

## Travel and Tourism Marketing in India: A literature review of published research work

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**ABSTRACT** - Tourism is unique among industries and the application of marketing even makes it a more accepted research area. In the same backdrop, this paper offers the individual viewpoint on some of the recent trends in travel marketing. Following research paper highlights what has already been done, what is generally accepted, what is emerging and what is the current state of travel and tourism marketing in India.

Entire content is the work of recent extant literature i.e. research papers published in the field of travel marketing on internet sources. Best eighteen research papers (according to researcher capacity of knowledge) have been selected, studied and then have been reviewed thoroughly. At last, research gaps have also been articulated on the basis of in-depth study and understanding. Based on which conclusion, findings and suggestions have been drawn.

**Paper Type-** Review and viewpoint.

**Key Words:** Travel Marketing, Tourism Marketing, Destination Marketing, Marketing Strategy in Tourism Sector.

### 1. INTRODUCTION

*Tourism is deemed to include any activity concerned with the temporary short-term movement of people to destinations outside the places where they normally live and work, and their activities during the stay at these destinations.*

-(The Tourism Society, 1979)

Tourism is primitive and fascinating humanistic action which drives an individual to wander from one place to another. It is considered to be the world's fastest-growing industry, which is concerned with appealing people to a particular destination and then providing them with the facilities like passage, accommodation, food-stuff, entertainment and other facilities upon their landing and return.

Tourism industry is a distinct industry and operation of marketing propositions makes it an interesting research area. Industry addresses the following sub-sectors; travel, transportation, accommodation, food-service, tour operators,

attractions and merchandisers. Each of which requires the application of marketing functions, either in whole or in part, which is contrasting yet they must be synchronized and harmonized with each other.

### 2. METHODOLOGY

Following research paper focuses on the research papers of the past five years i.e., from 2014 to 2019 in the area of travel and tourism marketing in India. Out of many research papers collected through superior online journals, best eighteen from those have been selected for further analysis. Moreover, the information at any end has not been manipulated. The data used for this research paper is solely based on secondary source i.e., online journals like Atithya: A Journal of Hospitality, Journal of Tourism Futures, Journal of Tourism and Journal of Travel & Tourism Marketing etc.

### 3. REVIEW OF LITERATURE

**Gore, S. (2019)** highlights the significance of stakeholder collaboration in mega-event execution held in Goa and the involved bottlenecks. She analyses the grounds on which collaborations among the stakeholders are formed during the preparation for a certain event and also brings in light the issues that lead to conflicts among the stakeholders. Analysis of the result shows that the stakeholders form the collaboration for the event because of the economic benefits, conflict management and conservation. Private sector stakeholders have associations that assist them in resolving conflicts through negotiations, whereas among public sector stakeholders, conflicts are covert. Paper also seeks to help the policy makers in understanding the problems and issues faced by stakeholders while planning for tourism events.

**Kakati, B. K. (2019)** aims to understand the trends of tourism in North East India by highlighting its rural treasures and also attempts to understand some of the major challenges in this industry. Based on analysis of different challenges and tourism possibilities in North East India, he records the vibrancy and rural milieu of North East as USP for tourism growth besides the existing challenges and shares the types of community participation in rural tourism promotion while proposing a Government Private Community Partnership (GPCP) model

for the betterment of tourism and north east. He further explains the strength of the North East Region (NER) in rural folks and the trend prevailing in NER.

**Kishnani, N. (2019)** studies the costs and benefits of ecotourism and its role and impact over the economy of Madhya Pradesh. Paper highlights the initiatives taken by the state government to ensure sustainability in ecotourism and also records the costs of tourism to the society, environment and the sector. Examining the socio-economic impact of ecotourism in Madhya Pradesh, findings provide that, the surge in tourism has definitely resulted in increasing livelihood avenues in the tourism and allied sector. However, it may result in habitat degradation which is a threat to biodiversity, if not handled sensitively and responsibly.

**Nasir, S. (2019)** attempts to review the progress on bilateral cooperation between India and ASEAN. He discusses about the cooperation between India and South East Asian countries considering tourism as a bridge and further records the natural bonding between India and South East Asian countries in terms of historical and cultural similarities and focuses on Buddhist circuit besides sharing a glimpse of issues and challenges in inter-regional tourist movements. Research also outlines the progress in planning and policy making aiming at attracting foreign tourists in and around Buddhist Circuit in collaboration with private and Government players. Lastly, it highlights issues and challenges concerning tourists arriving from countries in Southeast Asia and presents some policy prescriptions for attracting more international tourists.

**Safwan A, M., & Pulikkamath, A. (2018)** highlights the importance of various organizations in promoting Kerala tourism, like KTDC, BRDC, TRKL, DTPC, KITTS, KIHMS. According to the study, at present nearly one-third of identified tourists are promoted and maintained by DTPC's, which states the important role of DTPC in promoting Kerala tourism. Moreover, the study seeks to understand the level of awareness of people and their satisfaction level towards the services of DTPC Malapurram. From the detailed analysis, researchers found out that DTPC Malapurram in Kerala undertakes several programs for awareness creation, product promotion and provision of amenities at tourist destinations. DTPC Malapurram has able to reach 100 percent of its prospective customer through various media and activities. Quality and services provided are of satisfactory quality and thus people are self-motivated to propagate their experiences. DTPC projects are beneficial in the development of the host community both economically and socially.

**Dahiya, K., & Batra, D. (2018)** conclude that the tourism industry became a part of the planning process under the Second Five-Year Plan and the Twelfth Five-Year plan was called out for establishing Sustainable Tourism Criteria for India. Besides reviewing all five-year plans, the study has also been extended to review The National Tourism Policy of 1982, 2002 and 2015. Paper compares the global ranks of India on 14 pillars of competitiveness for the year 2015 and 2017 and analyses show that the overall global rank of India has improved from 52 in 2015 to 40 in 2017. However, India

global ranking in travel and tourism competitiveness index (2007-17) in terms of environmental sustainability has fallen very badly. Study ends with providing certain suggestions like, the Indian Tourism Ministry must focus on parameters of 'environmental sustainability'. It must clearly define parameters that come under sustainable development for the tourism industry and specific policies should be developed for flora and fauna, monuments and other tourism products. Apart from policy-making there is a strong need for a stringent legislative framework, which would clearly state penalties and punishments and all violations of tourism sustainability. The authors further concluded that planning is not sufficient enough in itself and it is required to be converted into actions and the Ministry should include the host community and other stakeholders of the tourism industry for sustainable tourism development.

**K S, V., & T A, B.(2017)** has evaluated the Indian Tourism Industry under the GST regime by aiming to understand the impact of GST on the Tourism industry and to evaluate the effect of pre and post GST impacts on Tourism and Hospitality industry in India. With the analysis of results, researchers concluded that, GST is a mix bag of better and easier rules and regulations and increased costs and compliances. In short, they found GST on the travel and tourism industry to be disappointed as the industry believes that the higher tax slabs will impact and higher growth, putting pressure on the bottom line and squeezing the margins of the players. Taxes over hotel and restaurant supplies will likely to be subjected to single tax and thus reducing the burden of cascading taxes, initiating flexibility and cost-effectiveness to benefit travelers.

**Kumar, A., Kumar, A., Chakraborty, D., Abhishek, P., & Rao, P.H. (2017)** study was based on analyzing consumer preference for online booking of tourism and hospitality in India. Survey results have confirmed few variables like discounting options, pre-booking, possibility and time saving for the users are actually driving the decision making or preference for online booking for the customers.

**Rahman, S. (2017)** concludes that Facebook serves as a consumer market research tool for destinations to gather user insights, measure content engagement and crowd-source ideas before bringing them to market. Using Facebook's impressive level of ad targeting, destinations can hyper-target users by location, age, gender, interests and Facebook connections. However, the biggest obstacle noted in the study is budgeting and staffing. The researcher called the Facebook Pages as the heart of the Facebook marketing platform, as it's a brand's storefront and where a DMO (Destination Marketing Organisation) can showcase its most important images, select a vanity URL, and list its business details and link to its website. It also allows the tourism marketer to list upcoming events, map its location and feature photo and video galleries. Paper also states a few examples of the success stories in the field of promotion of Destination marketing via Facebook, like Scandinavia, the Outer Banks and Kerala in India.

**Hasan, M.K., Ismail, A.R., & Islam, M.F.(2017)** through their critical review of literature on tourist risk perceptions and

revisit intention concludes that the area is dominated by both the quantitative and the qualitative research, and a lack of appropriate theoretical foundation is a major problem to understand the common risk dimensions and their effect on tourist revisit intention. They found out that Physical risk, Financial risk, Performance risk, Psychological risk & Security risk negatively influence tourist satisfaction with the tourism offers, tourist attitude towards repurchasing the tourism offers and tourist revisits intention. However, tourist satisfaction has a positive influence on tourist attitude to revisit and tourist attitude to revisit has a positive influence on their revisit intention.

**Gupta, T., & Mirjha, N.(2016)** focused on the development of tourism industry and marketing in Chhattisgarh and concludes that the state has developed a draft Tourism Policy and wish to actively promote Eco and Ethnic Tourism in the state. Few strategies for marketing in Chhattisgarh were also framed like to create market promotion cell for coordinating promotion and building brand image, to invite Travel writers, Travel agents and Tour operators to Chhattisgarh for building opinion leaders about State Tourism. And for this, Chhattisgarh Tourism Board will award incentives and discount to travel agents, tour operators and hotel associations. The state has a huge potential for niche tourism. Moreover, the state is trying to develop Sirpur as a Buddhist tourist circuit. The central government is also helping for making Chhattisgarh as tourism eco-hub. To summarize, tourism in Chhattisgarh is rising at a very slow pace and the reason behind the fall of the number of tourists is due to lack of execution of state government tourism policy, lack of promotion of tourist places, inefficient infrastructure of tourism places, accommodation and transportation.

**Prasad, S., & Bhatia, V (2014)** in their article titled as “**The Impact of Cultural Attractions and Amenities in Building Image of a Tourist Destination- A Study of Tourists Visiting Jaipur**” concludes that tourists were satisfied with cultural attractions & amenities of Jaipur but mainly they were satisfied with the cultural attractions. A very significant number of tourists had a good image & they were keen about revisiting in the future & recommending it to their friends and relatives. Foreign tourists were more satisfied with the amenities & males were more interested in revisiting or recommending. Correlation between cultural attractions and intention to revisit or recommend was found to be the highest Correlation between amenities and intention to revisit or recommend was at second. And the correlation between cultural attractions and Jaipur image was at third.

**Negi, M.S., Tiwari, M., & Singh, T. (2014)** discussed about the trend and development in Indian tourism and Hospitality Industry. The results show that there is an increase in the Indian tourism and hospitality sector in terms of Foreign Tourist Arrival & Foreign Exchange Earning. The Tourism & hospitality sector contributes significantly to the national economy as well as helps in the creation of jobs. Indian Tourism Industry has got a major boost because of the booming IT and outsourcing industry with an increased number of businesses. There had been remarkable growth from

the year 2002 to 2005 in foreign tourist arrival due to the various efforts made by the Government including, promoting India through the ‘Incredible India Campaign’. Year 2008-2009 saw a drop in the number of foreign tourists due to the impact of the global economic crisis, outbreak of H1N1 influenza & terrorist attacks at the Taj Hotel & other significant locations in Mumbai. Lastly, the growth rate in FTA was more in the year 2010 because of the Commonwealth Games.

**Khanna, S., & Pathania, N.(2014)** explains the relationship framework between Travel Motivation, Travel Behaviour and Travel Destination Choice among Pilgrim Tourists. Findings of the study depicts that, there is a very high correlation between the motivational factors of the tourists for their travel and behavioral pattern they follow. Research indicates that males, as well as females, are equally motivated as far as the pilgrimage motivation is concerned. It has also been seen that there exists a significant difference among the perception of tourists visiting the pilgrim sites based on age and the motivation of the tourists was not affected by the income, qualification and marital status. A positive correlation between travel motivation & travel pilgrimage destination choices of the tourists visiting the destination site is small as (0.45421). Pilgrims just want to travel the particular pilgrimage destination irrespective of the number of choices they have. Study signifies the correlation-ship of travel destination choice & travel behavior of tourists. Though the calculated value (0.186) shows a very small relationship between the two variables, yet the positive sign reflects that the travel behavior which tourists follow is somewhat influenced by the destination choice that they made for their travel. Results from this study provide interesting managerial implications in the case of tourists visiting pilgrimage destinations.

**Dayananda, K.C. (2014)** discusses about the tourism and employment opportunities and challenges in Kodagu district. Karnataka is the 9th largest state in India in terms of population. As a result, the unemployment rate is also high. In this backdrop, the tourism sector helps in providing employment opportunities to some extent. Approximate tourist inflow per annum is 5,00,000 people. In the study, mushrooming up of home-stays is a recent development in tourism of Kodagu. Researcher came out with the results that Kodagu has great opportunities for tourism development, thus creating large scale employment opportunities, generating income, improving the standard of living and contributing to the economic development of the nation. Further in study researcher also points the challenges faced like pollution, density of population and vehicle, deforestation, shortage of rented houses, lop-sided development, increasing crime rate, naxalism and terrorism, expensive livelihood, loss of culture and lack of interest in agriculture.

**Kapur, R. (2014)** concludes that tourism in India is largely developed and advanced. India’s cultural heritage and richness of nature’s endowments are attributed as the factors which delight the visitors and make India, an extremely delightful country. Further, the paper explains the advantages of the Indian Tourism Industry like the provision of employment,

income and foreign exchange, development of other industries and general development of infrastructure in the economy. India offers different types of Tourism as explained by Kapur, R in her work like Adventure Tourism, Wildlife Tourism, Medical Tourism, Pilgrimage Tourism, Eco-Tourism, Business Tourism, Heritage Tourism, Sports Tourism and Educational Tourism. Study ends with the conclusion that tourism in India has largely developed and advanced, the main reasons recognized are India's rich cultural heritage, religious places, temples, tombs, forts and palaces of ancient rulers that attract tourists from all parts of the world.

**Jaswal, S.(2014)** explains the role of the tourism industry in India's Development. Analysis showed that India ranks 14th in the world in terms of its tourism sector's contribution to the GDP. The government has also taken many initiatives for tourism promotion like "Hunar se rozgar" program and Visa on arrival". It is estimated that nearly forty percent of tourist expenditure on shopping is spent on Indian handicrafts particularly, jewelry, carpets, leather goods, ivory and brass work. Gujarat comes in ninth place when it comes to attracting tourists from other Indian states and it is nowhere among the top 10 with regards to foreign tourist visits. Of the overall tourists from India visiting domestic as well as international destinations, nearly 30-40 percent is from Gujarat. Apart from Gujarat and Maharashtra, Delhi and West Bengal send the highest number of tourists to various outside destinations. Tourism provides 6-7 percent of the world's total jobs directly and millions more indirectly, as per the UN's World Tourism Organization. Lastly, environmental degradation, pollution, litter-impact and wildlife environment should be taken into consideration while promoting tourism.

**Kumar, A. (2014)** discusses the strategic planning for effective hospitality and tourism education. According to the data, guest lectures are the most popular mode of industry interface & the perceived benefit accrued from having guest lectures is quite high. The second most preferred mode is establishing partnerships through training & internships of students, which are also perceived quite high on their effectiveness in building long term enduring relationships. The inclusion of executives in the Governing Councils and Board of Studies in business schools is yet another preferred mode of collaboration. Joint Seminars are considered to be an effective mode to strengthen the academic relationship between business school & the industry. Case writing and Applied Research does not figure in the top five preferred modes of the academia-industry interface. Industry has also taken up an initiative of generating knowledge by funding business and academic research. Very few institutions in India are taking the necessary steps to develop the MDP network, benefiting both academia and the industry.

#### 4. CONCLUSIONS

The analysis and review of the research papers on travel and tourism marketing in the Indian context concludes that it has largely developed and advanced and the main reasons

recognized are India's rich cultural heritage, religious places, temples, tombs, forts and palaces of ancient rulers that attract tourists from all parts of the world. However, environmental degradation, pollution, litter-impact and wildlife environment should be taken into consideration while promoting tourism. Moreover, the travel and tourism industry are benefitting in the development of the host community both economically and socially but there is a paradoxical situation of 'sustainability and the tourism rankings'. India is improving in global tourism rankings but it has witnessed a major downfall in environmental sustainability rankings over the past decade. Stakeholder's collaboration and inter-cooperation between the countries is also important and is the need for today's times. Besides this, human implication, employment and multiplier effect is also an important part to research in the travel and tourism industry.

Talking about the online booking, discounting options, pre-booking, possibility and time saving for the user are the key factors that drive the decision making. Thereafter, the role of social media is playing an important role in this industry as it serves as a consumer market research tool for destinations to gather user insights, measure content engagement and crowd- source ideas before bringing them to market. Lastly, there is an increase in the Indian tourism and hospitality sector in terms of Foreign Tourist Arrival & Foreign Exchange Earning.

#### 5. FURTHER RESEARCH SUGGESTIONS

Travel and Tourism industry is the never-ending industry to research and continuous research in this area is required. Through the review of published literature, following observations have been drawn where further research should be undertaken-

- There is a limited research found on the role of tourism marketing contribution to sustainable tourist destinations and Eco-tourism.
- Social media in the travel industry is the new and emerging concept. Hence, further studies should be elucidated which should cover "perception of others - experience sharing" through social media and its impact on tourism. Besides that, study on online promotional tools like, Facebook, Instagram & Twitter etc in the travel and tourism industry should also be encouraged.
- Particular attention should be directed on improving the ways about how the destination is managed. There should be more research which should focus on the safety aspects of tourists, demand conditions, historical and cultural heritage resources, organized excursions, and cleanliness.
- Human resource implication in tourism also has a wide spectrum to research. Therefore, there should be more research which should aim at considering employment of disabled people in the tourism

industry. In short, accessible tourism is an important area to research.

- The stakeholder’s collaboration and business cooperation between countries in regards to tourism industry is the need of an hour. But the research in the area is so less and therefore, due focus and more researches on this area is highly required.
- Lastly, future researches should be encouraged to incorporate risk dimensions such as disaster risk, terrorism risk, loss of novelty-seeking risk, opportunity loss risk & their impact on destination image and tourist behavioral intention.

**6. LIMITATION OF STUDY**

No research is free of its shortcoming or limitation. Considering the same, following research paper suffers the limitation of relying on the secondary source for the information. Research paper may thus face the issue of ethical consideration and the validity couldn’t be justified at any ground.

**7. SUMMING UP**

Table 1 shows a summary of all the papers reviewed.

Sr.No.	Author(s)	Paper Title	Methodology	Conclusion
1	Gore, S. (2019)	Stakeholder Collaboration for a Religious Tourism Mega Event	Data is collected by personally interviewing the stakeholders through a structured questionnaire.	Stakeholders form the collaborations for, economic benefit, conflict management and conservation. Research helps the policy makers in understanding the problems and issues faced by the stakeholders while planning for tourism events.
2	Kakati, B. K. (2019)	Rural Tourist Products: An Alternative for Promotion of Tourism In North East India	Paper is based on secondary source of data collected from different studies conducted by different organizations.	Contribution of community based tourism towards sustainable development is increasingly receiving attention as tourism initiatives. Moreover, this is directly contributing to poverty alleviation through employment generation and also assists in community development and conservation.
3	Kishnani, N. (2019)	Sustainable Development of Ecotourism in Madhya Pradesh: Prospects and Problems	Study is based on the secondary data from reliable sources along with personal observations.	The surge in tourism has definitely resulted in increasing livelihood avenues in the tourism and allied sector. However, it may result in habitat degradation, a threat to biodiversity, etc if not handled sensitively and responsibly.
4	Nasir, S. (2019)	Tourism Business Cooperation between India and South East Asian Countries: Studying Interregional Tourist Movements to Explore Buddhist Tourist Places in India	Study is based on two important case studies- i) Status and prospects of Indo-ASEAN cooperation in tourism sector, and ii) Status of development of Buddhist circuit as an attraction factor for tourists from ASEAN member countries.	India is culturally and historically associated with ASEAN countries. Both India and ASEAN are striving to get benefit of such historical linkages. However, there is a need for better transportation services and financial services providing support to business in tourism sector like banking sector connectivity, land transport facilitation and liberalizing visa regimes.
5	Safwan A, M., & Pulikkamath, A. (2018)	Tourism Promotional Activities and it's impact: An experience of DTTC Malapurram, Kerala	Descriptive work of primary and secondary data. Primary data of 150 people is collected through a convenience sampling method.	Quality and services provided by DTTC Malapurram are of satisfactory quality and it is benefitting in the development of the host community both economically and socially.
6	Dahiya, K., & Batra, D.	India - Sustainability and	Study is descriptive and is based on secondary	Study highlights a paradoxical situation of ‘sustainability and the tourism rankings’ for the

	(2018)	the Tourism Rankings	data analysis, including the review of relevant literature, analysis of five-year plans and national tourism policies.	Indian tourism industry. India is improving in global tourism rankings. However, it has witnessed a major downfall in environmental sustainability rankings over the past decade. The rankings have fallen from 41 to 134 from 2007 to 2017.
7	K S, V., & T A, B. (2017)	An evaluation of Indian tourism industry under GST regime.	The study adopted only secondary sources of data collections and the study area was GST and its impacts on the tourism industry in India.	GST is a mix bag of better and easier rules and regulations and increased costs and compliances.
8	Kumar, A., Kumar, A., Chakraborty, D., Abhishek, P., & Rao, P.H. (2017)	Analyzing Consumer Preference for Online Booking of Tourism and Hospitality in India.	The questionnaire was constructed and it had all the dependent and independent variables which been measured on a 5-point Likert Scale.	Survey results have confirmed that out of 9 variables that were considered during the literature review, only 3 of them are driving the decision making or preference for online booking, which are- discounting options, pre-booking, possibility and time saving for the user.
9	Rahman, S. (2017)	Tourism Destination Marketing Using Facebook As A Promotional Tool.	This article has been prepared by studying data obtained from secondary sources.	Facebook serves as a consumer market research tool for destinations to gather user insights, measure content engagement and crowd-source ideas before bringing them to market. However, the biggest obstacle to promoting a destination on Facebook is budgeting and staffing.
10	Hasan, M.K., Ismail, A.R., & Islam, M.F. (2017)	Tourist risk perceptions and revisit intention: A critical review of literature.	A study based on the literature reviewed.	The study concludes that the area is dominated by both the quantitative and the qualitative research, and a lack of appropriate theoretical foundation is a major problem to understand the common risk dimensions and their effect on tourist revisit intention.
11	Gupta, T., & Mirjha, N. (2016)	Development of Tourism Industry and Marketing in Chhattisgarh	The area of study is the State of Chhattisgarh. The proposed study employs the exploratory and descriptive design of research. And the data has been collected both from primary and secondary sources.	Tourism in Chhattisgarh is rising with a very slow pace. The tourists visit in the year 2015 decrease from the previous years 2014 and 2013.
12	Prasad, S., & Bhatia, V. (2014)	The Impact of Cultural Attractions and Amenities in Building Image of a Tourist Destination- A Study of Tourists Visiting Jaipur.	Sample consisted of 126 national & international tourists who completed a structured questionnaire containing 34 questions. Each item was measured on a five-point scale. The study was carried out in some of the well-known hotels of Jaipur. A convenience sampling technique has been used.	Tourists were satisfied with the cultural attractions & amenities of Jaipur but mainly they were satisfied with the cultural attractions. A very significant number of tourists's had a good image & they were keen about revisiting in the future & recommending it to their friends and relatives.
13	Negi, M.S., Tiwari, M., & Singh, T. (2014)	Indian Tourism and Hospitality Industry- Trends and Development.	Data collected through secondary sources.	There is an increase in the Indian tourism and hospitality sector in terms of Foreign Tourist Arrival & Foreign Exchange Earning.
14	Khanna, S., & Pathania,	Travel Motivation, Travel Behaviour	The study is empirical. Data is collected through	There is a very high correlation between the motivational factors of the tourists for their

	N. (2014)	and Travel Destination Choice: A Relationship Framework among Pilgrim Tourists.	a questionnaire. 1240 respondents were approached but only 155 were the useable responses. Statistical techniques used were, Annova, Percentage Method, T-test, Regression & Co-relation.	travel and behavioral pattern that they follow.
15	Dayananda, K.C. (2014)	Tourism and Employment: Opportunities and Challenges in Karnataka- Special Reference To Kodagu District	Study based on both secondary and primary data.	Kodagu has great opportunities for tourism development, thus creating large scale employment opportunities, generating income, improving the standard of living and contributing to economic development of the nation.
16	Kapur, R. (2014)	Travel and Tourism in India: A Developmental Perspective	Descriptive work of secondary data collected.	Tourism in India is largely developed and advanced, main reasons recognized are India's rich cultural heritage, religious places, temples, tombs, forts and palaces of ancient rulers which attract tourists from all parts of the world
17	Jaswal, S. (2014)	Role of Tourism Industry in India's Development.	The study is based on the secondary data published by various agencies and organizations	Environmental degradation, Pollution, Litter-impact and Wildlife environment should be taken into consideration while promoting tourism.
18	Kumar, A. (2014)	Strategic Planning for Effective Hospitality and Tourism Education: Some Observations and Suggestions.	Primary data has been collected from Deans & Directors of 30 Business Schools in India, which were personally interviewed through a structured questionnaire.	Not many institutions have been able to work on the right method of including the industry's viewpoints into curriculum & structuring the course for student and corporate benefit. Therefore an attempt to integrate both should be focused.

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