CHAPTER III
Literature Review

The word "Tourism" which is widely accepted and recognized in common idiom is nevertheless, a term that is subject to diversity of meanings and interpretation. There is no universally accepted definition of tourist even though the term tourism is defined by different authors in various ways.

Grag (1981) found that India still remains an untapped tourist destination with a variety of tourist attractions. The study pointed out that it is better to open new areas which have attractions for the tourists besides undertaking intensified development of tourist centers falling along identified travel circuits. Augmentation of fleet of the national air carriers is also important besides providing improved internal rail-road transport facilities. The study also reveals that it is not only necessary to improve the standard of hygiene and sanitation in hotels and restaurants, but also to protect the tourists from unscrupulous traders and cheating taxi-drivers, who make the life of the tourists miserable and earn bad name for the country.

Chib (1981) in his article, Perspective on Indian Tourism, said that tourism his highly susceptible to income elasticity and can be considered a potential for growth as any other export industry. The paper also attempted saying that the major impediment to the construction of hotels at reasonable cost is that suitable sites at reasonable costs have not been earmarked.

Focusing on the prospects of tourism industry, Zia Uddin Khariroowala (1982) in one of his papers suggested that India must have a clear-cut tourist policy, which continuity as in the case of foreign policy. The tourist policy should be integrated with the economic development.
Agreeing with the same idea, Srivastava (1983) in his study went a step ahead and felt that it is not only economic compulsion to earn foreign exchange, but a sense of social obligation that makes for a sound tourism policy.

Cauvery and Sudha Nayak (1986) while emphasizing the economics of tourism concluded that for the development of tourism, it is almost needed to develop facilities and places of local tourist importance, promotion of tourist information, improvement of basic facilities like accommodation and transportation.

Mathai (1989) made an in-depth study leading to Tourism Industry in Goa: A Perspective. He critically discussed tourism infrastructure and development, economic impact of tourism and effective planning for tourism development in Goa State. He inferred that foreign exchange earnings can be increased further with an increase in the per capital expenditure of foreign tourists by a longer duration of stay for which facilities like leisure activities, shopping facilities are to be developed.

Selvam (1989) made a study on tourism Industry in India. Throughout the study, the emphasis is on stock taking of existing situation and evaluation of performance, and on orientation for future development modalities. The author relied largely, for the sake of objectivity, on the views of experts, official’s professionals, domestic and foreign tourists and connected parties. In brief, a retrospective, introspective and prospective project of the tourism industry in India is covered. He concluded that the purpose of travel is the most important deciding factor of tourism.

Joseph (1990) in his article, Tourist market in Kerala, made an attempt to evaluate the potentiality of the tourist market of Kerala suggested measures for the expansion of the same. Further, he pointed out that tourist potentiality of Kerala remained to be exploited and
that sound policies have to be evolved and implemented if the resources were to be tapped to the fullest extent possible. The provision of cheap but neat accommodation and facilities for entertainment are some of the measures to be taken as a starting point to cater to the needs of the tourists.

Vivek Sharma (1991) in his book, Tourism in India, endeavored to evolve the strategies for long term planning and integrated approach for this vital sector of the economy. He concluded that regional co-operation must be sought to bring more visitors from the neighboring countries. A relevant conclusion is also arrived that a balanced blend of tourist facilities both for overseas and domestic tourists should be developed as a means of achieving socio-economic growth through income and employment generation.

Bhargava (1991) highlighted some of the socio-economic benefits of tourism development in India. The study disclosed that the effect of tourism is related to regional development of isolated and economically underdeveloped areas. Many of such regions having high scenic beauty and cultural attractions can become areas of great interest for tourists bringing prosperity to the local people.

Vasanthakaalam (1992) in her article Environmental Concern for tourism planning in India focused that tourism development can become an alternative factor for improving the environment, if certain amount of intelligent planning is done. She strongly favored that the quality of tourism products depends upon a high quality of a natural environment. Further, she felt that "living environment" for tourist should be strived by the conserving nature's milieu.

A Study was made by Mishra (1992) on prospects of Tourism in Orissa and found that absence of internal transport system, good restaurants, better recreational facilities,
suitable advertisement and absence of information counter are some of the important bottlenecks that are to be attended to in the State of Orissa.

**Mathur and Lohiya (1992)** made a study on "Unprecedented Growth of Tourism: Causes and Remedial Approaches." They concluded that most of the development and underdeveloped countries failed to develop proper infrastructure for the suitable and desired growth of tourism sector.

**Bagri and Kaintura (1992)** in their article highlighted some of the features of Indian tourism. The study aimed to grasp the tourism resources of this pretty subtropical land and a trial to highlight the potential destination around the country for the better information of the visitors.

**Dutta (1992)** in his paper tried to explain why life style analysis is useful in the area of marketing of India's tourist products and also in solving the travails of Indian tourism industry faced. The author believed that the tourism promotional agencies in India are following a selling process without identifying the specific needs of its consumers - both the domestic and the international.

In his study, **Tourism in Uttaranchal: prospects and problems: Ritu Galiti (1993)** attempted to probe into the prospects and problems of the hilly terrain of Uttar Pradesh and inferred that for the development of tourism along with the Governmental support, what really needed is the full-pledged support of the local people along with proper and long-term plans of the Government.

**Turgut Vary and Sang-Mukim (1994)** focused their study on Tourism Education in Korea. The purpose of this study is to explore the essential conditions of higher education institutions in tourism, including the quality of faculty, various curricula provided, laboratory
facilities, and the effectiveness of supplying the personnel to extract the problems and issues and to make recommendations for their improvement. Simultaneously, trends of tourism demand and personnel supply were analyzed to evaluate the effectiveness of higher education in tourism. As a result, the relationship between the institutions and industries was assessed by examining the internship training status, rate of employment and expectation of employers towards new employees supplied by the institutions.

A modest effort was made by Bhaitia (1994) on International Tourism. While doing so, a framework was provided for the analysis of tourism as an economic activity of great significance as well as a phenomenon in cultural contacts and international understanding.

Doval (1994) while describing the tourism boom in Israel, found that for the development of tourism in Israel, infrastructure was well organized and adequate to meet the current flow of tourists. As a whole, tourism is a major source of foreign exchange earnings; and it contributes nearly 4 per cent of the GNP and over 10 percent of the total exports. Nearly 60,000 people are directly employed in this sector.

Vinti Davar and Davar (1994) examined in detail the performance of different business segments, the type of clientele, effectiveness of catering management and customer service as provided by Kingfisher Tourist Complex, owned and controlled by Haryana Tourism Corporation limited. They suggested many areas for management action which include promotion of more profitable business segment for effective implementation of planned menu formalizing and improving quality control system, and checking customer complaints.
Gupta (1994)\textsuperscript{21} made an attempt to study Tourism in Himachal Pradesh - A Case study of Simla town. He suggested that the tourism policy should lay down maximum emphasis to attract a large number of tourists from high income groups. Further, he felt that these tourists with high net disposable income may possibly find more time for leisure or holidays and spend more money on their leisure and holidays. Thus, the economic development of the State can be achieved.

Ramesh Chandra (1995)\textsuperscript{22} felt that not only the airport facilitates visitor arrival but also boost high class tourist traffic. Referring to Diu, he opined that it is ideal for high-class tourists rather than mass-tourism, for which the infrastructure does not exist.

According to Gautam Khanna (1995)\textsuperscript{23} the President of Mercury Travel Private limited and former president of Travel Agents Association of India, evening entertainment programmes in Agra can increase the average stay of tourists.

Ahuja (1995)\textsuperscript{24} Chairman-cum-Managing Director of Holiday Makers Private Limited and former president of India Tour Operators Association of India stressed the need for improvements in terms of environment, transport, accommodation and tourist facilities in Agra.

In his paper, Tourism Industry of Himachal Pradesh: An Overview, Jai Singh Parmar (1995)\textsuperscript{25} highlighted the development of tourism in Himachal Pradesh. He concluded that the policy-farmers should initiate steps to develop more attractive tourist destinations. Further, he stressed that the need of the hour is to promote facilities in all the tourist centers and to develop facilities for adventure tourism. For the development of domestic tourism, he focused his attention that there is a need for a strategy towards holistic development of tourism in a thoroughly integrated way, wherein identification of tourist
resources, Judicious use of financial resources and close co-ordination in marketing action are specially stressed upon.

**Jai Singh Parmar (1995)** in his study captioned 'Promotion of Tourism Potential in Himachal Pradesh : A Need of the Hour' concluded that telecommunication facilities should be promoted on priority basis and the areas which have potential of tourism and full of scenic beauty have to be strengthened with air facilities.

**Tsering Nurboo (1995)** on Tourism and Health at High altitude focused the importance of tourism in Ladakh. He held that a well-planned and equipped tourist ward with all basic facilities less than one roof would be an ideal facility to which the Tourism Department could contribute for tourism promotion.

**Batra and Anju (1995)** in their study examined two major tools of tourism promotion advertising and promotion and concluded that a comprehensive promotion policy should be prepared and implemented. They viewed that a long-term comprehensive image building campaign coupled with short-term concentrated differentiated strategy should be launched so that the demand for the tourist spots in the State is stimulated.

**Nirmal Kumar (1996)** made an attempt to study the role of tourism in the economic development of Himachal Pradesh and the role played by different Government agencies. He concluded that the Government must take into consideration the workers who help to move the wheel of their tourism chariot and they must be given due consideration and fair deal in recruitment and promotion etc., along with their participation in decision-making and the management of tourism.

**Buhalis (1998)** in his study viewed that strategic use of information technologies in tourism industry improved its competitiveness. Further, it helped in boosting staff morale,
managerial effectiveness, productivity and profitability of tourism organizations. The study concluded that because of ever increasing use of information technology in tourism sector, future success of tourism organizations and destinations would be determined by a combination of innovative management, marketing and strategic use of advanced information technology.

**Gupta (1999)** in this study praised Indian religious tourism which grew for many years without causing negative environmental, cultural and social impacts. The author viewed that pilgrimage had less burden on environment, benefited local communities, was seasonal and provided economic benefits to the local community. The author recommended developing such type of modern tourism which benefited local communities without harming natural environment.

**Noronha (1999)** in his study highlighted that tourism in Goa lead to increasing land prices, increasing consumption level, rapid unplanned development, and drug abuse and prostitution arousal. Moreover, local people felt threatened and degraded by inappropriate behaviour of the tourists. The study also revealed that the benefits from tourism were not utilized for the development of the local people in Goa. The author recommended that strategies must be formulated by the state government to manage tourism trade and plug back profits received from tourism trade for the development of local people in Goa.

**Weitz B.A. and R. Wensely (2000)** in their research article fascinatingly lay down that between 1960 and 1985 international tourism to Greece enjoy one of the fastest rates of growth in the world, averaging 12.2 per cent annually. Numerous interrelated explanations were offered for these phenomena, including endowed factors such as warm climate and antiquities; low costs; the supportive infrastructure and the strength and efficiency of the supply of tourist services and products. One aspect, however, which has not attracted much
attention, is the quality of Greek marketing. The Greek tourism marketing tourism strategies are examined using a sample of Greek national tourist offices located in major European cities. Data for the study were gathered from personal interviews with the directors of such tourist offices. Although the marketing strategies undertaken by the national tourist offices of Greece abroad have been generally successful, the long term viability of such strategies can only be sustained by the formalized strategic marketing planning processes which creates for a host of interacting internal and external variables.

Chandralekha Chandra (2000)\textsuperscript{34} in her article proclaims that tourism is an integral part of modern societies. She distinguishes tourisms into three categories Internal Tourism, National Tourism and International Tourism. The author observes that tourism is a service; hence production and consumption take place at the same time. The problems of marketing in tourism are somewhat different from the problems of traditional product marketing. She says that markets any affected by unforeseen natural disaster, political situations, economic changes, the exchange rates, technological changes, fashion and the like. She concludes that it is essential that we be prepared to cope with these changes or challenges. In the Indian contest, the need of the hour is to adopt market.

Wilson and John (2001)\textsuperscript{35} in this study highlighted the role of rural tourism in the economic development of rural community. They viewed that rural tourism could develop easily with active participation of local government and people. They highlighted several factors namely tourism package, good leadership, support of local government, funds, strategic planning, coordination between local people, and technical assistance for tourism promotion etc. which were essential for rural tourism development. The authors viewed that rural tourism provided income and employment opportunities to local people in rural areas having unutilized huge natural resources.
A.K. Bhatia (2002) in his book methodically covers historical dimensions of tourism, emergence of modern mass tourism, psychological, economic and international dimensions of tourism. Further, he harps upon the organization of tourism, international tourist organizations, planning, development and marketing of tourism, tourist accommodation, the role of travel agency and the like. He draws the conclusion that tourism today is one of the World's fastest growing and oldest industries. It is a way of promoting cultural exchanges and international co-operation. The book is also designed to introduce the basic concepts of tourism to the budding professionals.

P.C. Sinha (2002) in his book meticulously presents tourism services, guides, information Systems, organization of travels and tourism marketing, advertising Public relations, planning, tourist destinations, Visitors attractions, Hotel accommodation and the like. The author also identifies the future of tourism in India and eventually portrays tips on tourism marketing management.

Pran Nath Seth and Sushma Seth Bhat (2003) in their book judiciously incorporate the global tourism scenario. The authors envision that in the long run tourism growth is irreversible and they say the debate is really about the rate of growth. They city the World Tourism Organization (WTO) estimate to evidence the fact that tourist will triple, over the next decades with 1.6 billion tourists visiting foreign countries annually by the year 2020 and spending more than US $ 3 billion a day. The authors diligently enumerates the topics of travel agencies, government role, information technology, the hospitality industry, marketing in tourism, India - A tourist destination and finally leave it to the readers to decide whether tourism is a blessing or blight.

Fani Bhusan Das (2003) in his research paper provides some of the critical guidelines for information of sustainable tourism policies by ascribing the reasons of
promoting country's domestic, economic and foreign exchange growth on the one hand, synergizing cultural assimilation, alleviating poverty, employment generation protection of environment on the other. He speaks of economic dimensions of tourism. He also emphasizes the need for formulation of Basic Tourism Reform Policy (BTRP). As for environment protection is concerned, he suggests "Polluter to Pay" to repair the damage caused to the environment. He concludes that natural resources, cultural resources, product development and service development in the sector can be done by having effective objectives and policies in place.

Jha S.M. (2003) in his research article discerningly observes that the tourism is big business, running into trillions of dollars. But the method of accounting for how much is spent on which aspect of tourism and when, where and how still remains hazy. There have been several direct and indirect indicators used for measuring the various impacts of tourism an employment, revenues, taxes, margins, and profits is absolute numbers and trends. The most common indicators are spent on infrastructure, which should translate players; employment statistics collected by the various agencies, public, private and government, airline and hotel data of yields to show how profitable or not is the sector; and a host of others. The author recommends the Tourism Satellite Accounting (TSA) practice implementation to address the above problem.

Lynne Dore and Geoffrey I. Crounch (2003) in their research paper reports under taken on the extent, nature, and conduct of efforts by National Tourism Organization (NTO's) in Australia to generate publicity for the purpose of simulating tourist demand they compare and contract approaches and outcomes in this regard. They point out that today; research into the marketing management practices of Destination Management Organization (DMO's) has typically focused on topics such as destination image studies, marketing strategies,
conversion studies and advertising research. They further pinpoint that a promotional method that has been largely ignored in research conducted so far was the use of publicity. They intercept that while much publicity concerning a place (destination is unplanned and incidental, and occurs in the general course of 'news', the publicity programmes conducted by destinations are often quite deliberate, planned methodical and coordinated with a clear set of objectives.

Romila Chawla (2003) in her book makes an attempt to examine and understand various perspectives of tourism in India. What are the challenges facing this industry? Why the slow pace of advance? How and by what means can India catch up to take full advantage of this fast growing industry? And other related issues.

Besides, the book gives perspectives on tourism in India; it provides information on hill stations, beaches, pilgrimage, wild life, adventure. It also throws light on tourism in developing countries. Tourism persecutions in 10th five year plan in the contribution of tourism to the Indian economy are the other sub-topics covered by her with useful inputs.

Adarsh Batra (2003) discusses in his research article that, in India, of late tourism is recognized as an industry generating a number of economic and social benefits. The number of tourist's arrivals exceeded five million necessitating 70,000 rooms; whereas the present availability is 54,000. To meet the short fall in the accommodation sector, the concept of Heritage Hotels came into being. This concept covers running hotels in palaces, castles, forts hovels, hunting lodges, residences of any size built prior to 1950. He suggests these Heritage Hotels will supplement the growth of tourism sector.

V.M. Xavier (2004) in his research article states that tourism is an ideal sector for the development of the not only because it facilitates the development of different places but
also because it would create more jobs. He further emphasizes, tourism sector is investment friendly which has immense growth potential. He concludes that travel industry will continue to be good business if professionally run, integrating the latest innovations and technology and understanding the needs of the consumer to deliver quality products and services.

Siraj Chougle (2004)\textsuperscript{45} Highlights that 'Information creates Knowledge' and therein lies the marketing opportunities-in abundance. This age of information revolution has been propelled by the advent of information technology leading the world in the 21st century into the "Knowledge economy". He states that IT has laid the foundation for the transition of business being one driven by physical capital to that driven by knowledge capital. He suggests that tourism products be marketed online with the use of CD-ROM base packages. Similarly, hotels, restaurants should be brought under the Net. He concludes that successful tourism corporations will remain 'high touch' while becoming 'high-tech' and therein lays the secret.

C.Pandurange Bhatta (2004)\textsuperscript{46} asserts that the tourism products in our country need to be diversified and enriched as much as possible to stay ahead of other in the field. Further, he says that India is, and has always been, a storehouse of intellectual and cultural wisdom. The author points out that we have to move from the brand image of being a mysterious land of snake charmers to provide new products based on our rich culture, to meet the demand generated by the process of globalization. He suggests that people and customs, myths and legends, rites and rituals, festivals, pilgrim centers, kings and queens of India have rich potential of achieving diversification of tourism products, packages and circuits.

N.S. Bisht, Rakesh Belwal & Sweta Pande (2004)\textsuperscript{47} in their book covered the aspects of tourism marketing in the global and local scenario. Further, the tourism as a
concept, emerging trends, marketing mix for policies and strategies are being incorporated. The central aspects of the book is technological intervention in tourism industry is presented lucidly and effectively.

M. Janakiram (2004) in his research article explores the opportunities of using Internet for eco-tourism promotion and related services. A brief view of the definition of eco-tourism is provided for bringing clarity in designing the service offer. Eco-tourism has been defined as, “-travelling to relatively undisturbed or uncontaminated areas with the specific object of studying admiring and enjoying the scenery with its plants and animals, as well as any existing cultural manifestations found in these areas”. The author in also presents the opportunities for using, providing and delivery of eco-tourism based services.

Economic Times Intelligence Group Presentation (2004) discusses that "the rough and tumble of traveling and within India makes for a sorry tale. A creaking infrastructure bursting at its seems, fuzzy government policies, the lack of right investments at the right places, chaotic support services-all look set to bring to naught the governments tall claim of attracting ten million foreign tourists to India by 2010 and the domestic tourists continue to get a raw deal'.

Tourism is also a volume game. The greater the number of tourist the lesser the cost per tourist and an inflection point is reached when one rupee invested gains more than double in returns. But that one rupee has to be invested and that inflection point has to be recognized and targeted. Aim too low and you don't get enough mass; aim too high and you make a mess out of the details the ET group observes.

Further it says that the accounting practice called Tourism Satellite Accounting (TSA) propagated by the WTTC measures the repercussions of one rupee spent on tourism on the
rest of the economy and the margin structure of the players in India's tourism industry.

**Times News Network (2005)**\(^5\) in its article enlightens us to the fact that the travel and tourism industry in India has been a bit late in taking off compared to other countries. However, with growing worldwide interest in travel, along with government support, tourism is literally going places in India.

It reports that Worldwide, travel now sits alongside technology in the realm of infinite earning capacity. The industry generated $ 5,490.4 billion of economic activity, accounted for 10.4 per cent of total GDP, created 21,46,97,000 jobs or 8.1 per cent of total employment and contributed 12.2 per cent of total exports.

The statistics reveals that India has been ranked the ninth most preferred travel destination by Europe's leading travel magazine "Conde Nast Traveller", as per its recent study. After a record arrival of foreign tourists in 2004, India is poised to take a quantum leap by crossing the magic figure of three million this year to register a 24 per cent growth according to the report.

**Murgan (2005)**\(^5\) in his article highlighted that the main behind explosion of domestic tourism India was World famous pilgrimage sites. Further, till 1980 it was the North that dominated the Indian Tourism industry with 70 percent market share but now it declined to 49 percent. He viewed declining trend was more focused tourism development in the Southern region. The author highlighted that Indian tourism industry was facing several challenges scarcity of hotel rooms, high taxes, sick aviation, polices and unnecessary delay in visa etc.

**Sud (2006)**\(^5\) in this study highlighted the external tourism and its positive impacts on Indian Tourism. It revealed that India had huge potential for tourism but problems like lack of
airline seats, non availability of rooms in hotels, and lack of professional experts to handle tourists discouraged foreign tourists to choose India as tourist destination. More over tour operators overseas never mentioned India because of poor infrastructure facilities. The study also highlighted that though India had inadequate tourism infrastructure yet foreign tourists directly helped the rural economy by staying in local hotels, eating local food buying local handcraft.

Kumar (2007)\textsuperscript{53} in his study made an attempt to evaluate impact of Tsunami beach tourism. It revealed that about 3 lakh people were killed due to Tsunami in 12 countries. Further, most of the displayed people suffered from several psychological problems. The study highlighted several natural disasters like cyclones, floods, Tsunami and earthquakes which effected beach tourism adversely in both the developed and developing countries. The author found that out of 1192 islands of Maldives 42 were lost. The study suggested several measures like installation of advance warning, coastal zone management, community awareness and disaster training programmes to reduce the impact of Tsunami.

Winter (2007)\textsuperscript{54} in his study discussed the present scenario of Tourism in Asia. It highlighted that within ten years Asia would have one of the fastest growing tourism population in the World. Despite this very little attention was received by Asian tourists in Asia countries. The author highlighted that the Asian countries mainly targeted Western countries for tourism and formulated tourism policies accordingly. Moreover, they ignored the needs of Asian tourists. The study suggested that a balanced approach which considered both Asian and western tourists must be adopted by Asian countries while formulating tourism policy.

Stephen W. Litvin, Ronald E. Goldsmith and Bing Pan (JUNE 2008)\textsuperscript{55} Interpersonal influence and word-of-mouth (WOM) are ranked the most important
information source when a consumer is making a purchase decision. These influences are especially important in the hospitality and tourism industry, whose intangible products are difficult to evaluate prior to their consumption. When WOM becomes digital, the large-scale, anonymous, ephemeral nature of the Internet induces new ways of capturing, analyzing, interpreting, and managing the influence that one consumer may have on another. This paper describes online interpersonal influence, or eWOM, as a potentially cost-effective means for marketing hospitality and tourism, and discusses some of the nascent technological and ethical issues facing marketers as they seek to harness emerging eWOM technologies.

Tang, I., Morrison, A., Letho, X., Kline, S. & Pearce, P. (2009)56 : As the application of human icons as tourist continues to increase, there is a growing need to better understand how these famous individuals are used by destinations. Based on literature in several relevant fields, such as history, social science, and destination management, effectiveness criteria icon attractions were analyzed in this study. There situational influencing the operation of icon attractions (culture, history) were included in these criteria. It also suggested that icon attractions can be evaluated from these aspects: characteristics of icons, organization, and impacts. The application of icon effectiveness criteria for tourist attractions in the US and China were compared.

Ching-Fu Chen and Fu-Shian Chen (February 2010)57 : This paper examines the visitor experience of heritage tourism and investigates the relationships between the quality of those experiences, perceived value, satisfaction, and behavioral intentions. A total of 447 respondents completed a survey conducted at four main heritage sites in Taiwan. Using Structural Equation Modeling (SEM) technique, the results reveal the direct effects of the quality of experience on perceived value and satisfaction. However, it is the indirect and not direct effects of the quality of experience that impact on behavioral intentions when mediated
by perceived value and satisfaction. Overall, the relationship “experience quality→perceived value→satisfaction→behavioral intentions” appears to be evident.

Anne-Mette Hjalager (February (2010)) Over the past two decades, there has been increasing focus on the topic of innovation in tourism. This article reviews the research contributions. Various categories of innovation – product, process, managerial, marketing and institutional – are addressed. Important determinants of innovation are acknowledged, including the role of entrepreneurship, technology push and the existence of territorial industry clusters. Representation of knowledge is also identified as a critical factor for both the occurrence and nature of innovations. The review reveals that there is still only limited systematic and comparable empirical evidence of the level of innovative activities and their impacts and wider implications for destinations and national economies. An agenda for future research is emerging, suggesting that there is quest for both formal quantification and for qualitative studies of the foundations, processes, implications and policies of innovation in tourism.

Gregory Ashworth and Stephen J. Page (February 2011) Tourism has remained a consistent theme in the expansion of tourism research since the 1980s and several seminal papers (e.g. Ashworth, 1989, 2003) have reviewed the state of research and its progress towards a greater recognition. This Progress in Tourism Management review article moves our understanding and knowledge of the research agendas within urban tourism by examining the paradoxes associated with such agendas thereby highlighting the need to adopt a less inward looking approach that interconnects with the wider domain of the social sciences, especially those of urban studies and the notion of world cities. We argue that understanding urban tourism will only progress by embracing these wider social science agendas so that tourism becomes integrated into these academic debates to progress the subject area.
Rich Harril (2012) Planners are increasingly turning to tourism as a viable economic development strategy, as many communities experience industrial restructuring. Consequently, many residents are exposed to tourism for the first time, whereas established destinations experience increasing volumes of tourists. Planners are now challenged with understanding how the public perceives tourism in order to gain local support for tourism projects and initiatives. By exploring the literature on resident attitudes toward tourism development, this article examines (1). Resident attitudes toward tourism in relation to socioeconomic factors; (2) economic dependency; (3) measuring residents’ attitudes tourism development. This literature review provides planners with a basis for initiating citizen participation processes related to tourism issues and identifying groups of people concerned about, or opposed to, tourism planning and development in their communities.

Kyungmi Kim and Muzaffer Uysal and M. Joseph Sirgy (June 2013) The objective of this study is to test a theoretical model that links community residents' perceptions of tourism impact (economic, social, cultural, and environmental) with residents' satisfaction with particular life domains (material well-being, community well-being, emotional well-being, and health and safety well-being) and overall life satisfaction. The model also posits that the strength of these perceptual relationships is moderated by the stage of tourism development in the community.
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