

# Opportunities and Challenges for Tourism and Hospitality in the BRIC Nations

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A volume in the Advances in Hospitality, Tourism,  
and the Services Industry (AHTSI) Book Series



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अतिथ्य प्रबंधन स्कूल  
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अस्थायी शैक्षणिक ब्लॉक/Temporary Academic Block  
अतिथ्य प्रबंधन पंसा-II धरमशहा-176215

Published in the United States of America by

IGI Global

Business Science Reference (an imprint of IGI Global)

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Hershey PA, USA 17033

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Library of Congress Cataloging-in-Publication Data

Names: Dhiman, Mohinder Chand, 1967- editor.

Title: Opportunities and challenges for tourism and hospitality in the BRIC nations / Mohinder Chand Dhiman, editor.

Description: Hershey PA : Business Science Reference, 2016. | Series: Advances in hospitality, tourism, and the services industry | Includes bibliographical references and index.

Identifiers: LCCN 2016023218 | ISBN 9781522507086 (hardcover) | ISBN 9781522507093 (ebook)

Subjects: LCSH: Tourism--BRIC countries. | Hospitality industry--BRIC countries.

Classification: LCC G155.B74 O66 2016 | DDC 338.4/791--dc23 LC record available at <https://lccn.loc.gov/2016023218>

This book is published in the IGI Global book series Advances in Hospitality, Tourism, and the Services Industry (AHTSI) (ISSN: Pending; eISSN: Pending)

British Cataloguing in Publication Data

A Cataloguing in Publication record for this book is available from the British Library.

All work contributed to this book is new, previously-unpublished material. The views expressed in this book are those of the authors, but not necessarily of the publisher.

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पटना-176215 Patna-176215

## Chapter 8

# Tourism Perspectives and Potential among BRIC Nations

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### ABSTRACT

*Culmination of Second World War more than half a century back was typically characterised by the economic growth and prominence that several western countries achieved. However, the much anticipated shift in the focus is expected to occur in coming decades and the group of countries, popularly known as the BRICs is speculated to emerge stronger in the race of economic dominance. This chapter is a work on BRICs and discusses about 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.*

### INTRODUCTION

The acronym BRIC is as intriguing as for what it represents; for that it takes the first alphabets of the countries that are galloping ahead to supposedly define the next phase of global prowess. These countries have come together to create an association to realise common goals and ways of developing cooperation to grow mutually. BRIC represents group of countries including Brazil, Russia, India and China and shares a significant proportion of global population and geographical area. This group has drawn attention of many intellectuals in recent times and while a myriad frontier exist to discuss about this group of countries, this chapter essentially sheds focus on the tourism industry as underpinning the discussion. To maintain accord and make the discussion meaningful for the readers it would essentially delve around few critical areas of tourism in BRIC countries. The chapter is principally divided into four sections; each dedicated to one country from the BRICs group. Broadly similar pattern of discussion

DOI: 10.4018/978-1-5225-0708-6.ch008