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The vast majority of books on Buddhism describe the Buddha using the word enlightened, rather than awakened. This bias has resulted in Buddhism becoming generally perceived as the eponymous religion of enlightenment. Beyond Enlightenment is a sophisticated study of some of the underlying assumptions involved in the study of Buddhism (especially, but not exclusively, in the West). It investigates the tendency of most scholars to ground their study of Buddhism in these particular assumptions about the Buddha’s enlightenment and a particular understanding of religion, which is traced back through Western orientalists to the Enlightenment and the Protestant Reformation. Placing a distinct emphasis on Indian Buddhism, Richard Cohen adeptly creates a work that will appeal to those with an interest in Buddhism and India and also scholars of religion and history.

Indian Sufism Since the Seventeenth Century-Nile Green 2006-09-27 Sufism is often regarded as standing mysteriously aloof from its wider cultural settings. By turning this perspective on its head, Indian Sufism since the Seventeenth Century reveals the politics and poetry of Indian Sufism through the study of Islamic sainthood in the midst of a cosmopolitan Indian society comprising migrants, soldiers, litterateurs and princes. Placing the mystical traditions of Indian Islam within their cultural contexts, this interesting study focuses on the shrines of four Sufi saints in the neglected Deccan region and their changing roles under the rule of the Mughals, the Nizams of Haydarabad and, after 1948, the Indian nation. In particular Green studies the city of Awrangabad, examining the vibrant intellectual and cultural history of this city as part of the independent state of Haydarabad. He employs a combination of historical texts and anthropological fieldwork, which provide a fresh perspective on developments of devotional Islam in South Asia over the past three centuries, giving a fuller understanding of Sufism and Muslim saints in South Asia.


Tourism Potential in Aurangabad-Dulari Qureshi 1999 This book for the first time discloses Aurangabad in its diversity of tourism potential which is not merely the historical sites but also its culture of textiles, folk dances, folk music, handicrafts, cuisine, museums and art galleries. Besides its pilgrimage centres, the city has also flourished into an important business and industrial city compounded with adventurists and naturalists, who have augmented and elevated Aurangabad Eco-tourism and adventure tourism. Aurangabad has successfully evolved all the related tourism services and developed its infrastructure like accomodation, transportation and tourism related Govt. bodies.

Tamil Culture-A. Krutinanth 2000 At A Time The Tamils Have Forgotten Their Glorious Past, The Highs Of Their Achievements In Political, Social, Cultural And Civilization Fields,When They Have Lost Even Their Sense Of Self Respect, This Book Apart From Being A Treasure Of Culture, I Consider, Is One That Awakens Them, Reminds Them And Rekindles Their Interest To Know About Their Past And Implores Them To Create A Greater Feature. I Fervently Hope That The Vision Of The Author Is Realized And All Our Wishes Fulfilled, I Am Sure That The Sincere And Enlightened Work Serve The Purpose And The Society. It Has Website Effect Scanning Every Minute Detail Of The Tamil Culture. We Are Sure When You Come Out You Would Be A Scholar To Be Sought After.

Domestic Tourism in India-Dr. S. Bhardwaj 1998 Contributed articles at a seminar.

Tourism In India Planning & Development-Asif Iqbal Fazili 2006

Documentation Update: October 2004 to March 2005

Tourism In India: An Overview (2 Vols.)-Rabindra Seth 2005 Tourism has long been a neglected sector for the government of India. Earlier, it was considered to be an elitist activity and the socialist dispensation of the official establishment coaxed it to put on the back burner. The advent of globalization and the market forces brought India on the world tourism map. Both the hospitality and the travel industries revamped its utility and there appears to be a phenomenal growth in infrastructure and services for the world travels. This book also points out the conspicuous absence of the domestic traveler for long. This book raises all possible issues in Indian tourism and suggests ways and means how Indian philosophy of Vasudhev Kutumbkam (World is a family). The salient feature of the book are the travelogues that will expose the Indian reader to a global world-view that provides him and also scholars of religion and history.

The Illustrated Weekly of India- 1979


Dynamics Of Marketing Of Star Hotels, Products, & Services-DR FEROZ KHAN 2012-06-18 The Dynamics of Marketing of Star Hotels is a Scholarly work in the field of Tourism Administration in general and Hotel Marketing in particular. This research work is based on products services and marketing strategies in the field of Five Star Hotels. This Valuable Book contains Seven Chapter’s along with microscopic study of field work in the area of Hotel Management and Marketing of products of the same. Globalization has changed the profile of Hotel industry and it has brought New Trends in the competitive world of Travel and Tourism. Hence the researcher has developed new insight and new line of action in field of Tourism Marketing. He has been working on various aspects of Hospitality Industry since last 2 decades and the present book is an outcome of his hard work, scholarship and minute observation of the changing hotel industry. The present book is very much useful for both new comers and senior management executives working in the field of hotel industry in 21st Century. This book is a unique contribution made by the scholar who is founder of many Travel Agencies. He is also working as advisor of many Star Hotels in Aurangabad. This is Hub of tourism industry in South Asia. The present book is extremely useful for scholars marketing persons and new entrants in the field of tourism.
Entrepreneurship in the Hospitality, Tourism and Leisure Industries

Biswaajit Pattajoshi
2018-10-10

Many standard BOP models have been undergoing radical transformations. Newer functioning models with inclusivity with holistic, systems approach is the mantra. Development has morphed into community leadership, and societal fabric building now frames the effect of corporate governance activities on shareholder value. Not surprisingly, new voices have been calling for reinvention of marketing. CEO’s cannot get clear, compelling answers about marketing’s impact on the bottom line. The adage of Sam Wanamaker—that he knows that 50 percent of his advertisement works but he does not know which half—still haunts management. Consider the following: Economic liberalisation has given a new impetus to the hospitality industry. It costs an average of US$50-80 million to set up five-star hotels with 300 rentable rooms in India. The gestation period is usually between three and four years. Movements in real estate prices have to be watched, though they have stabilised in the past three years or so. Non-five-star hotels are obviously cheaper and have smaller gestation periods, but international chains are expected to go into the five-star category. Biswaajit Pattajoshi offers not only a candid critique of eradicating poverty, through bottom of pyramid spins but more important a clear agenda—indeed the Samaritans agenda—meaningful change in end of poverty by immortal brand equity white horse. He calls upon leadership to deliver value and solutions, not physicality colours. He believes that the stalwart must understand their building blocks and operations from finance to supplier partnerships. They must co-operate and compete on multidisciplinary teams, because BOP model fails whenever any part of greater agenda fails to cohort with great acres. BOP’s are posing titan challenges to manage marketing tornadoes, many of which are exemplary spectaculars in waves of shareholders. Marketing change agents have led to innovative, community building indispensability models that track futuristic transformation eradicking poverty, establishing peace revolution. If community building model’s take-off profits are harnessed by the BOP.

The Economy of Tourism in Bangladesh
Sakib Bin Amin

Link- 1984


Entrepreneurial Development and Innovation in Family Businesses and SMEs

Masouras, Andreas
2020-06-19

Entrepreneurship is very important for both entrepreneurs and economic development. It helps boost innovation and competitiveness in every country and facilitates the creation of new jobs and new opportunities, especially for family businesses and small and medium enterprises (SMEs). Both entrepreneurship and innovation constitute a subject that is both topical and timeless, since institutions and the various institutional processes have always affected a country’s sustainability. Entrepreneurial Development and Innovation in Family Businesses and SMEs is an essential scholarly publication that contributes to the understanding, improving and strengthening of entrepreneurial development, and innovation’s role in family businesses and SMEs by providing both theoretical and applied knowledge in order to find how and why entrepreneurship and innovation can produce inefficient and dysfunctional outcomes. Featuring a wide range of topics such as women entrepreneurship, internationalization, and organizational learning, this book is ideal for researchers, policymakers, entrepreneurs, executives, managers, academicians, and students.

Growth and Development of Tourism in India with Special Reference to West Bengal

Ananta Mohan Mishra
2008 Of Late, Tourism Has Emerged As The Largest Global Service Industry. Rich In Varied Tourism