CHAPTER NO.II
REVIEW OF LITERATURE

Mahendra Singh Negi et.al (2014) on their study highlighted trend and development of India’s tourism and hospitality industry. India is a vibrant country and it is in the verge of becoming an important tourist centre. It is quite observed that tourism is able to contribute a lot towards earning foreign exchange. The campaigns done by the Indian government is able to bring lot of tourist from different parts of the World. They came across with certain loop holes which prevails on our country which may affect the future trend in tourism like safety and security of the tourist, globalization, lack on certain areas in technology and efficient service. After analysis they came with the conclusion that in India tourism and hospitality sector contributing immensely to the national economy as well as it is helping in providing various jobs from the people in the country.

Norlida H.M Salleh et.al (2014) on their research focused on participation of community or development of tourism and livelihood sustainability in Langkare Island in Malaysia. Due to the rapid increase of tourism has improved the livelihood of local communities immensely in their island many people have involved directly and indirectly in tourism industry. Tourism industry has provided lot of opportunities to local peoples due to their passion for business to earn maximum income to be a business person and to make decisions independently. There are also certain factors which discharge the local people to involve in tourism related activities like they don’t have sufficient money. It is forcing them to stay out of tourism business. In the field of sustainable living comparison it can be clearly seen that there is no major difference among the communities but it can be seen in financial aspects like on income and saving. These have involved performing well financially but these are not they are not in good financial condition. There is a great need to motivate local community to involve in tourism industry to maximize benefits from tourism industry.

Parikshat Singh Manhas and Parvindar the Kaur (2014) studied and evaluated the impact of e-learning on student over the traditional learning style in tourism and hospitality education in India. E-learning process has contributed a lot in field of education by making education more inherently and adorable. In tourism and hospitality information and technology has played a very good role in providing a lot of information related to topics. It has been found that e-learning has become user
friendly during the time of delivering lectures. If e-learning will be implemented then it will enhance more participation from students, increase students’ confidence level during delivery and can become best tool of resource for teacher.

Amalu Titus et.al (2012) highlighted the benefits of the tourism industry to beehive people of Obidee Mocentain resort in cross river state of Nigeria. It is observed through research there is not much difference in the field of employment in hotels and in resorts. It is also known after analysis of the collected data despite of high rate of tourism related activities in and around the studied area; the people are not able to get maximum benefits of tourism in terms of sustainable development and maximum enhancement on their standard of living and their income. They have suggested certain things needed to be implemented in the studied area to inform the conditions of the local community and to help them to achieve success in their life. The suggested measures like there is need of provision of training and education capacity building should be credit facilities, improvements in tourism related services and providing basic social amenities in the adjoining village of the tourism business centre.

Anne Torn et.al (2007) in their research article focused on the topic of perception of locals of north eastern Finland. After analysis of data it was found that most of the local are having positive opinion on relationship between conservation and growth of tourism. So it is observed that lack of planning may drag the local people to remain in underdeveloped conditions so there is a great need to develop tourism if we want to develop the condition of the local residents.

Agnes Otjen (2013) conducted a systematic study on the bear tooth nature centre and main the focus was to create awareness of sustainability issues of ecology. The research helped a lot to bring member of stakeholder to come together in branding process and also able to pass on the message for eco-tourist destination.

Hemant Kassean and R Haalib Gassita (2013) in their article discussed about the push and pull factors of motivation that affect tourist decision when they select a holiday destination. After analysis of the collected information the findings show that the most compelling push motivation forces are to take rest and relaxed. The various pull motivation forces are climate and weather, presence of beautiful landscape and scenery abundant flora and fauna very neat and clean beaches, the exotic atmosphere adorable hospitality and beautiful culture.
Ishmeal Mensah and Rebecca Dei Mensah (2013) earned out a research on the topic international tourists environmental attitude towards hotel in Accra. Day by day there is increase of green consumerism among tourist. Due to this the guest of hotel are also shown their interest for the environment. It clearly states that most of the hotel management in Accra have taken priority on environmental management irrespective of the behaviour attitudes of the guest. Tourist like to stay in these hotels which is contributing a very less for environmental degradation. It shows most of the tourist are very well educated in environment.

Francese Romagosa et.al (2013) focused on the strategies of tourist. Tourism in Catalonia in Spain has never been planning, process as a key sector which can contribute hugely to the GDP of the country. They have suggested there is great need of sustainable planning of tourism. The problems faced in tourism activities needed to be taken care of and appropriate actions required to be taken immediately and great need of overcoming from the difficulties which will bring maximum revenue to the country.

Serkan Bertal et.al (2013) in their research they tried to inform the tourism impact on local people and especially in Pamukkale, Turkey. Through the analysis it is derived that there is positive relationship between impacts of tourism and local community support for the growth and development for the tourism.

Serafeim Polyzos et.al (2013) highlighted tourism developed dynamics of the Greek regions by the using tourism area life cycle model. The analysis was carried out by collecting data for the period 1980-2009. This approach allowed differentiating the regions that have already achieved tourism development. It has helped immensely to include tourism in policy making in Greece.

Jaun Gabriel Brida et.al (2013) in their research focused on demand price and the trade off. They came with the statement that may be natural resources are accumulating due to natural process but it is affecting somehow tourist. At the time when demand price elasticity is higher than one there is trade off between the growth and development of tourism and the use of natural resources.

Kamil Yagci and Gurkan AK Dag (2013), through their work were on the practice in accommodation enterprise in tourism industry. Basically at present time there is heavy competition going on in supply chains to provide better services to tourist. Supply chain basically handless from the supply of raw materials to delivering the finished product to the customer. So it is as important as other industries because without
supply chain we cannot deliver the needed things which are demanded by the various at tourist destinations.

Hyung Yu Park (2016) examines ways in which tourism can create a safe area where political connotations can be expressed and communicated and recognizes the luminal and transformative force of tourism as a drive for opposition and alternative readings of a shameful post.

Lateef Ahmad Mir (2014) carried out a research on the topic economic viability of the Indian tourism industry. He stated that tourism is contributing a lot to various sectors of our economy by creating job opportunities for both skill personal and also for unskilful labour force which is helping a late to improve their standard of living basically those are living on remote ruler areas contributing heavily to earn foreign exchange improving infrastructural facilities and also boosting Indian traditional art and craft from the last two decades tourism contributing differently to strengthen inter-connected, processes. Tourism is such an industry which has large potential to contribute and develop India economical and social aspects positively.

Vijayaragvant (2014) in his research identified how tourism sector in India has become one of the important sector tourism is able to contribute hugely in country economical growth and development by contributing to a large amount to GDP and also helping a lot to generate employment. It is having potentiality of expansion and diversification. It is also helping to earn more foreign exchanges. He also suggested certain things needed to be implemented to increase tourism contribution towards GDP of the country like to have liberal policies decreasing taxes etc. governments’ involvement to create a better environment for tourist which will help largely to attract more tourist for various parts of the world.

Panagiotis Kassianidis (2013) carried out a research to find out an image of a tourism destination called create. There are six fundamental attraction elements present in create which helps in attracting tourist to visit create among all the most important element which attracts maximum tourist to come to crete is it seaside activities.

Siamak Seyfi et.al (2013) studied and evaluated the attitudes of locals for irfan. After analysis they came with the conclusion that most of the local resident are very much satisfied and shown positive attitude towards tourism development in Torqabeh. Due to tourist the local people get employed on various tourism related activities long stay by the tourist, help local people to earn more from tourist and also involving local
people on tourism planning help immensely to local people to show their positive attitudes.

Salleh et.al (2013) conducted a systematic study to measure the people at ruel. Malaysia. They have studied with the help of indicators like social assets physical assets and financial assets and human assets. The outcome from the analysis showed tourism development impact positively on indigenous people. They can manage various threats which may create some kind of description in their livelihood sustainability.

Saeed Rasekhi and Sepideh Hosseini (2013) on their study assessed the spatial structure of tourism in some selected countries during 1995-2010. After analysis of the collected data they came to the conclusion that two main factors like economics of scale and tourism cost influencing agglomeration of tourism in some selected countries of the world. Along with the main two factors, other factors like growth and development level of the country satisfaction level of the tourist on influence tourism agglomeration.

Eugenio Cianflone et.al (2013) highlighted eco-labelled products of a particular area can be used to promote a local area to attract tourist to visit to that centre like PGI Sicilian orange. it will help to grow culture tourism.

Paolo Mura and Catheryn Khoo-Lathamore (2013) conducted a study to know behavioural patterns of beach-oriented tourist. The finding shows that tourist often discussed patterns of behaviour on holiday in contrast to the behavioural patterns in the home environment. It also clearly states the experience relationship between tourism at other locations and leisure experience in the environment at home.

Mohammad Nayef Alshareh and Ahmad Jibreel Al maturneh (2013) stress through their work the various problem of communication which is among the tourist and the local communities of karak governorate. The study clearly reflects that there were communicative problems among local community and tourist in terms of organizational party. They have suggested organizational problems needed to be solve immediately need to get psycho-social problems solutions in term of religious aspects.

Joseph Navratil et.al (2013) carried out a research to evaluate tourist’s attractions by different segments on ‘mass-tourism’. ‘eco-tourism’ at water enhanced tourist centres in mountain in south Bohemia three different attractiveness perception factors influence tourist to more to Bohemia like presence of attractiveness natural landscape and cultural landscape.
Ourania Viotoladiti (2013) in this paper studied importance of destination image in tourism primary. Primary and secondary aspects are very important in deciding the image of tourist destination. Both the aspects play equal role in coming to the conclusion of the perception of the tourist centre and what exactly provided by the centre. The research indicated the importance of marketing and management actions to create a kind of image among the tourists.

Serkan Bertan and Volkan Altinatas (2013) pointed out the perception of tourists visiting destination Pamukkale. After studied they revealed that there are highly regarding levels of difference in attitudes of the visitors in terms of age, level of education and level of income.

Efstathios Dimitriadis et.al (2013) attempted to study the attitudes towards tourism development and perception of the local residents in the island of Lemnos and Hydra in Greece. After analysis they came with the conclusion that economic parameters play an important role in tourism development and on perception local people believe that there is minimize very in negative impact of tourism on their society and environment. Because their main source of income is from tourist.

Hossam Samy Ahmad (2013) in this perhaps explained the characteristics of low cost airlines and tried to invalid its influence on tourist perception of quality of service. The research also conducted on various factors which are affecting the marketing of low cost airlines such as; passenger’s nationality, passengers annual income, frequency of their air travel, the services provided by the air line and price of the tickets. He came with the conclusion that price factor is a primary factor which decides the quality of service amongst tourist perception.

Llias P Vlachos (2013) studied the behaviour of tourist companies and their applications and technologies adaption of e-business in three countries of Europe (Greece, Portugal and Norway). After analysis of date he came with fire clusters name as leaders, a technology experts ‘fast adaptors’, ‘beginners and late adaptors’ in Norway late adaptors, characterized companies where as in Greece and Portugal characterized as beginner.

Biljana Petrevska (2013) studied the importance of applying forecasting methods to estimate the growth of tourism and to find out its trend. After analysis the result shown the foreign tourism demand for various tourist destination is medium term estimation. It is not coefficient to analysis the driving factors of tourism with the taken to of quantitative methods. There is very much need of a proper tourism policy
to be created and implemented than will the expectations for the growth of tourism can be estimated.

Olivier Dehoorne and Corina Tator (2013) on their research focused on the issues related to tourism and various strategies related to development on reference to Caribbean destination and mostly of destinations present in island. Smaller island need have a proper planning to give any kind of competition to other attractive tourist centres nearby, they came with the suggestions like focusing on eco-tourism by this island to survive and also there is need to develop infrastructure, proper land policies etc. sharing properly the revenues generated through tourism and utilizing efficiently the available resources.

Naci Polat (2013) in this paper studied the two concepts which influence each other are tourism and peace. At present there is large scale increase of tensions in different parts of the world can affect badly tourism. There is need of creating social peace which will help immensely to grow tourism which will contribute positively income of the country. He brought some suggestions which are required to be implemented immediately to influence tourism in various parts of the world like need to generate human income projects, tourism awareness training to local people, initiative needed to be taken by local community for tourism, providing children to be as volunteer, guides need of project planning by universities, implementation of tourism management courses, more restoration projects must be taken place and development agencies responsible cities must be renewed.

Chris.A.Vassiliades et.al (2013) have revealed in their studies the uses of different factors posted on Greek official websites of ruler tourism enterprises in central Macedon in 2009. Their study focused on the topic of actual quality the ruler tourism hotel units. They came with certain suggestions like there is a need of evaluation of the quality expected of the services provided by the hotel, degree of satisfaction experienced by the tourist during their stay in the hotels.

Xing Huibin and Azizan Marzuki (2013) highlighted tourism growth in Malaysia. It has become one of the fastest growing industries in south East Asia. It is ranking second in international tourist arrival country in Asia and pacific region of the world. But the average tourism consumption in Malaysia is quite less and stands last in the world. They have suggested there is a need of development of pattern of international tourism for Malaysia on the prevailing conditions and have a proper tourism development foundation.
Korstanje Maximiliano et.al (2013) highlighted in the paper tourism and terrorism are linked and sometimes tourism is terrorism by other means. In the west tourism has become a major concern for everybody and tried to analyses the historical routes of terrorism from an all encompassed manner.

Mahalia Jackman and Troy Lorde (2012) carried out a study to examine the supply side hypothesis of tourism development in Barbados. He tried to analyses in their any relationship between economic growth and tourism growth finding showed it clearly reflects the growth of tourist arrival leads to growth in GDP. The test suggested that he supply side hypothesis is very much applicable for Barbados.

Evgenia Bitsani and Androniki Kavoura (2012) through their work examined the various factors influence visitor preferences in the mountainous area of Natpaktia, Greece and the implications for an advertising program for communication, they came with the solutions like improving the accessibility, developing infrastructure conversion as well as preservation of natural resources and properly caring out promotion and advertisement in locally, nationally and internationally if these things would be done then there would be maximum inflow of tourist to the mountainous area.

Marilena Papageorgiou and Marie-Noelle Duquenne (2012) conducted a study in their paper to confirm that now spa tourism is in the period of transition. They indicated that there is a need of spatial planning specially in spa tourism centres in accordance with contemporary views and need of tourist.

Tarek Sayed Abdel Azim (2012) noted that the carrier progress of graduates of the facility of tourism and hotels in Minia university. After the analysis of the collected data he came with the conclusion that most of the students after completion of their studies are employed in tourism and hospitality sector. Half of them faces difficulties during work to understand foreign languages and also faced the problems of lack of experience in this field. Most of the males are not satisfied with their work and they are leaving their job from tourism sector.

Rocio Serrano Barquin et.al (2012) in their research paper presented the relationship between tourism, local development and sustainability. They stress on the topic that there is very much need to take care of various sector of society communities and regions through community participation, preserving the environment, culture and diversifying various economic activities. At last they have stated rational intuitive use,
hommo ecosystem, harmonious and ethical tourism and proper planning to have sustainable development and responsible tourism.

Hulusi Dogan et.al (2012) studied and compared the satisfaction levels of Russian and German tourist visiting to Alanya, Turkey. Most of the Russian and German tourist prefer to come to Alanya and loved to stay there for a period of time. Due to global crisis it has affected very badly tourism in Alanya they have suggested there is urgent need of new marketing strategies to be created for Russian and German tourist and soon to be implemented for increasing the flow to tourist in Alanya.

Boyra Josep et.al (2012) in their research article discusses the introduction of the taxation, mechanism which can help to plan and manage growth and development of tourism. They have suggested of tax will be collected from the tourist that can be used for the betterment of the various facilities at the tourist centre and also will help largely to management strategies.

Olga Lysikova (2012) focuses on how Volga River creates a certain image at national level which symbolizes historical succession of cultural heritage which attracts huge amount of tourist to visit the site.

Vlami Aimila et.al (2012) in their research evaluated the effectiveness of the state tourism policy in some selected mountain tourist centre of the Greece. They stated that there is policy gap in tourism development centre of Greek mountain areas like tourism development is not been properly, associated with regionalization policy implemented in Greek tourism.

Lorant David (2012) stated the competitiveness of tourism regions in Hungary. Most of the tourist centre of Hungary is affected by lack of proper strategy to develop tourism. There is a need of betterment of existing infrastructure, quality of services provided by the centres and quality development program.

Hahib Ahmad et.al (2012) in their research article discussed role of youth tourist in event tourism. Their finding shows that the clear vision of youth tourist in event tourism, on the form of participation and events suitability act as the mediating factors which attracts more number of youths to participate in event tourism. The sustainability of youth tourist in event tourism also totally depends on the form of promotion campaigns and understanding expectations of youth tourist and their efficiency.

Wadim Strielkowski et.al (2012) on their paper discussed the case of in-depth groups to assess the residents, tourist and other stake holders, preferences for e-services
which would help to get cultural heritage in Amsterdam. They have suggested there is very much need for profiling interactive maps, booking service are all common in various centre. There is also need of e-governance, use of mobile device and advance navigation system are also required.

Maria Partalidou and Stavriani Koutsou (2012) studied development of tourism clusters within the framework of community and initiative leaders in rural areas. They have suggested there is great need of motivation, encouragement and help from the present local stakeholders to the tourist centre which are locally and socially embedded.

Stylianos Tampakis et.al (2012) studied in their paper the need of infrastructural development for generating maximum income from tourist and also to sustain competition from other similar tourist destination. They focused on the island of Skiathos. The problems faced by the island due to lack of infrastructure so there is urgent need of supply of water, proper drainage system, all around cleanliness, better transportation services, good restaurants and entertainment centre. If said things can be done to the centre then the place will derive maximum benefit from the tourist.

Ghada Khairat and Azza Maher (2012) carried out their research on tour operator role in tourism. Tour operator plays an important role in achieving sustainable tourism. They mainly focused on the experience generated by the tour operator those have already implemented sustainability practice in their business with purpose of identifying the priority areas where they are implementing more, there motivational factors which basically motivate tour operator and their benefits, obstacles and barriers.

Daniel Villalobos-Cespedes et.al (2012) studied an evaluated the demand of tourist for natural space and wildlife and influence of social demographic and trivial indicators for the demand of such tourism in Costa Rica. The result shows that there is very much demand for observation of different sites like volcanoes, flora and fauna, bird watching and canoeing, so there is need of proper planning and creating a suitable strategy which will attract more and more number of outsiders to visit the various centre which is reach in flora and fauna in Costa Rich.

Wineaster Anderson (2012) highlighted the shift of conventional mode of tourism to ‘all inclusive’ mode has affected quite a lot to the visited place and directly it affects the economy of local people. It has been known to the date which is collected at a tourist centre Majorca shows more than 85% of visitors come to Majorca through
package tour and they spend less than what the other tourist do at the tourist centre. So it has become a major challenge how to tackle such situations and do something for the betterment of local people.

Kannapa Pongponrat and Naphawan Jone Chantradaan (2012) analysis important of community participant for development of tourism and which will help to create sustainable tourism. It is derived from the research that social capital considered as an important mechanism for the success of the planning for local tourism activities. Loganathan Nathakumar et.al (2012) in their research article they have highlighted the tourism demand for the Malaysia by the countries belong to ASEAN group. They have completed this research by using ARIMA modelling to forecast the future arrival of tourist to Malaysia. The findings of the study clearly stated that model of seasonality is not providing correct forecast tourism demand for Malaysia by ASEAN countries.

Pradeep Chaudhary (2012) in his research identified the need of maintaining NEK Chand S rock garden in Chandigarh. He stated that earning can be generated for the local people, state government as well as the central government there is a great need to have a proper planning to preserve the garden for the long period of time. The amount spent by the city administration on its maintenance and expansion is quite less so there is urgent need of proper planning of the areas and importance of maintaining the surroundings.

Korstanje Maximiliano E. (2012) on the study focused how not only world trade centre attack paralyzed tourism but also mass transport for more than one day. This research mainly highlighted discourse of four famous terror-related movies. It clearly says due to sept. II attacks on WTC paved the ways for creating new terror movies based on sadism, ethnocentrism and construction of the radicalized otherness.

Zuzana Dvorakova Liskova et.al (2012) analysed the impact of tourism during one year on the selected fauna in the Bohemian Forest national park in Czech. Due to continuous expansion of urban areas which is badly affecting people to move further into the country side in search of place to survive. It directly affects the surrounding environment and to decrease the natural resources. There is a need of proper planning and strategy to be implemented quickly which will help to come out of the situation which is prevailing there.

Tiziana Cuccia and Lilde Rizzo (2011) studied on the topic tourism and cultural complement each other and create positive impact on tourism. The analysis was
carried out by collection of date from Sicily, Italy. The analyses stated due to the arrangements by various institutions are able to tackle the horizontal as well as vertical fragmentations of competencies and also able to provide various solutions for the smooth conduct of governance to improve positive implication of culture on tourism.

Herald Pechlaner et.al (2011) carried out a study of how much corporate governance is used by various organizations. At present lot of things are changed like implementations of corporate governance by most of the organization. Corporate government helps immensely to control monitor and govern properly and also helps in implementing the structures which were used in past. The result states most of the organizations deal with tourism is very much known the various element of the corporate government and the degree of extend of application very less so far.

Regina G. Schluter (2011) focused on how rural tourism day by day growing this paper shows how in your country any kind of natural resources which can be used for the growth and development of tourism. You also can generate on income through gastronomy. The results shows of gastronomy of rural area would be given prime importance then the tourist who loves to eat various traditional cuisines would definitely visit to this rural cuisine centre and will help in broader way to develop tourism on this area.

Anders Steene (2011) highlighted the future development of maritime tourism and cruising due to the impact of carbon discharged legislation. The study states due to the new rules made by U.N international organization to maximize sulphurous contents in fuel of maritime will have direct impact on tourism on these surrounding areas of Baltic Sea due to high price of fuel.

Monika Prakash et.al (2011) in their research article they focused on the various challenges faced to become tour guide. There are six major factors which create a major concern for the individuals who are thinking to become tour guides in future. The six factors which are not helping to become tour guide are: unattractive job, skill deficit, perceived occupational challenges, tourism infrastructure, quality of jobs and external treats.

Alexandros Apostolakes and Dave Clurk (2011) attempted to study activity of tourism and its impact on economy and local business of Britain. The investigation states whether tourism is providing any sort of benefit to urban and rural economics or not and also to provide policy makers to generate certain policies which will be more
result oriented. The results shows only policy making cannot be used as a tool for growth of tourism along with a proper policy there is also need of promotion and all around infrastructure growth needed to generate more income from tourist.

Joan C. Henderson (2011) the main objective of the study was to examine due to the poor available conditions in Philippines are not helping to grow and develop tourism. The main barrier which exists in Philippines is the political circumstances and its instability in manifestations has created problems to operate properly the tourism industry. There is need of development of distinctive destinations which are contributing a lot for the growth of economy of the country.

Ikechukwu O. Ezeuduji and Wolfgang Rid (2011) highlighted the various driving force that influence development of rural tourism such as internal and external force in Gambia. Gambia needs to have clear value position, strong customer relations and excellence in operation to become leadership in market which will help the country to generate advantage in competition. They have suggested certain things needed to be implemented like to motivate and encourage locals to stage event which will definitely helps to create a different tourism experience which will help to secure a brand identity in the rural tourism market place.

Vannarith Chheang (2011) in the research article discussed perception and experienced of tourist. After analysis it is stated that most of the tourist perception are quite positive and they are very much happily with the present cultural enrichment, friendliness and nature of the local people and the hospitality provided by the locals. They have generated a good and positive experience by visiting to Angkor. Tourist has some concern in the issues related environmental pollution, available sanitation and cleanliness barriers related to language and poverty of the local people which creates communication barriers between local people and tourist.

Charlie Panakera et.al (2011) in their study focused the challenges faced by nations present in south pacific in respect to sustainable tourism. Due to the region is economical and environmental vulnerable it is quite difficult to have sustainable tourism development.

Tullzo Romita and Antonella Perri (2011) stressed through their work how to deal with the figure of the D.I.Y. Tourist they basically organized from the development process which is based on the expect “cottage tourist industry” they analysis the result out of spontaneous tourism development.
Eman M. Helmy (2011) shows the Egyptian medical tourism benchmarking phase significance and its complications. The benchmarking is based on the best practices destinations and survey of medical tourism sector is compare to medical tourism internationally.

Efstratios Papanis and Eleni Kitrinou (2011) in their research focus the role of information communication technologies which has helped to introduced innovation and providing scope to shift knowledge based economy. The result clearly states the major role played by ICT in development of tourist sector in the island called Lesvos, Greece and also helping tourist to extend their period of tourism.

Nikolaos Vagionis and Maria Loumioti (2011) in their research article they discussed the role of movies in marketing tourism is as important as other tools most of the film shootings locations are selected because of its beautiful landscape, significant heritage location, presence of historical monument, celebration of festivals or natural attraction. Such films may under certain circumstance, encourages film tourism, a situation which is helping to increase the inflow to tourist to various locations and contributing to generate maximum income from tourist.

Yi-De Liu and Chi-Fan Lin (2011) carried out the study on the impact of culture in developing tourism. They have analysis by collecting data from four different places of U.K called as London, Edinburg, Glasgow and Liverpool. They came with the conclusion that London and Edinburg due to their strong culture able to divide huge amount of benefit from cultural tourist where as Glasgow and Liverpool not able to grab maximum benefits due to lack of strong culture. They have suggested if the place lacks in culture but wants to generate maximum benefits from tourist they centre need to be taken extra care to develop tourism.

Dobrica Jovicic (2011) deals with environmental management system in tourism sector. This paper analysis various aspects of EMS like Ems principle, task, ISO 14000 standards , good practice may be the use of EMS and its application in tourism is quite new in tourism sector but if it is applied then it will help considerable to put tourism on the path of sustainability.

Maria Terresa Gomes Da Costa and Luisa Margarida Cagica Carvalho (2011) in the research focused on the need of sustainable supplied chain management due to the globalization to tourism sector. They have considered a place called Pal Mela and suggested certain things needed to be carry out to have a better result like short terms
objectives, involvement of all agents, creating competitive advantages and providing proper training.

Donruetai Kovathanakul (2011) aims to study the importance of historical tourism of route number 9 in Savanna Khed. The government of Lao is trying a lot to develop a policy which will be based on ecotourism and cultural tourism on route number 9. There are the presence of temple and gambling business which require being included in Lao government’s policy of planning of tourism.

Rudi Kaufmann et.al (2011) in this paper mapped how Nicosia is able to gain only a small portion of tourist purchasing power and unable to utilize its potentiality in cultural and in an efficient manner to grab maximum income from tourist. The finding states authenticity placed an important role to satisfy the levels of tourism and also able to provide recommendations of practicability.

Arlette Bouzon and Joelle Devillaerd (2011) conducted a systematic study on new tourist products which gets into uncertainty. It is associated the things connected within in or outside the firm. It will be accepted by the team who will design the product up to the time which can be tolerated.

Tomas Lopez Guzman et.al (2011) carried out a study on community based tourism and its significance all over the world as a substitute to mass tourism. The study was conducted at El Salvador. The reason stated perception of the local community as they shared their views and agreed on to tourist development can contribute for job creation and generation of wealth.

Sonia Khan (2011) studied on factors like responsibility of family spouse dominance status of employment and gender of one’s are dominant in travel decision and how much these factors create constraint for both male and female. The finding shows time and job constraint restricting males for leisure travel where as females are restricted by family responsibilities.

Maria Alebaki and Olga Lakovidou (2011) focused on wine tourism as a form of consumer behaviour. There research was based on demand side, exploring the consumer who basically to wine region only for the purpose of wine. The finding shows there is no stereotypical tourist only for wine but some different characteristic like demography, motivational level and lifestyle of wine attracts tourist to various wine centre.

Juan Gabriel Brida et.al (2011) in their research article tried to analysis the second home phenomenon and providing insight into the aspects and requirement of a proper
planning of policy. The outcome shows a clear picture of the phenomenon which states the negative and positive impact and states for a proper land use planning and need for public regulations.

James Leigh (2011) highlights how the world is moving towards “peak oil” consumption and price of due to the increase of energy resources results in changing on human activity across the world and also in tourism. Tourism requires doing something to capture the new reality of post energy world and the society which is totally new.

Filippo Monge and Paolo Brandim Arte (2011) through their research described the efforts taken by piedmont region to foster MICE tourism in an around Turin. If it will be done successfully then it will overcome from the traditional image of a industrial city which is basically is been known for its car industry.

Mirjana Kovacic et.al (2011) in their study presented the various aspects like economic, social, and environment can be used for developing nautical tourism. They have stated the importance of balanced development of a port of nautical tourism for the growth of integrated management. The finding shows that there is urgent need of nautical tourism in Croatia’s island which will definitely improve the standard of living of the costal resident and also the people who are involved in those ports directly or indirectly.

Constantina Skanavis and Maria Sakellari (2011) studied an evaluated the relationship between domestic tourism, international tourism and environmental change. Due to the various activities associated with domestic as well as international tourism leads to deterioration of environmental qualities they have suggested there is great need of environmental education to tackle the environmental situation which is arising due to tourism.

Madhusudan Karmarkar (2011) in this research identified relation between eco-tourism and growth of economy. Eco-tourism basically emphasizes on management, education and developing sustainable tourism product. The outcome of the research clearly states eco-tourism has help to improve the regional economy immensely and also created employment for the locals in north Bengal. There is a need of proper planning of the area which definitely will generate maximum income through eco-tourism.

Azizan Marzuki et.al (2011) conducted a systematic study on nature based tourism. It has become a part of global tourism industry. But its features and components vary
from place to place. Malaysia is very rich in natural resources which could be used for the growth and development of tourism industry but it is not able to achieve that deserves to achieve. They came with the conclusion that GIS application is quite effective in providing higher quality of information. At the time of decision making there is very much needed of natural tourism. 

Ibrahim Jaro Musa and Buba Adamu Ndawayo (2011) have studied the relationship between the development of tourism and transportation in Nigeria. The finding reflects there is great relationship between development of tourism and development of transportation. Along with transportation available recreational facility, presence of social facility and security also play an important role in development of tourism.

Constantina Skanavis and Christos Giannoulis (2010) in this work focused on the non-availability of formal environmental education in Greece. There is very much need of Eco tour guides. We can communicate and interpret the importance of environment, promoting minimal impact practice sustaining the natural and cultural environment and motivating tourist to assess the quality of life in relation the culture and ecological effect.

Andrew Taylor and Dean Carson(2010) through their research article examines pattern of spending of four wheel drive visitors especially to desert areas of the northern part of Australia. They tried to help the levels of investment for attracting the drive of four wheel market and the types of product opportunities from a growing market that may arise.

Juan Gabriel Brida et.al (2010) highlighted the casual relations between the growth of tourism, relative price and expansion of economy for Trentino-Alto the analysis clearly shows there is positive relation between tourism and relative prices.

Elina Meliou and Lionidas Maroudas (2010) in their article discussed on the employees of hotel and post graduate students representation of tourism development, using social theory of representations. Results state the similarities and differences during the time of representation of tourism development according to individual perspective.

Tony L. Henthrone et.al (2010) in this paper studied the fast growth of tourism in Cuba. The research highlighted the various challenges in the tourism sector basically in training supervising and evolution of performance which is present within a centrally controlled bureaucratic system. They stated the culture which prevails in
Cuba motivate tourist to visit Cuba so there is need of cultural sustainability and policy which can contribute for better result.

Sabreen J. Abd Eh Jalil (2010) deals with the tourist images of Egypt in U.K. The brochures in the market of U.K basically focused on the physical attraction like presence of beaches, historical sites, good accommodation but silent on certain things like local people’s friendliness and hospitality, available delicious cuisine and tourist safety and security.

Hamiodreza Rastegar (2010) pointed out that the local resident of Yazd believes the tourism development can bring more income for them which will be shared. After analysis it is derived that the attitude of the local people are very much positive for the development of tourism but they are not fully satisfied with the level of management of tourism in the area. Rachel Dodds and Richard Butler (2010) conducted a systematic study to find out the available barriers to implement successfully sustainable policy of tourism. It clearly states most of the people believe in short term gain from the tourist centre by exploiting the available resources instead of protecting the resources to maximize sustainable income due to this there is lack of motivation for individual actors like government, officials or operators to invest in protecting or conserving resources for sustainable tourism.

Prokopis Christoce and Alexis Saveriades (2010) highlighted the use of techniques of ethnographic to explore the antecedent’s satisfaction of tourist. In finding the encourage researcher to implement and use the aforementioned approach for such kind of investigation.

Pradeep Chaudhry and Vindhya P. Tewari (2010) in their study focused on significant role played by parks/ garden to attract the tourist like in Chandigarh. So this can be used like an important tool to attract more number of tourists to different tourist centre. If Chandigarh has done successfully then it is implemented in other parts of India then tourism will grow and will help immensely to earn more income from tourist.

Sonshan Sam Huang (2010) in this work has thoroughly measures motivation of tourist has always been a very challenging task for researchers who does their research in tourism. The study suggested both SP and IR scales are regarded as appropriate instrument to measure the motivational level of tourist.

Mahbulal Alam et.al (2010) through their work tried to explore various dimensions of ecotourism industry and analysis their work relationship among stake holders, overall
strength weakness and its development. They have found out lot of drawbacks. Which are present in Bangladesh like conflict among stakeholders degradation of forest creating problems to expand eco-tourism industry.

Alvaro Rocha and Jose Avelino Victor (2010) in their research focused on the methodology for assessing, comparing and improving the quality of hotels websites. There is great need of proper methodology which can be used for technical quality and the quality of content of the website.

Marios D. Soteriades et.al (2009) analysis the use of network can work as an effective tool to provide a frame work for small and medium sized tourism enterprises with vast opportunities to operate on such competitive environment. They have suggested to the local planners and destination managers to use networking to develop tourism.

Alex Deffner et.al (2009) carried out a research on culture and tourism act as tools for management and marketing. The objective of study is to inform the importance of Tobacco Museum in kavala and this can be used as a major tool to attract tourist to visit the place.

Marinela Dropulic and Pavlo Ruzic (2009) in their study examine the preferences of tourist who are already consumers or would be consumers in future. The aim of the research is to find out the profit of tourist who has selected their tourist destination as Istria.

Eleni didascalou et.al (2009) in their research article presented the different factors that decision makers considered when ranking destinations for placing a spa resort/hotel in the health and wellness industry. They have suggested decision support system based on place’s climate, development of tourism and available attraction.

Vasileiou Magdalini and Tsartos Paris (2009) focused on interdisciplinary methodological approach in finding wellness of Greek market of tourism and findings defines special characteristics of the demand supply side of this new market and different types of wellness tourist.

Vassilis Gerovassileiou et.al (2009) studied due to the adoption of new legal frame work related to recreational divine activities in Greece has gathered an increase of demand for developing diving tourism in Greece there is need of proper planning and management of marine environment which will produce high profit in form of ecotourism for a long period of time.
Prokopis Christou et al (2009) highlighted satisfaction level of agro tourist in Mediterranean island of Cyprus. The finding shows that there is lack of agreed tourist marketing and also there is need to have a proper management to satisfy tourist.

Elena Petrovska et-al (2009) through their work focused on eco tourism importance to grow tourism. Tourist generally visits to the places which are rich in natural resources. So if eco tourism concept to be taken seriously then it will provide maximum income from visitors. So there is need of protection and conservation of the tourist centre which are rich in biodiversity.

Sofoklis G. Skoultsos and Paris Tsartas (2009) studied event tourism sector and its affection on its economy and on the society of the rural community. To achieve development of destination there is need of involving local people on event management.

Kontanstinos Tomazos and Richard Butler (2009) in their article focused on the rapid growth of volunteer tourism and the changes that have taken place. Nowadays volunteer tourism has become profit maker and their methods have become profit driven strategies.

Fatmagul Cetinel and Medet Yolal (2009) in their study focused on the concept sustainable tourism in Turkey. The aim of the people is to find out the policies on sustainable tourism and future plans and projects of the government to be implemented. They have suggested to policy maker to manage properly all the policies related to the sustainable tourism.

David Horrigan (2009) in this paper mapped branded content as a fusion of advertising and entertainment into communication and product. A model based on branding definitely provide destination marketing organizational road map for better coordination, integration and measurement with their tourism, film, marketing communications and strategies for branding.

Despina Nazou (2009) studied and evaluated a family tourist trips holidays are complex process due to its socio-cultural factors like its locality, family ties, the professional status.

Pablo Rodriguez Gonzalez and Oscar Molina (2009) analysis the types of Spanish tourist and their behaviour including the place they visited, aim of their trip, type of lodging, use of mode of transportation and travel group.

Josep Boyra Amposta (2009) in this research article analysis various factors of environmental change that one or in other way effect a tourism destination.
Environmental factors seriously affect a tourism destination so there is a need of proper management of different issues which are present in that centre to expand tourism.

Chaido Dritsaki (2009) analysed agro tourism which is an important form of non-urban tourism. The research mainly focused on the various stages of a tourist product like cycle, to promote agro tourism there is a need of participation of both public and private sectors and proper strategies to be develop and to be implemented in time then agro tourism can survive and sustained.

Marios Sotiriadis and Adrinet Snymall (2013) stated in their study tourism property acquisition in South Africa and mainly focused on the various supply side aspects which are influencing immensely individuals and households to buy property related to tourism in South Africa. The main attractions like availability of resources, favourable government policy, and people’s perception of South Africa and presence of world class infrastructure, competitiveness and rapidly growing economy. The positive factors which are immensely available in South Africa as well as marketing of tourism destination very much influences outsiders to invest in various properties of tourism in South Africa. It has been observed that the tourist visit to those tourist destination centres created in the minds of tourist to invest in that particular tourist centre. There is a great need of tourism marketers to focus on various pulling factors to attract more investors by conveying properly the message related to the presence of various resources. A proper policy for the investors in land development, a good communication network, available business opportunities for tourism, a steady flow of tourism irrespective of economic conditions, scope for increasing income and opportunities for jobs. So there should be of tourism property acquisition in the policy and management of tourism in South Africa.

Deyan Haristov and Petia Petrova (2013) in their article highlighted the contribution of public organisations and municipal bodies towards heritage of urban tourism. Their studies were basically in the town called Plovdiv in Bulgaria. They had observed through research the most of the countries present in Eastern Europe very much struggling to come out from their socialist economies and they are very slow in acquiring capitalist economy. In tourism sector there is huge amount of decision making public sector organisations. There is huge gap in co-ordination between municipality and Plovdiv airport in promotion and marketing. There is great need of a proper channel of communication in between the airport and municipality. In Plovdiv
there is lack of promotion of heritage of the city so it is not helping towards tourism development. There is a urgent need of proper marketing like online advertisement of local heritage. It has been suggested to form a DMO if heritage tourism needed to be developed. A local DMO body will carry out all developmental activities for heritage tourism. They further suggested there should be of collective efforts among public sectors for more effective strategies of marketing to develop tourism.

Nikolas Stylos and Andreas Andranikids (2013) in their work focused on various cognitive image of a tourist destination in Greece. Based on the research they have found out the important cognitive images of tourism destinations like presence of prevailing conditions, availability of attractive conditions, appealing activities and presence of natural environment. They have suggested to fulfil the tourist demand each and every should try to provide good accommodation and need to supply a standard hygiene and clean condition along with these there is also urgent need for standard policy to protect environment, proper maintenance of historical monuments and have better scopes for sports training.

Androniki Kavoura and Vicky Katsoni (2013) through their research work focused on the contribution of networks in tourism planning. They have suggested for the improvements of tourism there is urgent need to take actions like proper co-operation in between the private and public when there is creation of network for the marketing of tourism. There is a great need of national tourism organisations to show interest in networks. They also discussed the importance of information technology and different social media for marketing of tourist destination. Adopting c-commerce in marketing of tourism strategy for different tourist destinations will strengthen networks and co-operations among private and public sectors. This will certainly help to boost tourism.

S.vijayanand (2015) highlighted the contribution of pilgrimage tourism for the growth and development of the region Tanjur. He focused more on the scope which pertains in a pilgrim Centre. His centre of research was to inform its people to understand why Tanjur region can be converted into a important tourist centre. He focused on the subject development and economic growth will go hand in hand. He stressed for the job creation, economical prosperity there must be some concrete steps to be taken to develop a pilgrim centre in India. Most of the Indian love to be pilgrim tourist once or twice in their life span. They like to visit often to those tourist centres which are connected with religious tourist. He has suggested some religious measures required
to be taken for the growth of pilgrim tourism like all round contribution in public area, pilgrimage centre and through proper networking.

Moushumi Banerjee (2014) in her research paper highlighted ecotourism in Sunderbans. She focused more on the need for ecotourism to save the life of Royal Bengal Tigers of Sunderbans and to create a sustainable lifestyle for the local community. She emphasised on the forest conservation and to create life supporting systems for the local people. She mainly analysed conservation of biodiversity can help the environment immensely. She asked for job creation opportunities to be created for local community. If we want to conserve the forest which only can be achieved only by providing various job opportunities for the local people to engage themselves in different activities and can help them economically because the local community totally depend on the forest for their livelihood.

S.C. Advitot (2015) in his study highlighted the presence of tourist destinations in and around Solapur which can be developed as a major tourist destination of Maharashtra. The flow of tourist to Solapur is not as big as of other tourist places present in Maharashtra. He tried to analyse the various options available for the tourist which can be developed as a major tourist destination. Due to lack of proper planning it has become remained as a poor tourist destination. There is very much needed of creating awareness of Solapur and in and around Solapur for the growth of tourism. He also suggested that if you develop tourism it will automatically create job opportunities for the local people and also in the process it will help immensely to improve their economy.

Leena Kakkar and Sapna (2012) studied and evaluated the presence of various scopes and facilities in India which can drive to become a world leader in tourism. They very much emphasised on the initiatives taken by the central as well as state governments which is helping a lot to the tourism sector. They focussed on the arrangements of various tournaments, visit of renowned personalities from various countries have contributed a lot for the growth of tourism in India. It is expected that in near future India will become a tourist hot spot in the field of global tourism map. It is also expected by 2020 India will be the market leader in tourism.

Amit Katoch and Prashant Gautam (2015) through their work analysed rural tourism in and around Dharamshala. They mainly focused on the importance of rural tourism and how it will help to generate and develop economical condition of the rural people. It was to inform the benefits which can derive from tourism. They tried to inform the
rural people to understand in a different manner to convey the message how significance the service of tourism and if it can be managed properly then it help immensely to the rural people. They informed the local people to take part in various tourism activities. The rural people of in and around Dharamashala should contribute for the growth and development of tourism. They analysed various options available in rural areas of Himachal Pradesh which can be utilised for the development of tourism in rural areas of Himachal Pradesh. It has been highlighted that around ninety percent of people of Himachal Pradesh lives in rural areas and they can live a good and healthy life if properly all the aspects of tourism are given equal importance.

T.D.Hinch and J.E.S.Higham (2001) highlighted on sport tourism. They stated how sport tourism conceptualises various activities and its spatial and temporal dimensions. The different features of sport tourism as a mean of tourist attraction and are highlighted by using Leper’s systems model of attractions. The major contribution of the study was to anchor a sociological approach to sport within a generalised three-dimensional definition of tourism. The research also tried to help future research avenues in sport tourism. The research also intended to help future researchers to link breadth and depth of sport tourism for analysis. The framework presented through this paper represented an instrument which can be used to face various challenges in sport tourism. Their main focus was to analyse how in recent past sport tourism has a focal point of tourism. In present times sport tourism attracts a lot of tourist to the various tourist centres. Now sport tourism has become more than only sports. Its contribution towards social aspects of tourist as well as in their lifestyle can be seen immensely. Tourists are now not only moving out of their dwelling places only for sport reason but along with sport they also want to have certain fun and amusement in their life through tourism.

Suman Kumar Dawn and Swati Pal (2011) in their article examined the scope and opportunities possessed by Indian medial tourism services as well as the presence of number of weaknesses which are prevailing in India which can discourage medical tourism in the country. The things needed to develop are infrastructure, proper functioning of information and communication department, to have a proper medical tourism strategy for treatment, etc. India is a country which is very much cost effective in medical tourism as compared to USA and Canada. They came with the conclusion India is a country with vast potential to develop tourism which is needed.
to be done as quick as possible which will boost our economy and will help a lot to grow and develop.

Aurobindo Ganesh and C. Madhavi (2007) in their study emphasised if tourism can be managed properly it can contribute highly towards the growth of national income and development of India’s economy. They have focused on the sustainable tourism development concept. They mainly emphasised the importance of sustainable tourism and responsible consumption by tourist which provide a continuous flow of money and will help in building a strong economy and preserving resources which will be useful in future.

Jirapan Chomsuan (2014) in his work focused on tourist visit to resort hotels in Thailand. He analysed the resort style hotels have become very much adorable for the accommodation now a days. Tourists love to stay in resort hotels rather than in traditional hotels. Tourist is basically influenced by their behaviour from their demographic structure and travel. He suggested improving more in this field of tourism resort hotel owners need for a better marketing and resort positioning strategies which will help in the long run and can fetch maximum foreign currency which will help in growing national income.

M.Saravanan (2013) conducted a research on the topic the scope of medical tourism in India and he found out India is a hot spot destination in medical tourism. He basically focused on presence of ample of opportunities in India which would bring lot of foreign currency that will help to boost country’s economy. India is a country which provides world class medical facilities along with world class services, easy to get appointment and comparatively very less cost as compared to USA and UK which has helped immensely to attract large number of medical tourist to India. India provides its medical tourist world class hospitals which very much attracts tourist from various parts of the world. Most of the medical tourist visit India for medical treatment like cosmetic surgeries, dental treatment, etc. He also provided information that India can generate over $2billion through medical tourism. He also informed along with better facilities and cheap medical services helping a lot to increase medical tourism in India. The top Indian hospitals like Appollo, May etc. are spending a lot of time, efforts, manpower and money in their research and development. The innovative products have been entering in the Indian market and also been patented and the government is also fully supporting to set up new hospitals and also financing them. He has suggested certain things which required to be implemented for better
result like there is a great need of creation of ground for tourist who will get attracted for the medical treatment and will help in growing our economy.

S.K. Thakur (2014) conducted a systematic study on the urgent need of tourism education especially in India due to lack of proper institution which can provide professional degree in tourism. He has analysed the how institutions and universities are failing in transforming soft skill people through least measures and also due to presence of poor quality people and lack of infrastructural facilities negating in providing quality. The major institutions in India needed to offer specialisation courses in tourism education, which can supply right kind of people for future. Tourism industry requires star-performer. India’s major problem in tourism is its image outside India. Situation of tourism education is very poor due to lack of initiation taken by either government or premier institution to supply professional trainer to teach of the subject tourism. Due to lack of professional people in tourism industry India is not performing well in tourism sector. He focused that if we want to develop our tourism industry then we must have to develop our tourism education system and pattern therefore immediate attention of education institutions, public and government are required in this matter to derive maximum from this industry. Then it will help largely to develop tourism in India.

Assegid Ayele Misganaw (2015) in his study focused on the contribution of tourism growth and development and its impacts on local people in south Ethiopia. The research carried out at Arba Minch town, Nech Sar national park, crocodile Ranch and Dorze cultural village. He found out tourism is creating income in cash for the local poor people in form of wages, contributing towards local area development, improvements in services of outsourcing etc. But it rarely improved the physical conditions of the locals. Its contribution towards reduction of poverty and inequality is also not good enough. The benefits are only getting through tourism are only for few individuals and its visibility in growing pro poor growth is very much negligible. Its overall impact on the economy is good but its micro level impact on poor is not at all good. The profit gained from tourism industry are unequally collected by very few poor people are barred from the economical growth and development.

Amogne Asfaw E Shetu (2014) attempted to study the ecotourism and how it contributes a lot for the local community development. If ecotourism given much importance nobody can stop the growth and development of local community. Two things can be achieved simultaneously if focus is given on ecotourism. Like others it
will contribute a lot towards economical growth and development. It will also help in protecting and conserving natural resources whose importance day by day is increasing due to over exploitation of natural resources specially energy resources. The local people are very much involving themselves for the ecotourism and developing local community bringing new sources of energy focusing on a forestation which will contribute a lot towards sustainable resource management.

Fariborz Aref (2011) stressed through his work on tourism's impact on the life of people in Shiraz a tourist destination of Iran. The result was its positive contribution towards the life of people in the form of emotional and community well being, generation of income and various opportunities for the people in employment. He also found out the impact of tourism on health and safety of people is not as expected as it should be. If there will be proper planning and development then it can contribute in a bigger way for the growth and development of the local people.

A.T.Nzama (2008) in her research study highlights the impacts of tourism on the socio – culture of residents of in and around Simangaliso world Heritage Park in South Africa. The result is in favour of the local people as the contribution of tourism is in very much helping them monetarily as well as culturally. The local people are benefited a lot financially directly as well as indirectly. It is very much required to manage tourism properly otherwise the impact will be largely adverse on the local community and an environment.

Monika Goyal (2014) in her study examined the scope of medical tourism in India. The medical treatment in India is very cheap as compared with western world. Lot of foreign tourist visit India every year for the medical treatment and they are almost satisfied with the treatment. Their main concerned is not lack of infrastructural development in medical centres but their safety. They are much concerned with the safety measures provided to tourist in the country. It is required to improve the safety and security standards in India if we want to get more number of foreign tourists to India for the purpose of medical treatment in our country and if it can be done then surely it will help the country immensely in economy.

Damiannah M. Kieti and Kennedy O.Magio (2013) highlighted on slum tourism especially of Kibera slum resident’s attitude towards growth and development of slum tourism. They have analysed the local slum people are totally dissatisfied with slum tourism. Most of the residents of Kibera slums are not at all happy with the prevailing internal factors as well as with external factors which contribute a lot for the
underdevelopment of slum tourism in Kenya. Local residents are not able to get their benefits from prevailing. They have suggested if focus will be given on slum tourism then the local people will get benefit and the impact will be positively on the local people and this can be seen in their society.

Kamal Banskota (2012) in his research focused on the impact of tourism on local people and how it will help to generate employment and fetch income. Tourism has contributed in a large larger way to the local people by employing them indifferent fields like in transport, restaurant, as tourist guide, in shops of local tourist centres, in furniture making, engaging themselves to retain their traditional dance form by performing in front of tourist and in the process of that it also provides them income. He basically on the subject of the proper strategy to be created and to be implemented which can eradicate poverty of most of local people and will help to improve local people’s livelihoods. Also there is need of to produce more amount of food and non-food items for the tourist which also will create income opportunity for the localities.

Manika Singla (2014) in this paper focused on how community perceptions of the socio-cultural impact of heritage and culture tourism and its extents to which they coincide with the literature with the impact of tourism on it. She mainly focused on the impact of tourism on culture and on social aspects of the people s well as the impact of tourism development on the demographic effect on the local resident’s attitudes for tourism. She mainly analysed the core issues like local community and their personal issues.

Kailash Gokhale et.al (2014) pointed out on tourism and its socio-cultural implications in Goa. Goa is a major tourist destination in India which attracts in numerable tourist from various parts of the world each year but it has been derived the impact of tourism on the cultural and social point is not at all good as it has been expected. Economic impact is good on the life of the local people whereas lot of negative impact of tourism on their life as it has been seen informed by local people that due to tourist their culture gets affected.

Mohammed I.Eraqi (2014) in his research analysed to know how much tourism has been contributed for the growth and development of the local people and the impact of tourism on their life either positively or negatively in Egypt. For external customer satisfaction the steps needed to be taken as improvements in environmental conditions, development of transport facilities, creating awareness and improving safety and security systems for the tourist. He has done his research with the help of
primary data and he came with the conclusion that the local people are very much satisfied with the tourism development indicators and also they have some issues like there are certain bad impact of tourism on their socio-cultural life like interferences in their life, increase of inflation, rise of over crowded places and on their culture. It is necessary to be an effective system for designing and implementing more efficient quality control measures in the field of food, safety, security, and the environmental tourism activities. He also explained tourism development in Egypt has contributed positively for the economical growth of the country, generated employment opportunities, rapid growth in investment in the local destinations, increased national income, good cultural interaction and boom in local business.

R. Sangeetha (2014) in her article analysed the scope of tourism in India. India is a country with lot of diversity. If we travel from north to south or from east to west we will find innumerable differentiation in culture and in tradition. So if we want to harness tourism properly then India can earn a lot from tourism sector. Tourism is a sector which requires a push from the government in India. If the Indian government would like to take some initiative then only tourism will definitely contribute in different fields like growth and development of infrastructure, increase of foreign currency, more employment generation, lot of exchanges of information and culture. If we want to improve tourism in India then Indian government need to encourage private enterprises to promote tourism in different unknown destinations and to develop tourism. Before creating a tourist spot for tourist we must have proper knowledge about the places demography, economic, social, cultural and political background.

Vijayaragavan.T. (2014) conducted a study and highlighted due to the presence of ample of tourist attraction centres in India, India can be a major tourist centre in the World. It also can contribute a lot towards GDP, scope to generate employment, increase foreign exchange. If we are able to certain things like liberal policies, planned good package tour, charge less tax, relaxing the visa policy and a changing role of the government and a well planned and vigorous promotion of tourism in different countries etc. to improve tourism in India then from tourism sector we would get maximum benefits.

Ashish A. Naik and Sunil K. Jangir (2013) analysed tourism development in India with related to its social aspects. They found out there is a great need to develop tourism industry in India. India is taking lot of initiatives to increase tourism and to
earn maximum foreign exchange through tourism. In the era of globalisation, privatisation and liberalisation India has a great prospect to nurture its treasury and prosper in tourism. Without considering the implication of tourism in the life of Indian they mainly focused the prospects of tourism industry and its scope for the development of this industry in India. There might be some bad social impact could be seen in the life of people as there is large scale increase of consumption of drugs, heroines by the locals at various tourist destinations, there is increase of AIDS, Prostitution, Crime etc. in our society. People in the tourist centre instead of acquiring good things form the foreign tourist they are basically running after the western culture which creates lot of disturbances in the society especially the young generation get affected very badly due to this.

Narayan B. Prabhu M. (2014) attempted to study the trends of travel and behaviour of employees working in the field of information technology in India and especially at Bengaluru. Basically day by day in Asia Pacific region online travel market is growing and it is especially in India. It is increasing at a very faster pace and India’s contribution in this region is approximately 9%. In Bengaluru around 35% of India’s I.T. professionals working and he tried to find out how much I.T. professionals are involving themselves in online travelling. He derived around 62% of workers engaged in I.T. companies are using online travel agents for the purpose of leisure travel and it is also been known there is a great association between attitude of the workers and their demographic background to adopt a new technology. Most of the online travellers are in the age category of any of 21-34 years and their percentage is 47% and 40% are in the age group of 55-60 years to book their travel through online travel agents. Most of the workers are also fond of social sites like Face book and around 75% of the younger age group of 23-34 years are posting their comments, photos through this website. Most of the travellers communicate with travel websites and around 19%, download apps with 6%, blogs around 19% and online social network of 30%.

Birgit Elands et.al (2015) highlighted ecotourism can play an important role in Lawachara National Park in Bangladesh to balance the conservation of nature as well as the growth and development of the local people in and around the National park. They mainly focused how co-management approach has been introduced recently in the National park to inform the local people about the importance of ecotourism and how it can work as an instrument for their progress. The research mainly contribute
towards the perceptions of the local people’s towards ecotourism and its contribution for sustainable development and also what will be the role of co-management in it. They came with the conclusion that there are existences of three categories of people in the National park economic as dissatisfied and satisfied people. Most of the measures like the policies related towards National park, period of residency, jobs and gender influencing the level of satisfaction. They came with the conclusion that the contribution of ecotourism can show result in a broader way to the local people which is totally not understood by the local people.

Awang Yusop Adam et.al (2012) in their research focused on the satisfaction level of visitors visiting to Kuching waterfront in Malaysia. They mainly discussed the current situation of Kuching and what can be done for future to attract more number of tourists to visit the area. After in-depth study of the area they came with the solutions to provide maximum satisfaction to visitors by providing them a good infrastructure, clear image of the place, security and safety, out of the provided amenities to the tourist it can be always kept in mind certain areas and treat them always as tourist spot. They also came with certain drawbacks of the area like government as well as other agency, ministry of tourism and NGO’s have to understand the importance of the place and have to work immediately to improve the conditions of the local as well as the tourist who is visiting to the place. If the above discussed drawbacks are be overcome then it will help the place heavily to gather and generate maximum foreign currency and immensely will help country’s economy. There is maximum contribution needed from the government as well as non-government organisations to work hand in hand and if this to be happens then nobody can stop the visitors to visit Kuching Waterfront and will be one of the best visited places in their life.

Leena Kakkar and Sapna (2012) stated that the impact of tourism on Indian economy and they mainly focused on how India is emerging as a global tourist center because of innovation and creating value for tourist. They also analyzed the impact of India’s economic growth due to tourism and tourism’s contribution towards economic growth and on country’s GDP. There is rapid increase in tourism in India due to favorable policies of the government and all round support from all levels in the society. The contribution of travel and tourism to country's GDP will grow after passing of time as expected to grow from 4.5% in 2011 to 4.9% in 2021. Simultaneously the contribution of travel and tourism towards employment will grow from 7.5% in 2011 to 8.17% by 2021. No of domestic tourist visit to all states / UTs in India has
increased from 159.88 million in 1997 to 562.98 million in 2008. There are also foreign tourist inflows to all states/ UTs has gone up from 5.50 million in 1997 to 14.11 million by 2008. Tourism is a major force for economic growth globally and India's tourism industry is growing very strongly day by day due to development in transport, hospitality, education, health, and banking. By the year 2020 Indian tourism industry will have massive impact on the country's economy and hopefully India will be a global leader in tourism.

Alick Mhizha et.al (2012) carried out a study on how tourism affects culture in and around Victoria falls in Zimbabwe living in the town which consists of leisure and hospitality industry, those are working in tourism, employees in community heads and members of public. Total numbers of seven factors which influence the impact of tourism on local residents were analyzed. After analysis they derived tourism does have significantly higher negative impacts than positive impacts in communities in and around Victoria Falls. The local dwellers confirmed there is gradual decrease of authenticity in their cultures, traditions and values. There is a urgent need of proper tourism policy to formulate and develop in Zimbabwe to minimize the negative impacts of tourism on culture in order to protect local heritage.

Mohammad Nayef Al Sarayreh et.al (2011) in this paper emphasized on how the status of tourism is been promoted in Jordan, particularly by using Internet, with a future prospective in mind how Internet can play as a major contributor towards the growth of tourism in Jordan which is needed badly by the country. Internet can help to disseminate maximum information about the country at global level easily. The research was carried out through survey method. After analysis of data's it is been derived the tourism promotion through Internet helps to increase competition in prices of tourism, and it also helps to provide information which is needed by tourist. Both male and female consider the website helps a lot.

Monica Goyal (2014) in her research article stated whether India is ready for raising medical tourism or not? She mainly focused on the health care industry and increasing medical tourism in India. It also discussed the availability of potential field in Indian conditions and whether India is fully prepared to handle such large inflow of tourists from various parts of the world. The study pointed out various potential areas needed to be improved. The medical treatment rates in India are very cheap if we compare with USA and UK. Medical practitioners in India were mainly concerned about safety and security standards for medical tourists. They believed the treatment standards in
India are up to the mark and can attract a lot of tourists if planned and promoted in a proper way. There is a great need to improve in the field of post-treatment follow up procedures and to respond to foreign tourists in a better manner by Indian authorities which may act as motivational factors to attract more number of tourists.

S.A. Mufeed and Rafia Gulzar (2014) noted the awareness of tourism in Saudi Arabia amongst both Saudi and non-Saudi nationals in the capital city Riyadh. They did their research with the help of primary as well as secondary data. In primary survey they have collected information of sixty-two percent of Saudi’s and thirty-eight percent of non-Saudi. They came with the findings that Saudi Arabia is one of the treasures of the world which is marked by the presence of various natural beauties like sea, mountains, desert and other natural resources. The tourist should not come across with any difficulties at the time when they are selecting Saudi Arabia as their destination of choice. They have suggested certain things needed to be done to increase inflow of tourist to Saudi Arabia like help from the government, good hotels facilities, better airline services, vigorous marketing, focusing more on security and safety of tourist, cultural protection and active participation of travel agent to be handled properly. If the suggested things are to be implemented properly then it will help immensely to make Saudi Arabia as a popular tourist destination in the world.

Akhilesh Sharma et.al (2012) attempt to study on the foreign direct investment in Indian tourism industry, it's flow in Indian tourism industry and its impact on the economy of India. FDI can play a significant role in developing tourism sector in India. There is a great need to develop proper policy and plan to grow new tourist destinations and facilities because there is increase of foreign direct investment in tourism. There is definite scope of increase of contribution of travel and tourism to country's GDP. They suggested certain measures required to be implemented in India to attract more and more FDI in tourism industry such as to rationalize taxation on hotel industry, to be implemented pollution control equipment and energy producing devices to protect environment, service tax should be based on value of service given, concessions under section 10 (5) (B) of IT act should be implemented and 5% air travel tax should be asked based on base price.

Shiv Prasad and Vinita Bhatia, (2014) they conducted their study in Jaipur with respondents from national and international tourists with questionnaire to find the relationship between tourist satisfaction and willingness to revisit the place or recommendations to others to visit the place and also compared tourist satisfaction
derived from cultural attraction and amenities. After analysis they found out the tourists were satisfied with the cultural attractions and amenities of Jaipur. They came out with conclusion that a large number of tourists had a good image of Jaipur as a good tourist destination and they were very much interested to revisit Jaipur in future and also they also will recommend to their friends, family and relatives to visit Jaipur.

Shunali and Manik Arora (2014) conducted a research study on the impact of Gastronomy or Culinary tourism of Jammu. Gastronomy is about the discovery and enjoyment of different tastes and flavors. It is one of the simplest ways to understand new culture and traditions, local food and beverages. They found out after research the impact of gastronomy tourism on destination building of Jammu as gastronomy tourist destination. After in depth analysis they derive only 4.9% impact of food image on destination image, might be the research was done only in Jammu region of Jammu and Kashmir where majority of tourist visit for pilgrimage and the tourist’s main aim is pilgrimage. They have suggested if proper strategy is been taken for promotion then it could increase gastronomy tourism very much in Jammu region. It was also observed that perception of both male and female are different in terms of the food images and there is a great need to create a food image of the venue like various countries are doing. They also pointed out because of their research paper it will help immensely the future researchers to start their research activity in gastronomy tourism.

Ali Donyadid (2013) deals with on various reasons behind underdevelopment of tourism in Iran. He found out lot of obstacles whish are prevailed in Iran for the growth and development of tourism. The various factors like lack of promotion for tourism, very poor transportation systems both nationally and internationally. There is urgent need to rectify all these to overcome such problems.

Jiaying Lu and Sanjay K. Nepal (2009) conducted a systematic study on sustainable tourism research papers published in Journal of Sustainable tourism from 1993 to 2007. They analysed various papers published in the Journal of sustainable tourism the only Journal of sustainable tourism. Their research area was volume/ number/ year, study area, forms of tourism, subject themes, future researchers, concept testing, methodology and trends. After analysis they found sustainable tourism journal has made major contribution towards articulation, improvement and synthesis of sustainable tourism concept and its various discourses fields. Given the current prominence of global environmental change and energy issues in the academic,
government, business communities and public areas the Journal of sustainable tourism will have an important role to play in driving enabling and shaping future debates on these and other relevant issues. Due to global change this Journal will help creating a good future.

Abuzar Nomani and Mohd. Kamraj Rais Khan (2015) studied on human resource development in tourism industry. They suggested for the growth and development of tourism in India HRD strategies focusing on sustainability based industry practices, tourism development, value systems and behavioral patterns among all the stakeholders are required to be implemented. They have pointed out there is a great need of tourism at the school level on a more extensive basis throughout the country, there should be a provision of vocational and professional courses based on the assessment of actual skill requirement industry, need of tourism education at the university level, especially in terms of course contents, delivery and industry responsiveness are those strategies required to be implemented by the Indian tourism for HRD at the pre-employment level.

Birgit Elands et.al (2015) in this work has thoroughly studied on ecotourism in Lawachara National park in Bangladesh. The outcome after analysis was the satisfaction level depends on National park policies in terms of activities or jobs, gender and length of residence.

S. Vijayanand (2015) in his paper highlighted on the different issues and challenges of pilgrimage tourism its importance, socioeconomic scope, communications issues present at the pilgrimage location of Tanjur. He suggested certain things like advertising of pilgrimage tourism. The aim is to increase the benefits of pilgrimage tourist Tanjur's people in terms of foreign exchange, employment generation, and income and government revenue. There is a need of widespread group efforts for policy making and encouraging pilgrimage tourism.

Amit Katoch and Prasant Gautam (2015) carried out a research on the rural people's understanding of the need of rural tourism's development and its consequent benefits to the villagers around Dharamshala and the rural population’s understanding of the rural tourism’s development and its consequent benefits and also they analyzed willingness of the communities to participate in rural tourism. They came with the conclusion that villagers are aware of tourism a day its benefits but they have very less understanding about rural tourism and rural tourism policy implemented by the
state as well as central government but they are receptive about the advantages of tourism but not having a clear view of the negative aspects of tourism.

Tullio Romita (2007) conducted a study on sustainable tourism. He mainly discussed and suggested some correct measures needed to be taken in South Italy to promote undetected tourism. He tried to prove how “undetected tourism " can create damage to the environment in various ways. He suggested various things that are needed to be implemented like firstly to distinguish the tourist market into two categories as “self directed” or “undetected tourism “and " other directed " or " official tourism ". Secondly he proposed to provide “undetected tourism " with social, economic, environmental and judicial rules for smooth functioning and also by providing a fundamental role to the local communities in managing and evaluating different types of impacts of official and hidden tourism on the environment. Lastly he proposed to involve communities by providing them responsibility to create a model to develop integrate unofficial and undetected tourism.

Elena Spanou (2007) the paper emphasized on the impact of tourism on socio cultural structure of Cyprus and on the growth and development of tourism in Cyprus. The main purpose of the research was to provide help in sustaining the available resources on which Cyprus tourism development totally depends on. After analysis she found out the residents of Cyprus definitely have a positive attitude for tourism which can be one of the factors for the success of tourism. She suggested there is a great need of tourism development strategy to protect local culture and tradition and also pointed out the Government should focus on sustainable development to protect cultural and natural values of the country. Lastly she concluded with her views that in spite of number of negative and positive impacts of tourism on Cyprus it is not known whether the available benefits outweigh the costs.

Raktida Siri et.al (2012) in their research focused on the Indian tourist’s motivation and perception of Bangkok, Thailand. The research covers both push and pull factors and how these factors encourage Indian travelers. The most important motivational factors which influence Indians to visit Bangkok are the presence of very beautiful beaches, scenery, pleasant environment and ample of scopes for fun and amusement. Out of twenty motivations, four types of Indian tourist have been derived through this study these are Novelty seeking, Stress busting/fun, Achievement and Family oriented/education. Basically Indians get their information at the time when they
finalize the tourist destination for travel is either from family and/or friends or from Internet.

Muhammad Sabbir Rahman (2012) in his research article highlighted the tourists' perception in the choice of selection of a destination under perspective of Bangladesh tourism environment. He analyzed from major tourist spots from Bangladesh. After analyzing the collected data he came out with the views that most of the tourists perceived selection of a place depends on brand image of the place of destination, Internet adoption, customer’s satisfaction, feeling of ambience and experience, International reputation of the visiting place, well established on line transaction, superior value for money and well developed transportation system.

Shaikh Shahazad Bengum (2013) analysed the opportunities and challenges of medical tourism in India. Travel and tourism is the second highest foreign exchange earner and contributing around nine percent to the total national employment. In recent past medical tourism has emerged as a major contributor towards global economy. India is a country which has huge potential to emerge as a major tourist destination due to the presence of skilled and specialized doctors, very much cost effective health care centres and day by day there is increase of popularity of traditional healing systems. May be there are lot of positivity presence in India but India gets hardly two percent of share in global medical tourism market. There are lot of improvements needed in our country to attract more number of tourists to visit to India like there is urgent need of co-ordination between state and central government, to find out the various drawbacks and immediate action to be taken. Other than these measures required to be taken by country if it want to be known in global map. The measures needed to be taken are improvements in physical infrastructure, proper understanding by the municipal administration, the positive implications of medical tourism, vigorous advertisement of medical centres nationally as well as internationally and last but not the least delivering the promise and marking brand India.

R. Srinivasa Rao (2014) focused on emerging trends in hospitality and tourism sector in India. He stated India is developing very fast as a major tourism country in the globe. Day by day in India the hospitality and tourism sector is growing immensely which is helping a lot to increase tourism in the country. In India there are more than two lakh rooms occupied by tourist and still facing a shortfall of over one lakh rooms. In June 2014 foreign exchange registered a growth of 17.9% compared to the
previous year. There are lot of things needed to be done in India in hospitality and tourism sector which includes projects related to product or infrastructure development for the various tourist centres, Human Resource Management and Development as it requires most in recent times, arranging fairs and festivals and adventure tourism and also needed for developing the rural areas an all field to develop rural tourism. There are certain loopholes also raised in globally to develop hospitality and tourism industry like sudden natural disasters like Tsunami, Earthquake, Volcanic eruptions and health related issues like Swine Flu, Chicken Guinea etc. have created a lot of problems to develop tourism industry in India. Along with these there are also some global problems like labour shortages, overlapping brands, interactive reservation systems and globalization are not at all helping in India to grow hospitality and tourism industry.

Neeta Rath et.al (2015) noted the impact of tourism on Indian economy. They have focused how India has become one of the world’s popular tourist destinations. India has become a favourable tourist destination among the tourist due to the presence of historical sites, arrangement of every year the cricket tournament IPL 20-20, Hosting Commonwealth Games, visit of world’s richest country USA’s president and first lady to India has helped immensely to increase tourism in India. But there are certain things needed to be implemented in India to develop tourism sector like there is need of contribution of central and state government towards tourism, private as well as voluntary organisations required to be more active partners in the endeavour to attain sustainable growth of tourism in India. Providing world class accommodation and entertainment, developing infrastructure, promoting eco-tourism and also there is a great support from the local people to contribute in one form or in other for the growth and development of tourism sector.

Azizan Marzuki (2011) attempted to study the attitudes of the local residents in Langkawi Island in Malaysia due to the impacts from tourism development. He mainly focused the development of tourism has contributed a lot to develop Langkawi Island. The growth and development of Langkawi has started when the Island declared as a duty free Island in 1987. He came with the conclusion that tourism development has contributed both costs and benefits to local people. Local people have got tremendous benefits as compared to the development in terms of socio-economic aspects. It has contributed a lot to grow employment and business related opportunities, well developed infrastructure and involving local residents in
entrepreneurial activities. There in the Island also can be seen some negative impacts of tourism on the life of the local resident’s culture although there can be seen more in amount of positive impacts than negative impacts. Most of the local residents feel that tourism development has brought prosperity in their life.

Surabhi Srivastava (2011) deals with the economic potentiality of tourism in Agra. Agra is a historical city which is famous in the World due to the presence of Taj Mahal. Her main focus of research was the places which are situated in and around Agra can generate maximum economical benefits for the locals as well as to nationals. The places which are situated in and around Agra like Agra fort, Sikandara, Bharatpur Sanctuary, Fatepur Sikri etc. which can contribute a lot to grow tourism. Though maximum tourist inflows can be seen at Agra but tourist are totally unaware of the presence of other very beautiful cities and due to this their stay in Agra happens only for one or two days only. There is a great need to create awareness among the tourist to visit other places also and in this process we can force the tourist to stay for a few more days and this will help economy of the local people immensely. She mainly suggested certain things which will improve the conditions of the local people and will generate maximum profit to the state as well as to the central government like firstly there is a great need of an Airport of international standards in Agra which will bring tourist all over the World directly to the city. Secondly there is a need to create attractive and newly challenging points or places to be developed. Thirdly need to implement certain suitable project in Agra. Fourthly there is greater need of advertisement of the monuments present in Agra and surrounding areas. Fifthly there is a need of creation of budget hotels with better facilities with well trained personnel. Sixthly need to arrange knowledgeable guide. Seventhly need for spread of social harmony. Eighthly there is need to develop good quality auditorium where different Culture, Art and Music etc. Of U.P. and other states can be performed. Ninthly construction of World class hotels and conference centres to be developed and lastly there is need to develop medical services like providing World class hospitals, doctors, World class equipment etc. Which will bring more tourists to visit Agra and achieve all these successfully there must have a goal, a comprehensive planning and dedicated efforts and sincere involvement which will transform Agra to a favourable and adorable destination to stay and visit.

Jaffry zakaria et.al (2015) in their research focused on recreational activities attraction in Tanjung Malim Perek, Malaysia. The main purpose of the study was to explore and
examine the potential area of Tanjung Malim as a recreational destination and they focused on the natural resources diversity. The outcome from the research is if recreational activities attraction in Tanjung Malim if managed and planned properly it may contribute substantially to the government, the private operators and local community.

Shadi Ali Al Hrout and Badaruddin Mohamed (2015) have studied on the major factors in wider context to investigate the attitude and organizational behaviour of the employees working in the tourism and hospitality industry in Pulau Pinang, Malaysia. Drawing upon the basic philosophy of tourism and hospitality industry, the attitude and behaviour of the employee’s have been investigated through documentary analysis.

Laurent Botti et.al (2007) conducted a study on econometric model of tourism demand in France. They did their study by collecting data from the period 1975 to 2003 along with this they also considered five developed countries. After detailed study it can be seen clearly there is a positive relationship between tourist expenditure and the country’s GDP where the tourist belongs. There is a negative relation between expenditures and relative prices.

Elena Spanou (2007) studied and evaluated the impact of tourism on socio cultural structure of Cyprus and growth and development of tourism in Cyprus. The main was to provide help in sustaining the available resources on which Cyprus tourism development totally depends on. They came with the conclusion that the residents of Cyprus definitely have a positive attitude for tourism which is a parameter for the success of tourism. There is a great need of tourism development to protect cultural and natural values of the country. Lastly she concluded with her views that in spite of number of negative and positive impacts of tourism on Cyprus it is also not known whether the available benefits outweigh the costs.

Despina Sdrali and Katerina Chazapi (2007) stressed through their work on cultural tourism in a Greek community involving local residents and their perceptions towards cultural tourism. They analysed with the help of a case study of a Greek island called Andros. After the analysis it was found out the maximum respondents were very much known the importance of cultural tourism and also they argued it could contribute for the growth and development of island. There is a strong relationship in between the respondent’s characteristics and their perceptions of the impacts of cultural tourism on the island’s growth and development. They have suggested there
is a definite need of co-operation of local and indigenous community representatives, property owners, policy makers and tourism industry and also to preserve resource of heritage for the future.

Marios Sotiriadis and Adrinet Snyman (2013) concentrated on tourism property acquisition in South Africa. The main purpose of the study was to inform the important supply of side factors of market that influence individuals and households in buying tourism property in South Africa. After the analysis they came with the conclusion that in South Africa there are five pull factors can be seen in order of importance like natural resources, competitiveness, government policy, country’s perception and infrastructure and economy. The study provided a better understanding of the factors that influence the decision of foreigners to invest in tourism properties in South Africa and tourism destination marketing. The research paper has helped immensely to guide marketers to think seriously this market segment when they incorporate destination marketing planning.

Raktida Siri et.al (2012) through their work stated the Indian tourist motivation and perception of Bangkok. The research shows both push and pull factors encourage Indians to travel. The most important factors which basically affect Indians to visit Bangkok are presence of beautiful scenery, neat and clean beaches, and beautiful environment and to have fun based on twenty motivations, four types of Indian tourists are found. These four types are Novelty Seeking, Stress Busting or Fun Achievement and Family Oriented or Education. These Indians get their information either from family or friends or from Internet at the time when they finalise destination for visit.

Muhammad Sabbir Rahman (2012) carried out a study to test the tourist’s perception in the choice of selection of a destination under the perceptive of Bangladesh tourism environment. He analysed with primary data with the help of the questionnaire and visited personally to major tourist spots of Bangladesh. After analysis of the collected data he came to the conclusion that most of the tourists perceived selection of a place depends on brand image of the place that it carries, Internet adoption, customer’s satisfaction, feeling of ambience and experiences, International reputation of the visiting place, well established on line transaction, superior value for money and local transportation system.

Munish Tiwari (2012) in his research identified the various challenges faced by Indian tourism industry and its prospects for the future. He had conducted his study purely
on secondary information. Tourism in and from India has increased a lot when we compare with any other region in the Globe. India’s tourism potential is quite high when it is compared with other advanced nations in the World. Indian tourism industry has done well in the last two to three years. It has outperformed quite well in the global tourism industry in terms of revenue collection and total number of tourist visited India. It has been predicted by WTTC in the next ten to fifteen years India and China will be World’s fastest tourism industries. He has suggested certain things needed to be implemented by the government and private organisations to its place in the World tourism map like there is great need of estimation of future demand, understanding the profile and characteristics of the tourist, analysing the demand and supply side of various tourist related activities, inconsistent policies of evaluating tax filings both corporate tax and VAT, timeliness of data during decision making, understanding the structure of the industry, economy, culture, environmental impacts of tourism and to create better infrastructure by the government.

Jiaying Lu and Sanjay K. Nepal (2009) carried out a research on sustainable tourism papers published in the journal of sustainable tourism of the last fifteen years. All the aspects of the research papers have been considered during research. The focus of the study was on the concept sustainable tourism. It has been known through this research the sustainability concept has defined by different researcher differently. Some have been considered strategy making is holistic planning, it is very much important to preserve essential ecological processes, there is great need to protect both biodiversity and human heritage and lastly development based on the idea that productivity can be sustained for a long period of time for the future generation to come and use. They derived several shortcomings and there is in need of attention like: the research in developing countries, especially in Africa and Central and South America is still poorly represented, we did not detect significant changes in the application of research methods and although the journal has presented a wide range of disciplines, the journal appears to be multidisciplinary rather than interdisciplinary.