



Development of Tourism and the Hospitality Industry in Southeast Asia (Managing the Asian Century)

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This book highlights the state-of-the-art tourism and hospitality industry in Southeast Asian countries, while also presenting future directions for the industry with an emphasis on decision-making models. It first elaborates on the significant role of the tourism and hospitality industry given the rapid socio-economic and cultural changes occurring in Southeast Asia, before providing perspectives on medical tourism, tourism for seniors and several other developments within the tourism and hospitality sector. *Development of Tourism and the Hospitality Industry in Southeast Asia* presents scholarly perspectives from researchers across the region and is geared towards world-wide readers in academia, as well as experts from the industry.

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