ENTREPRENEURIAL TRAVEL, TOURISM & HOSPITALITY INDUSTRY PROBLEMS TO POSSIBILITIES

Edited by:

Anukrati Sharma

Associate Professor
Department of Commerce & Management
University of Kota, Kota, Rajasthan

Dababrata Chowdhury

Associate Professor Entrepreneurship and Marketing UK and COO for Truefeedback

Ravi Kant Modi

Professor & Dean School of Commerce & Management Nirwan University Jaipur



JAIPUR • DELHI (INDIA)

Published by INSPIRA 25, Modi Sadan Sudama Nagar, Tonk Road Jaipur-302018, Rajasthan, India

© Publisher

ISBN: 978-93-91932-00-8

DOI: 10.62823/9391932008

Edition: July 2024

All rights reserved. No part of this book may be reproduced in any form without the prior permission in writing from the Publisher. Breach of this condition is liable for legal action. All disputes are subject to Jaipur Jurisdiction only.

Price: Rs. 660/-

Laser Type Setting by INSPIRA Tonk Road, Jaipur Ph.: 0141-2710264

Printed by: In-house-Digital Jaipur-302018

Disclaimer

The originality and authenticity of papers in this volume and the opinions and facts expressed therein are the sole responsibility of the authors.

INSPIRA & the editors of this volume disclaim the responsibility for originality, authenticity and any statement of facts or opinions by the authors.

This is to certify that this edited book entitled "ENTREPRENEURIAL TRAVEL, TOURISM & HOSPITALITY INDUSTRY PROBLEMS TO POSSIBILITIES" bearing ISBN No. 978-93-91932-00-8 is refereed and published after due peer-review process.

Thanks

Publisher

CONTENTS

Chapter	Name of Chapter	Page No.
1	A Study on Evaluating the Impact of Social Media Platforms on Tourists Destination Selection	01-11
	Abhimanyu Sharma & Dr. Amit Kumar	
2	Problems Associated with Sanitation, Sewerage and Solid Waste Disposal in the Oldest and Historically Significant Municipality of Murshidabad District, WB: A Geo-Environmental Assessment	12-37
	Dr. Ayan Das Gupta	
3	Impact of Regional Festivals on Tourism: A Case Study of Madhya Pradesh Sitwat Sultan	38-49
4	Night Life Impact on Food Industry Ms Lovely Singhal	50-53
5	The Role of HR Practices in Enhancing Employee Performance in the Tourism Sector with Special Reference to Kumarakam Aneesh K.S. & Dr. D Elumalai	54-62
6	Analysis of Determinants of Medical Treatment in India *Harish Naik**	63-74
7	Mapping the Agrotourism Landscape: Insights from Bibliometric Analysis Dr. Sahifa Moosa Muradbi Mazgaonkar	75-86
8	Significance of Yoga in Wellness Tourism on Spiritual Globalization Dr. M.Anjaladevi	87-100
9	Hotel Accounting: Need and Importance in Indian Tourism Industry Dr. (CA) Nikhar Goyal & Dr. Ashish Khandelwal	101-106
10	Sustainable Tourism Development: A Conceptual Framework and Analysis CS Surti Sharma & Dr. Anukrati Sharma	107-119