

# 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's 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.

About the AuthorPrincipal Lecturer in Tourism and Hospitality, Sheffield Hallam University. Susan is a specialist in applied consumer behaviour and marketing. She is the author of a wide range of books, articles, papers and distance learning materials with a particular focus on the tourism and hospitality sectors. Susan has also developed a particular interest and expertise in the writing and use of case studies for innovative teaching and learning experiences.