes to our families and friends for their unwavering support and encouragement throughout this journey. Their patience and understanding fueled our dedication.

We extend heartfelt thanks to the countless tourism professionals who generously shared their expertise and insights. Their real-world experiences provided invaluable content for this book.

Our sincere appreciation goes to the reviewers who meticulously analyzed our work, offering constructive feedback that significantly enhanced the clarity and depth of the content.

We are also grateful to our editor, whose guidance and meticulous attention to detail ensured the book's quality and coherence.

Finally, a special thank you goes to the publishing team for their professionalism and collaboration in bringing this book to life.

We are truly humbled by the support of all involved. It is with immense pleasure that we share this book with the world.

Dr. Devika Sood
Dr. Akshita Tiwari
Miss. Sonal Gupta

About the Authors



Dr. Devika Sood brings over 18 years of valuable corporate experience in the travel and tourism industry, having worked with reputable companies such as IndoAsia, Kuoni Travel, Cox & Kings Pvt Ltd., and Distinct Destinations. These roles have significantly enriched her professional journey, providing her with deep insights and expertise in lead generation, business development, and MICE operations. Originally from the scenic city of Shimla, Dr. Sood holds a bachelor's degree in Science from St. Bede's college, Shimla, complementing her academic journey with a postgraduate degree in Tourism Administration from Himachal Pradesh University. Driven by a passion for academic excellence, Dr. Sood earned her Ph.D. in Travel and Tourism from Amity University, Noida. She is now an Assistant Professor at the same university, where she shares her knowledge and experiences with her students. She has qualified UGC NET exam as well. In addition to her teaching responsibilities, Dr. Sood has made meaningful contributions to the academic community through the publication of articles and research papers in various international journals. She also has extensive experience conducting sessions on behavioral science and soft skills training for young graduates, focusing on teamwork, conflict handling, and organizational behaviour. An avid traveler, Dr. Sood has explored various continents and regions within India for both work and leisure. These travels have enriched her understanding of diverse cultures and global tourism trends. Dr. Devika Sood firmly believes that change isn't just a plot twist, but the very fabric of growth. With this mindset, she advocates for embracing the present moment while eagerly anticipating the future's possibilities.

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Dr. Akshita Tiwari is a dedicated hospitality professional with a passion for learning and expanding her knowledge in the field. She began her hospitality education in 2014 with a Bachelor's in Hospitality and Hotel Administration from IHM, Faridabad, and went on to complete her Master's in Hospitality Administration with a specialization in Human Resource Management from IHM, Pusa, New Delhi in 2019. In pursuit of her interest in hospitality and a desire to deepen her knowledge, she joined the Ph.D. in Hospitality at Amity School of Hospitality, Amity University, Noida, in January 2020 and successfully completed her Ph.D. in 2023. Dr. Tiwari is currently a faculty member at Amity School of Hospitality, Amity University, Noida, Uttar Pradesh, where she teaches Front Office Operations and Management to Bachelor's in Hotel Management students and Master's in Hospitality students. She has also authored multiple Scopus publications and presented papers at international conferences. With a keen interest in teaching and research, she looks forward to contributing to the field of hospitality and continue to strive for excellence in her work.



Miss. Sonal Gupta, a dynamic and driven individual from Delhi, India, epitomizes the essence of a modern city girl with a fervent passion for travel and tourism. Her academic journey began at the prestigious St. Xavier's School, where she completed her schooling in 2008. She then pursued a Bachelor's in Business Administration (BBA) specializing in Travel and Tourism from Guru Gobind Singh Indraprastha University, graduating in 2011. To further deepen her expertise, she obtained a Master's of Business Administration (MBA) in Travel and Tourism from the Kuoni Academy of Travel in 2013. Her relentless pursuit of knowledge led her to earn another Master's degree in Tourism and Travel Management from IGNOU in 2019.

Sonal's professional career in the travel industry provided her with invaluable insights and practical experience, fueling her passion for the field. In January 2021, she embarked on an ambitious academic endeavor by joining the Ph.D. program in Travel and Tourism at the Amity Institute of Travel and Tourism, Amity University, Noida. Sonal is poised to make significant contributions to tourism research.

In addition to her academic and professional pursuits, Sonal is a renowned social media influencer. She utilizes various social media platforms to promote and sustain cultural heritage and travel destinations, reaching a broad audience and inspiring countless individuals to explore the world. Since 2022, she has served as a Visiting Faculty of Behavioural Science at Amity University, Noida, sharing her knowledge and expertise with the next generation of professionals. Her scholarly work includes multiple Scopus- indexed publications and presentations at international conferences, underscoring her dedication to advancing tourism research. With a keen interest in teaching and research, Sonal Gupta is dedicated to contributing significantly to the field of tourism. She continually strives for excellence, driven by her passion for travel and her commitment to making a meaningful impact in her field.

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ABOUT THE BOOK

The tourism sector benefits greatly from ongoing change. This book gives you the skills and information you need to successfully manage that transition.

The book "**Strategic Tourism Management**" delves deeply into the art of seizing opportunities in the tourism industry. We'll look at ways to take use of a destination's advantages, spot new trends, and make money off of them.

This book offers a foundation for developing tactics that work for professionals of all experience levels. Discover how to create sustainable practices, perform SWOT assessments, and use creative marketing strategies to draw clients.

"**Strategic Tourism Management**" is your manual for optimising the potential of every tourism site, full with practical examples and insights that can be put into practice.



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