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Ecotourism Planning Development Marketing (Paperback)

By Dr Chiranjib Kumar Phd

Createspace Independent Publishing Platform, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The book is based on extensive research on tourism and ecotourism planning, development and marketing. It is prepared to meet with the requirement of aspiring ecotourism professionals, students and faculties and to provide them supporting study materials as well as case studies. The book contains simplicity in diversity and touches almost all the important points which are required to understand the concept of ecotourism and further leads to advance stage that is ecotourism product designing, development and marketing. It includes, eco-cultural tourism, wildlife and protected area management, visitors management, conservation and preservation of monuments heritage, ecotourism models, park zoning, ecotourism impacts etc. The book has 03 section such as 1.Ecotourism Concept Eco-cultural tourism, 2. Ecotourism Planning Development, 3. Ecotourism Marketing. The authors have tried put their full effort in preparing all the research papers as different chapters of this book. Hope this book would meet the expectations of all aspiring ecotourism professionals and bodies including of wildlife professionals and NGOs.



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