

Preface

Since inception of Goldman Sachs' BRIC nations (Brazil, Russia, India, and China) as emerging markets, these have not looked back in the arena of growth and development at global level. Interestingly, BRIC countries have been increasing their economic as well as geopolitical power despite the world economic recession than developed countries. Many research studies indicate that BRICs rapid economic growth is based on their specialization enhanced by a large endowment of factors of production with a comparative advantage which, combined could spur their mutual cooperation and development. In the recent decades, BRIC achieved dynamic economic growth due to both their internal potential and favourable external factors. According to the GBTA Foundation's Global Business Travel Spending Outlook 2011–2015 study, growth in business travel spending in the BRIC nations is projected to grow two to three times faster than for so-called developed countries. Indeed, the four nations were grouped together in 2001 by Goldman Sachs because they were growing at 5.5 to 10 percent a year, much higher than Europe, Japan, and the U.S. (GBTA, 2013).

Recently, The Euromonitor International forecasts indicate that the BRIC nations – Brazil, Russia, India and China – are expected to be the primary driver of tourism growth globally in the next five years (Euromonitor, 2015). This brings me to the purpose of this book titled: *Opportunities and Challenges for Tourism and Hospitality in the BRIC Nations*. This book addresses from multiple perspectives practical as well as theoretical teams-approaches, models, impacts, cross national comparison and challenges and opportunities. The objective of this book for me was to bring together researchers, scholars, practitioners, and managers to confront and address challenges, opportunities, share best fit practices, and report original new strategies and ongoing research that seeks to address and improve growth and development of tourism and hospitality industry within BRIC Nations'.

Opportunities and Challenges for Tourism and Hospitality in the BRIC Nations brings together the best practices for growth, development, and strategic management within the tourism and hospitality industries. Highlighting comparative research that explores the cross-cultural contexts and societal implications of tourism & hospitality, this book is an essential resource for professionals, researchers, academics, and students interested in a contemporary approach to promoting, managing, and maximizing profitability of tourism and hospitality services in BRIC nations.

This collection is designed to act as a single reference source on conceptual, practical, theoretical, contemporary issues, challenges and opportunities as well as provide insight into emerging trends and future challenges experts and practitioners to stay apprised of the field's most up-to-date research within the tourism and hospitality discipline.

Opportunities and Challenges for Tourism and Hospitality in the BRIC Nations is organized into various distinct sections that provide comprehensive coverage of important topics. The sections are:

- Approaches of tourism and hospitality development,
- Cross national comparison of growth and development,
- Development practices in tourism and hospitality,
- Societal challenges,
- E-tourism marketing,
- Food tourism,
- Tourism destination competitiveness,
- Film tourism,
- Casino tourism,
- Medical tourism,
- Innovations in tourism and hospitality,
- Tourism and hospitality education,
- Key opportunities and challenges in tourism and hospitality research,
- Tourism impacts.

Opportunities and Challenges for Tourism and Hospitality in the BRIC Nations is worthy to systematically collect such new approaches, models, synergies, current thinking and resultant tools to promote their acceptance, foster further developments, and speed up their implications in tourism and hospitality industry in the BRIC nations. We are indeed pleased to have selected 22 chapters which have provided us insightful and interesting ideas of the tourism and hospitality research in BRIC nations. The following paragraphs provide a summary of what researchers, academics, professionals and students may expect from this invaluable reference tool.

BOOK STRUCTURE

The Introduction, “Globalisation and Interconnectedness in BRIC Nations’ Tourism,” by Mohinder Chand Dhiman, sets out rationale for the book and introduces the conceptual and practical approaches deployed. The book demonstrates the need to move beyond simple research studies towards more theoretically approaches to deal with changing global tourism and hospitality industry especially in BRIC nations. Further, BRIC nations are rich in natural and manmade resources and should cope quite well and have tremendous opportunities for the growth of tourism especially medical tourism between these nations. Today, tourism and hospitality has acquired a pivotal milestone in BRIC nations as a source of GDP, earning foreign currency and generation of employment. Considering this ironical situation during recent decade tourism and hospitality education has emerged as a global phenomenon and BRIC nations are inclined to promote quality education to cater the diverse demands of human resources. Furthermore, as the industry continues to flourish, it continuously triggers new issues, opportunities and challenges that raise questions about its very growth, development, operation, management and implications on the society.

Chapter 1, “Empirical Evidence on Convergence of Travel and Tourism Competitiveness and Global Competitiveness across the BRIC Countries,” by Anastasia A. Katou and Eleni F. Katsouli, examines whether global competitiveness and travel and tourism competitiveness converge across the BRIC countries, and whether travel and tourism competitiveness influences global competitiveness. The chapter utilizes the theoretical frameworks of β -convergence, σ -convergence, and time-series-convergence and

Preface

results confirm the presence of convergence of the aforementioned variables across the BRIC countries and travel and tourism competitiveness positively influences global competitiveness across the BRIC countries.

Chapter 2, “Stakeholder Engagement via Social Media in the Hospitality Sector: The Evidence from BRIC Countries,” by Mariadel Mar Gálvez-Rodríguez, Laura Saraite, Juana Alonso-Cañadas, and María del Carmen Caba-Pérez, provides a comparative analysis of the use of Facebook as a communication strategy for encouraging stakeholder engagement in hotels from Brazil, Russia and India. The chapter indicates that the Facebook pages of Brazilian hotels present the greatest level of online engagement with their stakeholders, followed by those in India and Russia.

Chapter 3, “Benchmarking Best Practices of the BRIC Nations: Study of E-Marketing in Tourism,” by Cynthia H. W. Corrêa, evaluates the e-Marketing strategies of the BRIC members to identify best practices for benchmarking from the use of information and communication technologies to launch them as global destinations. The chapter highlights that Brazil, India and South Africa have the best benchmarking performances, although all the countries need to invest in e-Marketing, to reinforce the online presence for stimulating the interest of the public.

Chapter 4, “Cultural Connect for Tourism Development in BRIC Nations,” by Suvidha Khanna and Vinay Chauhan examine how strong the cultures of the countries under the BRICs umbrella and what potential and opportunities does these Nations have to develop a cultural connect for tourism. The results of the study show that these nations are well endowed with good weather, extensive cultural and natural attractions, wildlife and a host of other opportunities. This will not only enhance the tourism but will also have a positive effect on the economy of these BRIC nations.

Chapter 5, “Exploring the Food Tourism Effectiveness of Official Websites of BRICS Nations,” by Ashish Dahiya and Shelley Duggal, provides a comparative content analysis of the official tourism websites of BRICS nations to evaluate their performance in the context of promotion of food and culinary heritage on world-wide web. The chapter makes use of the modified Balanced Scorecard (BSC) approach by taking into consideration four perspectives: technical, user friendliness and site attractiveness, tourism effectiveness and food tourism effectiveness. The chapter ponders upon the relative strength and weakness of the tourism websites of BRICS nations in promoting food tourism and as well help suggesting the remedial measures in mobilizing the food tourism promotion through websites.

Chapter 6, “Tourism and Hospitality Industry in BRIC Nations: An Analysis,” by Ankush Ambar-dar presents the contribution of BRIC (Brazil, Russia, India and China) nation in the area of travel and tourism. This study is based on WTTC reports on Travel and Tourism Economic Impact 2009 to 2015. The results of the study reveal that, China remains the most important emerging economy in the area of travel and tourism. India continues to have fastest growing economy in the world after China.

Chapter 7, “Towards a Model of Relationship Development for Hospitality Practice,” by Vanida Sophonsiri, Barry O’Mahony, and James F. Sillitoe, presents a modified model of relationship development that is appropriate for the development of customer loyalty within the hospitality sector. This will assist academics and hospitality operators to understand the manner in which relationships are developed and how best to treat guests in order to achieve repeat business and to facilitate positive word of mouth communication.

Chapter 8, “Tourism Perspectives and Potential among BRIC Nations,” by Vikrant Kaushal and Suman Sharma, discusses the partner countries with attention on the tourism sector. Given the limitation of any chapter in presenting comprehensive perspective, this work briefly, yet judiciously muses over tourism performance and viewpoints, economic highlights of BRIC member countries and to substantiate on

the tourism potential in terms of major tourism resources the discussion has been limited to prominent UNESCO World Heritage Sites among the BRIC nations.

Chapter 9, “Gap Analysis: Comparison of Job-Related Attributes between Importance and Satisfaction,” by Chang Lee identifies how hotel workers perceive their work environments and identify areas that need more attention from hotel managers. The chapter indicates that hotel workers consider their work environments, in terms of who they work with; to be well provided; however, work-related expectation, in terms of what they receive for their work, has not met their expectations.

Chapter 10, “Tourism Company’s Values Profiles: The Case of a Russian Tour Operator,” by Veronika I. Kabalina, Kira V. Reshetnikova, and Marina D. Predvoditeleva, presents the results of research in to the values which are adhered to a Russian tour operator and the employees’ personal business values. This chapter shed some light on those values which are characteristic of a tourism organization, and attempted to fill the gap in the extant knowledge on this topic in the academic literature.

Chapter 11, “Destination Brand: Building of Cultural Heritage Tourism,” by Xing Huibin, Azizan Marzuki, and Stella Kostopoulou, extracts the successful components from previous studies, and using France as the most celebrated cultural destination with the largest international tourism arrivals, comparisons are then made with Hebei China from the perspective of destination branding of cultural tourism. Finally, given the practical conditions of Hebei and actual tourism needs of segment market, the chapter proposes a conceptual brand-building model of Hebei cultural tourism.

Chapter 12, “Tourism Destination Competitiveness of India and China: International Tourists’ Perspectives,” by Sushma Rewal Chugh and Chander Mohan Parsheera, explores the reasons of tourists’ preference of China over India by taking into cognizance varied experiences and perceptions of tourists in both the countries and comparing them. The chapter highlights that India and China both the countries thrive on culture and history. People are intrigued by Indian and Chinese philosophies. Although the flying distance between the two countries is no more than eight hours, foreign tourists prefer to visit China over India as India carries a negative image among foreign tourists in terms of hygiene, safety, and infrastructure.

Chapter 13, “Film Tourism and Desire to Travel: A Cross-National Study of India and China,” by Amit Kumar and Trinh Phuong Dung, identifies the relationship between film tourism and tourist’s desire to travel, which is a cross national comparison between India and China. The study observed that the respondents, both in case of India and China, have travel due to the induced impact of films. There is a significant relation between film tourism and desire to travel both in case of India and China.

Chapter 14, “Idiosyncratic Deals and Employee Reactions: A Study of the Indian Hospitality Industry,” by Mohinder Chand Dihman, Pawan S. Budhwar, and Anastasia A. Katou, examines the relationship between before hiring negotiation (ex-ante) and after hiring negotiation (ex-post), idiosyncratic deals (i-deals) and employee reactions (i.e., motivation, commitment, work engagement and organisational citizenship behaviour). I-deals refer to voluntary, personalized agreements of a non-standard nature negotiated between individual employees and their employers regarding terms that benefit each party. The chapter findings show that although ex-ante and ex-post negotiations are interrelated, the negotiating special terms and conditions at the time of hire are less common than negotiating these terms and conditions while on job. furthermore, the findings indicate that ex-ante negotiation relates positively and more strongly to flexibility i-deals than to task and career i-deals, whilst ex-post negotiation relates positively but more strongly to career i-deals than to task and flexibility i-deals.

Chapter 15, “Conservation and Development of Pre-Historic Geosites and Tourism: A Synergistic Approach,” by N. N. Dogra, O. P. Thakur, and Satish Kumar, examines the prehistoric geo-sites in India,

in an attempt to identify some of the areas with richer heritage in this regard. Moreover, the chapter discusses some of the geologically more important sites having rich geo-heritage and also famous areas of tourism promotion in India.

Chapter 16, “An Analysis of Development of Domestic and Inbound Tourism in Russian Federation,” by Amit Kumar and Anastasia Legashova, attempts to analyze the development of domestic and inbound tourism in Russian Federation. They point that Russia has no shortage of regions with visibly high potential for developing tourism, yet there are a number of problems, characteristic of Russia, which impede its progress: malnourished tourism coupled with an unsophisticated infrastructure, a shortage of personnel, weak marketing, a gloomy business climate, and a lack of adequate regulatory frameworks. Be this as it may, the slump, rather than being a hindrance, should be considered a fresh opportunity for the Russian tourism sector. Russia has been ranked 45th in the latest edition of the biennial Travel & Tourism Competitiveness Report, improving its performance by 18 points from its 2013 ranking of 63rd.

Chapter 17, “Culture and Authenticity Denominations in Bengali-Themed Restaurants,” by Nilanjana Sinha, Himadri Roy Chaudhuri, Glyn Atwal, Sitanath Mazumdar, and Alistair Williams, identifies the emergence of BTRs with conservative consumption context by endorsing core traditional values and freezing the employed cultural practices; staged culture as a socially constructed and negotiable phenomenon by loading local culinary with new representations of time and place and existential authenticity depicting an extensive commercialized foothold in defining culinary culture.

Chapter 18, “The Travel Trade Business in Garhwal Himalaya of India: Opportunities and Challenges,” by S. K. Gupta and Prakash Chandra Rout, presents the changing travel attitude of globetrotters and their travel demand which affecting the approaches towards the tourism business. The chapter findings address challenges and opportunities confronted by travel trade entrepreneurs of Garhwal region of the state Uttarakhand.

Chapter 19, “Performing ‘The Tourist’ on Social Networking Media: An Analysis of Tourists’ Travel Posts on Facebook,” by Sonia Khan examines the manner in which people try to project their performance of ‘the tourist’ on the popular social networking site ‘Facebook’. The chapter elaborates upon the nature in which travel is being used for ‘status enhancement’ through social networking platforms.

Chapter 20, “The Medical Tourism Industry in the BRIC Nations: An Indian Analysis,” by Ajay Kumar Dogra and Pooja Dogra, explores BRIC member countries, on how they can cooperate to further promote the BRIC Vision and establish a viable healthcare initiative focusing on Indian medical tourism that will serve as a blueprint and model for other economies. Furthermore, the demand for tourism in Brazil, Russia, India and China is expected to grow in tandem with rapid economic growth. These nations are rich in natural and manmade resources and should cope quite well and have tremendous opportunities for the growth of tourism especially medical tourism between these nations.

Chapter 21, “Impact and Role of Social Media in Tourism Sector,” by Ramesh Kait, analyses the use of social media and its impact in the tourism industry. In the recent era social media is growing tremendously in right direction to develop the tourism and hospitality sector.

Chapter 22, “An Empirical Analysis of Perceived Importance Attached to Destination Attributes of Chinese Tourists’ Visiting in India,” by Mohinder Chand Dhiman and Sunil Kumar, attempts to explore the tourists’ satisfaction within a tourism context, specifically with reference to the destination-based attributes. The chapter findings indicate that the dimension of accommodation services was the strongest predictor of the Chinese tourists’ satisfaction, followed by incoming travel agency services and facilities in India. The dimension of accommodation services also was the strongest predictor of the female tourists’ overall holiday satisfaction, followed by destination facilities and incoming travel agency services.

Moreover, the mean scores of all the items within the main dimensions were above the neutral point. These results revealed that both male and female tourists were generally satisfied with their holiday in India.

In the above context, this book is proposed to fill existing gaps in the tourism and hospitality management literature from different perspectives. The target audience for this book is composed of professionals, researchers, and scholars working in the fields of tourism and hospitality industry in particular and services sector in general. I hope that this book will prove to be a leading and valuable resource and comprehensive guide for all those interested in tourism and hospitality research in the BRIC nations.

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