

Research in Tourism and Hospitality Management

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About this Book

This edited volume entitled “Research in Tourism and Hospitality Management” is being published for the benefit of researchers, academicians and Industry stakeholders in the field of tourism and hospitality. It contains sixteen different chapters covering a wide range of topics on tourism and hospitality management.

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Research in Tourism and Hospitality Management

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Research in Tourism and Hospitality Management

Preface

The tourism and hospitality industry makes a significant contribution to a nation's economy. It also plays a vital role in the geographical, cultural and political advancement of the region and is one of the fastest growing sectors of the globe. According to the latest research by World Travel & Tourism Council (WTTC), the sector is on a speedy recovery phase from the devastating impact of the COVID-19 pandemic and is projected to contribute \$8.6 trillion to global GDP in 2022. In the contemporary times, which entails a change in consumer expectations and behaviour in the post-pandemic era on one hand and the impact of Industry 4.0 technologies on the other, the tourism and hospitality industry is all set to embrace the transformation required for the Hospitality 4.0 revolution.

Moreover, the customers in this sector are diverse, multi-cultural and international. They have varied cultural backgrounds and different expectations regarding service delivery and correction of any malfunctioning. Research in this field becomes important to gain practical insights into the areas requiring improvement and provides the right direction for the implementation of various provisions in the tourism and hospitality industry.

This book explores the emerging trends in tourism and hospitality management and covers a wide range of research in the areas of consumer behaviour, human resource management practices, sustainable tourism, marketing strategies, the impact of social media, eco-friendly practices, factors influencing job satisfaction of employees, employee motivation, the impact of COVID -19 on Tourism and hospitality and so on. We are grateful to the researchers and practitioners for their contribution and insights into the contemporary areas through quality research. We hope that this book will have implications both for theory and practice and will lead to significant advancement in the field of tourism and hospitality.

Dr. Yashwant Singh Rawal
Prof. (Dr.) Harvinder Soni
Dr. Rakesh Dani
(Editors)

Research in Tourism and Hospitality Management

Editors:

Dr. Yashwant Singh Rawal is associated with Parul Institute of Hotel Management & Catering Technology, Parul University, Vadodara, Gujarat as an Associate Professor. Dr. Rawal has experience of 15 years in both industry and academics. He has worked with Oberoi Group of Hotels, Carnival Cruise Line USA, Pacific University, Amity University. His Doctoral Research work was in the area of Staff Turnover Intention in the Hotel industry. He has published more than 48 research papers in the field of Hospitality, Tourism, and Management and presented more than 30 papers in International and National conferences. He has been awarded as 'The Best Role Model Teacher' at the National level in 2019. He also has been awarded with high work engagement award four times at the university level.



Prof. (Dr.) Harvinder Soni is associated as a Professor with Taxila Business School, Jaipur and is an Academic Coach and Consultant for Victoria University, Australia. She is also the Founder Director, Skill Whizz Corporate Solutions. She has been bestowed with the prestigious status of Executive Alumni- IIM Indore. Dr. Soni has a professional experience of 25 years and five research scholars have been awarded Ph.D. under her supervision. Her Research papers have been published in various National and International Journals and she has presented papers in many National and International Conferences. Dr. Soni has been bestowed with the award of 'Distinguished Professor in Higher Education' by Scientific Research Organization (SRA Global Awards 2021) and has also been acknowledged and honoured as one of the 'Top Ten Women Corporate Trainers of India, 2022 by Women Entrepreneur, India Magazine.



Dr. Rakesh Dani is currently associated with the Department of Hospitality Management at Graphic Era Deemed to be University, Dehradun (U.K) as an Associate Professor and holds a Ph.D. in Tourism and Hotel Management. He has published and reviewed various research papers in international, national, and journal conferences of international repute, including Scopus, WOS, and UGC, etc., and also published inventions in IP.India. He received the Best Faculty Award in 2021, the Award of Excellence in 2020, and the Best National Assistant Professor in Hotel Management of the Year in 2019 and was recognized for outstanding research contribution at Graphic Era (Deemed to be University) for the academic year 2019-20.



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