Summary of Findings, Suggestions and Conclusion
CHAPTER VI
SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

Introduction

In this chapter, it is seen that the tourism industry of Dubai and Tamil Nadu has achieved remarkable progress in terms of revenue generation and tourist arrivals during the study period. The performance of the tourism industry of both places in terms of revenues earned directly from the tourists who visited various tourism spots that had been identified and income earned indirectly from allied sectors like hotels, restaurants, transport operators and agencies which are related to tourism activities have been measured. The perception of the tourists of both countries has also been analyzed by monitoring questionnaire and interaction made with concerned authorities who are associated with the tourism industry. Different statistical tools have been used to understand the real growth of tourism sector and measure the perception of the tourists. Both secondary and primary data have been used for this purpose.

6.1 Key findings from the research reviews

In view of the materials collected through research reviews, the following information have been summarized below.

Tamil Nadu Tourism

• Tourism is an important sector in the Indian economy - it has become the third largest source of foreign exchange, after readymade garments and gems and jewelry. Tamil Nadu, the gateway of South India, has emerged as the hub of tourism for West Asia and South East Asia.

• Tamil Nadu’s tourism industry is the second biggest in India and is built on several attractive propositions including beaches, hill resorts, architecture, and heritage sites. Infrastructure for tourism includes development of hotels and resorts, theme parks, entertainment complexes, improvements to heritage and archaeological monuments, development and connectivity to places of tourist interest. As of 2013,
Tamil Nadu is ranked First in India in the domestic tourist arrivals and a close second in foreign tourist arrivals.

- As viewed by the tourist respondents, Tamil Nadu is a wonderful tourist place for many reasons. First, it has glorious culture and history. It has one of the oldest civilizations of the world and is the home of Dravidian art and culture, characterized by its distinctive music and dances, its amazingly decorated temples with their soaring towers and its plentiful and colorful festivals. Pilgrimage tourism is of particular importance to Tamil Nadu since it holds so many of Southern India’s temple structures. Each year, pilgrims represent about 30 percent of total tourism arrivals.

- In an analysis conducted by World's Leading Hospitality Consulting Organization, HVS, covering 29 states of India, HVS India ("2013 INDIA STATE RANKING SURVEY") has identified Tamil Nadu as the best state for hospitality. Tamil Nadu leads the hospitality competitiveness index by a small margin. It tops the individual rankings for four parameters. The state has been able to maintain impressive tourist arrivals and offers a relatively secure environment for business and leisure. Consistency in policies and a business-friendly approach has helped the state government attract a good investment in tourism. However, the state scores poorly in terms of its rate of luxury tax and in its allocation of budgetary provisions for travel and tourism.

- The Tamil Nadu Tourism Development Corporation (TTDC) has taken suitable steps in promotion of tourism spots by providing good hotel and transport facilities and also providing safe access to tourists. It can be seen that with the improvement in infrastructure facilities, and overall development, the contribution by tourism sector to GDP is expected to grow further in the coming decade.

**Dubai Tourism**

- The revival in tourism which has significantly contributed to Dubai’s economic recovery can be attributed to the initiatives taken jointly by Department of Tourism and Commerce Marketing, Emirates Airlines and the Tourism industry. One of the major reasons for a boom in tourism could be attributed to a massive tourism campaign in the overseas media particularly through world television channels.
Dubai acts as a regional entrepôt and promotes itself as the commercial and financial nexus of the Gulf region which is clear from the initiatives undertaken to develop free trade zones and industrial parks. Dubai is seen as a comparatively liberal and cosmopolitan society with 80% expatriate population.

Dubai has strengthened its position as a leading tourism destination in the Middle East due to its ease of access, quality branded hospitality offering, modern infrastructure, leisure and entertainment options and safe environment. The UAE has benefitted to an extent from the political instability in some Middle Eastern countries, as international tourism traffic has been redirected from other regional destinations to Dubai.

The significant tourist inflow has become a significant part of the local economy. Tourism contributes about to 11.6% of Dubai’s GDP. The region has emerged as a regional tourism hub and it can be stated that leisure has surpassed business as a primary motive for visitors. Dubai has also emerged as an international sporting venue.

The demand for business and leisure travel is affected by economic movements and eroded by political instability. The economic recession in 2008 amply demonstrates this fact with respect to the case of tourism in the region. At the same time, the political instability due to the uprisings of the Arab Spring in many parts of the Middle East will act as a catalyst in enhancing the image of Dubai as a world class tourist destination.

6.2 Major findings by data analysis

In this section, findings have been arrived at with the help of secondary and primary data analysis.

Analysis of Secondary data

In general, revenues generated from various sectors of any country during a year would positively influence the GDP. Here, it is seen by the secondary data analysis that the revenues generated from the tourism sector have been increasing gradually year by year.
Correlation Analysis

The relationship between tourism revenues and GDP and hotel revenues and GDP were analyzed using correlation analysis.

Correlation Analysis was carried out for determining the direction and strength of the relationship between hotel revenues and GDP of Dubai. The coefficient of correlation was 0.9637. This reveals that there exists perfect positive correlation between the hotel revenues and GDP of Dubai, leading to the conclusion that the tourism industry is positively contributing to the economic development of Dubai.

Similarly, Correlation Analysis was carried out for determining the direction and strength of the relationship between tourism revenues and GDP of Tamil Nadu. The coefficient of correlation was 0.9574. This reveals that there exists good positive correlation between the tourism revenues and GDP of Tamil Nadu, leading to the conclusion that the tourism industry is positively contributing to the economic development of Tamil Nadu.

It is found that the Tourism and allied sectors of Tamil Nadu and Dubai have been directly related to their respective GDP in terms of revenue generation, during the period of study.

Analysis of Primary Data

The secondary data analysis reveals that the growth of revenues of the tourism sector has been supported at least to some extent by the contribution made by tourists of both countries (Tamil Nadu and Dubai). The allied sectors of tourism have also contributed to the growth of revenues to the main sector.

Therefore, in this section, it is examined to what extent that the primary data analysis would support the results of the secondary data analysis.

Chi-Square Test Analysis

The Chi-Square Test Analysis has proved the association between the type of Respondents and places of stay. There is significant association between the type of Respondents (Dubai, Tamil Nadu tourists) and place of stay (Staying with friends & relatives, Hotels etc). 26% of Dubai tourists stayed with friends & relatives, whereas 27.5% of Tamil Nadu tourists stayed with friends & relatives. In the case of Hotel
accommodation, 24% of Dubai tourists opted for 3 star accommodation, 24% opted for Rented Apartments, 14% opted for 4 star accommodation, 8% opted for 5 star accommodation and only 4% opted for 2 star accommodation. Whereas, 24.5% of Tamil Nadu tourists opted for 5 star accommodation, 18% opted for 3 star accommodation, 18% opted for 4 star accommodation, 10% opted for Rented apartments and only 2% opted for 2 star accommodation.

The observations show that probably the respondents might want to stay wherever it is pleasant and suitable and might not give much importance to cost of stay.

The Chi-Square Test reveals that similar significant association exists across all profile attributes such as Nationality, Age, Gender, Educational Qualification, Occupation and Number of Visits. In the case of frequency of tours, there is no significant association between Respondent types (Dubai, Tamil Nadu tourists). Similarly, there is no significant association between Nationality and frequency of tours. In the case of Educational qualification of Tourists, there is no significant association with regard to frequency of tours.

However, there is significant association between the Age of the tourist and frequency of tours. The same association is prevalent with respect to Gender of tourists as well as Occupation of tourists. There is significant association between tour arrangements (Self or Travel Agent) and Respondent types (Dubai, Tamil Nadu tourists). The Chi-Square Test reveals that similar significant association exists across all profile attributes such as Nationality, Age, Educational Qualification, Occupation and Number of Visits.

On the other hand, there is no significant association between tour arrangements (Self or Travel Agent) and Gender of tourists.

There is significant association between Respondent types (Dubai, Tamil Nadu tourists) and experience of getting cheated. The same holds good in the case of Nationality and Educational qualification attributes. However, there is no significant association between Age of the tourists and experience of getting cheated. Similarly, there is no significant association between Occupation and experience of getting cheated. The same holds good in the case of Number of Visits and experience of getting cheated.
There is significant association between Respondent types (Dubai, Tamil Nadu tourists) and Overall Rating of Tour Experience. In the case of Dubai Tourists, 36% are highly satisfied, 56% are satisfied and 8% are not so satisfied. In the case of Tamil Nadu Tourists, only 6% are highly satisfied, 74% are satisfied and 20% are not so satisfied. There is significant association between Overall Rating of Tour Experience and Nationality. The same association is evident in the case of Age, Gender, Educational Qualification and Occupation attributes.

However, there is no significant association between Overall Rating of Tour Experience and Number of visits. There is no significant association between Respondent types (Dubai, Tamil Nadu tourists) and willingness to re-visit the place. The same holds good in the case of Nationality, Gender and Number of visits.

There is significant association between Age of the tourists and willingness to re-visit the place. Similarly, there is significant association between Educational Qualification of the tourists and willingness to re-visit the place. The same holds good in the case of Occupation attribute.

**Two Factor ANOVA Analysis**

**Overall Satisfaction Scores**

In view of getting information from the respondents who have been categorized in different segments namely, age, educational background, occupation etc., the Two Factor ANOVA Analysis has been carried out. In addition, the mode of arrival to the country, the type of accommodation in which they have stayed, the level of satisfaction of tourists at the tourism destinations and the arrangement made by tourism operators and governmental agencies etc., have been analyzed. The results have been described in the subsequent paragraphs.

There is significant difference in the Overall Satisfaction Scores between Respondent types (Dubai, Tamil Nadu tourists) and also among Age Groups. There is significant difference in the Overall Satisfaction Scores between Respondent types (Dubai, Tamil Nadu tourists) and among Educational Qualification.
Similarly, there is significant difference in the Overall Satisfaction Scores between Respondent types (Dubai, Tamil Nadu tourists) and among Occupation. There is significant difference in the Overall Satisfaction Scores between Respondent types (Dubai, Tamil Nadu tourists) and among Mode of arrival. There is significant difference in the Overall Satisfaction Scores between Respondent types (Dubai, Tamil Nadu tourists) and among type of accommodation.

There is significant difference in the Overall Satisfaction Scores between Respondent types (Dubai, Tamil Nadu tourists) and among type of tour arrangement and also among length of stay.

There is significant difference in the Overall Satisfaction Scores between Respondent types (Dubai, Tamil Nadu tourists) and among experience of getting cheated and also among rating of tour experience.

There is significant difference in the Overall Satisfaction Scores between Respondent types (Dubai, Tamil Nadu tourists) and among willingness to re-visit the place, but there is no significant difference with regard to Gender.

There is significant difference in the Overall Satisfaction Scores between Respondent types (Dubai, Tamil Nadu tourists) but there is no significant difference with regard to type of Companion and there is no significant difference with regard to Number of visits.

There is significant difference in the Overall Satisfaction Scores between Respondent types (Dubai, Tamil Nadu tourists) but there is no significant difference with regard to participation in Adventure Sports.

There is significant difference in the Overall Satisfaction Scores between Respondent types (Dubai, Tamil Nadu tourists) but there is no significant difference with regard to effects of Tourism on Environment.

**Overall Appreciation Scores**

Similarly, it is analyzed whether the level of appreciation varies between respondent types and other variables like age, educational background, occupation, the mode of arrival to the country, the type of accommodation in which they have stayed, etc., The overall results have been summarized in the following paragraphs.
There is significant difference in the Overall Appreciation Scores between Respondent types (Dubai, Tamil Nadu tourists) and among Age Groups, and also among Educational Qualification.

Similarly, there is significant difference in the Overall Appreciation Scores between Respondent types (Dubai, Tamil Nadu tourists) and among Occupation and also among type of Companion.

There is significant difference in the Overall Appreciation Scores between Respondent types (Dubai, Tamil Nadu tourists) and among Mode of arrival and also among Number of visits.

There is significant difference in the Overall Appreciation Scores between Respondent types (Dubai, Tamil Nadu tourists) and among participation in Adventure Sports, and also among Tour Experience.

There is significant difference in the Overall Appreciation Scores between Respondent types (Dubai, Tamil Nadu tourists) and among willingness to re-visit the place, but there is no significant difference with regard to Gender.

There is significant difference in the Overall Appreciation Scores between Respondent types (Dubai, Tamil Nadu tourists) but there is no significant difference with regard to type of accommodation. Also, there is significant difference in the Overall Appreciation Scores between Respondent types (Dubai, Tamil Nadu tourists) but there is no significant difference with regard to Number of visits.

There is significant difference in the Overall Appreciation Scores between Respondent types (Dubai, Tamil Nadu tourists) but there is no significant difference with regard to type of tour arrangement.

There is significant difference in the Overall Appreciation Scores between Respondent types (Dubai, Tamil Nadu tourists) but there is no significant difference with regard to length of stay.

There is significant difference in the Overall Appreciation Scores between Respondent types (Dubai, Tamil Nadu tourists) but there is no significant difference with regard to experience of getting cheated.
There is significant difference in the Overall Appreciation Scores between Respondent types (Dubai, Tamil Nadu tourists) but there is no significant difference with regard to effects of tourism on environment.

**Multiple Regression Analysis**

During the previous analysis by Chi square Test, it is examined that some of the independent variables are closely associated with the dependant variable (i.e.) satisfaction / appreciation in many situations and at the same time some independent variables might not be either related or associated with the dependant variable. Hence, with the help of multiple regression analysis, it is examined that to what extent the independent variables influences the dependent variable.

Multiple Regression Analysis explains how the level of satisfaction, measured by Overall Satisfaction Scores (dependent variable) is influenced by various predictor variables (independent variables).

Similarly, it explains how the level of appreciation of respondents regarding tour experience, measured by Overall Appreciation Score (dependent variable) is influenced by various predictor variables (independent variables).

**Multiple Regression Analysis for Dubai**

The results of the Multiple Regression Analysis with regard to Overall Satisfaction Score for Dubai tourists are given below:

It is inferred that the level of satisfaction, measured by Overall Satisfaction Scores (dependent variable) in the case of Dubai Tourists is significantly influenced by various predictor variables (independent variables) namely Educational Qualification, Tour arrangement, Number of visits, Willingness to re-visit, Experience of getting cheated and type of Accommodation.

The results of the Multiple Regression Analysis with regard to Overall Appreciation Score for Dubai tourists are given below:
It is inferred that the level of appreciation of respondents regarding tour experience, measured by Overall Appreciation Score (dependent variable) in the case of Dubai Tourists is influenced by various predictor variables (independent variables) namely Willingness to re-visit, Overall tour rating, Participation in recreational activities/ adventure sports and Recommendation to family / friends/ relatives.

Multiple Regression Analysis for Tamil Nad

The results of the Multiple Regression Analysis with regard to Overall Satisfaction Score for Tamil Nadu tourists are given below:

It is inferred that the level of satisfaction, measured by Overall Satisfaction Scores (dependent variable) in the case of Tamil Nadu Tourists is significantly influenced by various predictor variables (independent variables) namely Overall rating of tour experience, Length of stay, Tour arrangement and Gender of tourists.

The results of the multiple regression Analysis with regard to Overall Appreciation Score for Tamil Nadu tourists are given below:

It is inferred that the level of appreciation of respondents regarding tour experience, measured by Overall Appreciation Score (dependent variable) in the case of Tamil Nadu Tourists is influenced by various predictor variables (independent variables) namely Length of stay, Overall rating of tour experience, Educational qualification and Recommendation to family / friends / relatives.

Factor Analysis

In Factor Analysis, the scales measuring the level of satisfaction and the level of appreciation have been factor analyzed. The Factor Analysis derived 3 factors for level of satisfaction and 4 factors for level of appreciation.
Satisfaction

The 13 variables relating to the level of satisfaction of respondents regarding tour experience in the data were reduced to 3 factor model as follows:

- Service Operators
- Hospitality & Communication
- Beach & Guide services

Appreciation

The 13 variables relating to the level of appreciation of respondents regarding tour experience in the data were reduced to 4 factor model as follows:

- Cultural and convenience
- Medical Facilities & Adventure Tourism
- Food & Beverage
- Transport & Tourism

Comparison between Dubai and Tamil Nadu tourists

In order to compare the respondent types (Dubai & Tamil Nadu tourists) with regard to tour satisfaction and appreciation factors, t-test has been carried out and the results have been detailed below.

The t-test for Equality of Means reveals that the mean satisfaction scores with regard to Service Operators differed significantly between Dubai and Tamil Nadu respondents.

The t-test for Equality of Means reveals that the mean satisfaction scores with regard to Hospitality & Communication differed significantly between Dubai and Tamil Nadu respondents.

The t-test for Equality of Means reveals that the mean satisfaction scores with regard to Beach & Guide Services differed significantly between Dubai and Tamil Nadu respondents.
The t-test for Equality of Means reveals that the mean appreciation scores with regard to Cultural & Convenience differed significantly between Dubai and Tamil Nadu respondents.

The t-test for Equality of Means reveals that the mean appreciation scores with regard to Medical Facilities & Adventure Tourism differed significantly between Dubai and Tamil Nadu respondents.

The t-test for Equality of Means reveals that the mean appreciation scores with regard to Food & Beverage differed significantly between Dubai and Tamil Nadu respondents.

The t-test for Equality of Means reveals that the mean appreciation scores with regard to Transport and Tourism differed significantly between Dubai and Tamil Nadu respondents.

**Discriminant Function Analysis**

In this analysis, it is examined how the respondents who are tourists to Dubai differ from those who are tourists to Tamil Nadu in terms of their satisfaction and appreciation factors towards tour experience. Factors derived using factor analysis for satisfaction and appreciation scales have been used for this purpose. The Discriminant function scores correlated with the individual variables were examined for the extent of contribution made by the individual variable in discriminating between the two tourism places. Higher the correlation, more will be the contribution made to the receptive variable in discriminating the two places.

The table given below shows the structural correlations which measure the simple linear correlations between each independent variable and the Discriminant Function.
Table 6.2.1 Discriminant Function Analysis

<table>
<thead>
<tr>
<th>Function</th>
<th>$R^2%$ ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction score on Beach &amp; Guide Services</td>
<td>.765</td>
</tr>
<tr>
<td>Satisfaction score on Hospitality &amp; Communication</td>
<td>.681</td>
</tr>
<tr>
<td>Appreciation score on Medical &amp; Adventure</td>
<td>.486</td>
</tr>
<tr>
<td>Satisfaction score on Service Operators</td>
<td>.426</td>
</tr>
<tr>
<td>Appreciation score on Food &amp; Beverage</td>
<td>.418</td>
</tr>
<tr>
<td>Appreciation score on Cultural &amp; Convenience</td>
<td>.406</td>
</tr>
<tr>
<td>Appreciation score on Transport and Tourism</td>
<td>.275</td>
</tr>
</tbody>
</table>

From the structure matrix it is seen that ‘Satisfaction score on Beach & Guide Services’ is the maximum discriminating factor ($R^2\%$=58.52%) between Dubai tourists and Tamil Nadu tourists, followed by “Hospitality and Communication” (46.38%), ‘Appreciation score on Medical and adventure’ (23.62%) in that order. Appreciation score on Transport and Tourism contribute least (7.56%) in discriminating between Dubai and Tamil Nadu tourists.

Thus from the study, the performance of the Tourism Industry in Tamil Nadu and Dubai and the perception of tourists from both countries have been measured during the period of study with the help of secondary data and primary data respectively and the results were arrived at in terms of revenue generation and satisfaction and appreciation of tourists. Finally, the results showed that the performance of Tourism Industry of both the destinations (Tamil Nadu and Dubai) have achieved better revenue growth and the perceptions of tourists with regard to various activities of tourism and its allied sectors have been very good.
6.3 Steps to improve the Tourism Sector in Tamil Nadu

- **Enhance Business travel segment:** Significant efforts should be done to enhance business travelers’ experience in Tamil Nadu. This type of travel constitutes a high spending base. Business people tend to spend more in stores and restaurants, because their hotels and plane tickets are often paid by their employers. They also make repeat vacation trips with their families when their traveling experience is good. Thirdly, the business travel is less seasonal and means a larger business travel base can be expected to help ease the boom-bust travel cycles associated with leisure travelers.

- In **encouraging private sector**, the tourism department will be a facilitator for development without being a partner or investor. Also, encourage participation of Corporate Sector, Oil companies for increasing certain tourist infrastructure facilities like Cruises, Star Hotels, Resorts, Air-Charter tours, Heli-taxi and wayside facilities close to petrol-pumps.

- **Enhance Human Resource Development** in Tourism and Hospitality sector by conducting management courses at various educational institutions and training programmes for tourist guides, among tourism service providers through capacity building and training.

- **Improving destination connectivity**, wayside amenities and security will boost word of mouth promotion. Cleanliness and security (in particular for women) in and around the tourist sites is a key concern for foreign tourists, and there is an urgent need to improve them. The recent incidences of assaults on women in India (including foreign tourists) have greatly damaged India's image and consequently tourism prospects.

- **Standardization of rates and fares** will also help boost foreign tourist confidence vis-à-vis the prevalent feeling of being discriminated against and cheated. Concerted efforts and strict penal actions must also be taken to reduce incidents of tout and harassment of tourists in some places.
• **Stepping up investment** and boosting (world class) infrastructural activities, and enhancing security should be on the top of the agenda. Service quality – in hotels, airports, railway stations, etc – needs to be upgraded.

6.4 Steps to improve the Tourism Sector in Dubai

• **Emphasis on effective co-ordination**: Active collaboration between various participants like the government ministries, the private sector, the airlines and tour operators will help in the development of an excellent tourism industry with huge potential.

• **Focus on Family accommodation**: At present there exists a limitation in the offering of tourism facilities for families at some hotels in Dubai. This issue needs to be resolved either through a widening of services or by providing new family-oriented accommodations.

• **Promote Education Tourism**: Education tourism is one avenue that holds tremendous potential as many top universities are establishing themselves in Dubai.
6.5 Future Prospects

Dubai Expo 2020 is projected to attract 25 million visitors over a period of six months, with more than 70 percent of these coming from outside the UAE. The large government spending associated with Dubai Expo 2020 will in turn generate significant commercial opportunities for the private sector. Dubai Expo 2020 will require the implementation of many significant new projects and the acceleration of other projects that have otherwise been suspended during the global financial crisis. Some estimates predict that, over the next six years, the UAE could attract as much as US$100 billion to US$150 billion in foreign direct investment across a range of industry sectors, including financial services, infrastructure, construction, real estate, hospitality, tourism, and transportation. Dubai is expected to retain its status as the UAE’s primary tourist hub by expanding its conferencing and business facilities, expanding leisure entertainment options and maintaining its regional retail dominance.

Tourism development activities are rapidly taking place in Tamil Nadu owing to its strategic location as tourist destination, coupled with good initiatives by the Government of Tamil Nadu and associated agencies. Tamil Nadu is successful in its tourism efforts in creating a key platform for both domestic and international traffic. The "Vision 2023" document, (issued by the Government of Tamil Nadu), aims to increase the inflow of foreign tourists from 3.6 million in 2012 to 15 million by 2023. There remains vast untapped tourism potential in the form of rich and vast natural wealth like flora, fauna and water resources in the form lakes and beaches, which have to be harnessed and tapped properly, for future development and promotion of tourism.
6.6 Conclusion

Tamil Nadu has vast untapped potential in tourist and its allied sectors and there is a lot of scope for its future development and promotion. It needs a long term plan for this industry with periodic evaluation and revision. A “one size fits all” approach to tertiary activities including tourism, will not help. Tourism’s uniqueness should be clearly understood. The preparedness for new challenges can be tested by growth coupled with qualitative changes.

Dubai’s success in winning the right to host the Dubai Expo 2020 is likely to result in enhanced foreign investment into the UAE across industry sectors as international corporations seek to maximize on the opportunity.

It should be taken into account that Dubai’s amazing tourism success in the past two decades were mainly due to the fact that the demand for tourism in this region was, and to a large extent still is, much higher than the available supply. However, although the international tourism industry is expected to expand rapidly in the foreseeable future, the strong competition could lead to the reverse of the trend from “over demand” to “over supply,” leading to substantial declining revenues. Like any great city, Dubai needs to have a balanced accommodation offering to sustain growth and meet tourist expectations.

It is important that other government departments and institutions share the responsibility and join in developing the tourism sector in order to strengthen the macroeconomic capabilities. Moreover, the private sector is expected to play a similar role in supporting this goal within the framework of the partnership that have been established decades ago, so as to get the synergic effect. The concerted efforts of this partnership between the government and private sectors will help in promoting the Tourism Industry and in turn will provide fillip to the Economy (of Tamil Nadu and Dubai) as a whole successfully.
6.7 Scope for Future Research

The following titles shall be suitable for further research in the major areas of Tourism.

- A Study on Medical Tourism Initiatives in Tamil Nadu and Dubai.
- Major Problems and Prospects for Eco Tourism in India.
- Issues and challenges for Domestic and Foreign Tourists.
- A study on Travel and Tourism management strategies in India and abroad.