PREFACE

Soon after graduating from the Department of Business Administration, Aligarh Muslim University, Aligarh, I got an offer from a private limited company with its corporate office in New Delhi, where, during my stay of two and a half years I observed that whatever I studied in the department was not of much use to me so far as translating my thoughts and knowledge into action was concerned. Soon I started realising the fact that tourism is an industry which if fast growing one because of increase in the standard of living, in leisure hours and so on. Therefore if one is to ensure that tourism grows in an orderly manner, one cannot afford to ignore its managerial aspect.

I started thinking on those lines and after joining the academics, I took up the challenge to bridge the existing research gap in this regard. The study of tourism industry could be narrowed down to specific areas such as hotels, travel agencies, tour operators and so on. I decided to start with tour operators involved in Inbound Tourism and took specific aspect related to the application of management functions therein. Therefore the emphasis in the text has been placed on the application of management functions in the Inbound Tourism.

The text has been divided into 9 chapters and chapter (I)
one has three sections, each of which discusses the concept of service, tourism as a services and historical development of tourism upto the regulatory framework of the industry and government policy implications.

Chapter 2 and 3 deals with the survey of literature, terms and definitions used in the research and need for research, objectives and research design.

Chapter 4, 5, 6, and 7 focus on the application of management functions in four companies selected as sample to study. Each chapter, in the form of case study discusses the brief profile of the company followed by the application of management functions.

The summary of major findings based on Chapter 4, 5, 6 and 7 has been given in Chapter 8.

The text of last chapter has again two sections. The first one gives the conclusion, recommendations and proposes a suitable management structure for an Inbound Tour Operator. The second section deals with the applicability of research, future directions for research and, of course the important one, limitation of the study. However, I would like to make it clear that this work is only an attempt to understand the application of management functions in the organisations with the help of a model and, as such, the methodology and the process adopted for the study carry more weightage than the conclusions drawn.