



CONTRIBUTION OF TOURISM INDUSTRY IN INDIAN ECONOMY

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ABSTRACT

The travel and tourism industry has been emerging as one of the fastest and largest growing economic sectors globally. It contributes globally employment and Domestic Product increased significantly. In India now a day Tourism is a sun rise industry. It is also contributing in employment generation. And it is a tool of foreign exchange for the country and an economic activity that helps local and host communities. India is an emerging tourist destination with rapid development in the tourism industry over the last decade. Well-known for rich history, rich and diverse culture and geography India is becoming a large and famous attraction amongst international tourists. There are historical monuments, beaches, places of religious interests, hill resorts etc. that attract tourists from all over the world. Every region of India is unique within itself with its handicraft, architecture, folk dances, music and its people. India is a land of diversities, with a wide variety of tourism offerings, varied geographies and sub-cultures. It presents varied types of tourisms that includes heritage and cultural tourism along with medical, religious, spiritual, business and sports tourism. Tourism contributes 6.23 percent to the national GDP and 8.78% of the total employment in India.

Key words : Tourist Destination, religious, spiritual, business

INTRODUCTION

The industry of tourism economically is a relatively new terminology in international trade. At the present time, tourism in every country is considered one of the most important sources of outside currency earnings. This industry as an economic, social and cultural activity has become very important for the development of countries. Tourism is a phenomenon that, if properly planned, can lead to improved production, improvement in living standards, and welfare of public and employment of many factors such as labor, capital, and land. At present, tourism sector is the world's largest service sector in terms of revenue-making, so that its growth will bring about great social and also economic changes (Anupama, Anjana & Sumita, 2012).

Attention to tourism in many countries has grown with the drive to achieve its economic interests. According to data released from the UNWTO (United Nations World Tourism Organization), total international tourism received (the world generated) in 1950 was \$ 2.1 billion while in 2018 the world generated 1,643.2 billion dollars in visitor exports (Mandeep & Nitasha, 2012). In 2019, this is envisaged to attract 1,485 bn ITA (international tourist arrivals), an increase of 4.0%. By 2029, global tourist arrivals are predicted to total 2.196 billion producing expenditure of 2,483.9 billion dollars, an increase of 3.8% (World Travel & Tourism Council report, 2019).

Travel & Tourism industry contributed 8.8 trillion dollars in global economy at 2018. This equivalent to 10.4% of universal GDP, and this segment rises up by 3.9% in 2018; quicker than the universal economy's growth rate of 3.2 percent.

It outpaced all over economic growth for the 8th sequential year also tourism and travel industry was the second-speediest growing industry in 2018, only marginally after Manufacturing, that grew by 4.0% (WTTC, 2018).

Development of sector of tourism can be of great importance for less developed countries facing with problems like high unemployment rates, foreign exchange resource constraints, and a single product economy (Dayananda & Leelavathi, 2016). In terms of the job creation power of this industry, it can be pointed that out of every 6 tourists entering the country creates a job opportunity for one person, so that both the unskilled workers and the skilled workers can they are working in this industry, so that the tourism industry generated 122.891 million jobs directly in 2018 its means that 3.8% of overall employment and this is predicted to increase by 2.2% in 2019 to 125.595 million means that 3.9% of total employment (WTTC, 2019). This comprises employment through travel agents, hotels also airlines other passenger transport services excepting commuter services. It as well as includes, i.e., the restaurant activities as well as industries of leisure directly supported by tourists (Sajad, 2017). It is worth mentioning that around the world, around 319 million people's jobs are supported by travel and tourism. Its shows that 10.0% of all employees or in every 10 jobs one job is belong to this industry worldwide. In the last 5 years, one out of every 5 new jobs created in the world has been by the tourism industry. World Travel & Tourism Council (WTTC) According to forecasts over the next decade, another 100 million new jobs will be created by the tourism industry. That is, in the next ten years, one out of every four new jobs has been created by the industry (WTTC report, 2019).

TOURISM: AN OVERVIEW OF INDIAN INDUSTRY

India is a country in South Asia sub-region of Asia Pacific. By area, it is the seventh-largest country in the world and second-most populous country with over 1.2 billion people. It is also the most populous democracy on the globe. By 2020, India will be the world's youngest country with an average age of 29 years. It is bounded by the Indian Ocean on the south, the Arabian Sea on the southwest, and the Bay of Bengal on the southeast and shares land borders with Pakistan to the west, China, Nepal, and Bhutan to the northeast; and Bangladesh and Myanmar to the east.

The Journey so far:

India emerged as the world's sixth-largest economy in 2017 with a GDP of \$2.59 trillion, surpassing France to seventh position (GDP \$2.58 trillion), and is likely to go past the UK, which is at fifth position, according to an analysis of World Bank data. The UK, which has been facing Brexit blues, had a GDP of \$2.62 trillion, which was \$25 billion more than India's. The US remains the world's largest economy, with a size of \$19.39 trillion, followed by China, Japan and Germany. India will overtake UK this year as the world's fifth biggest economy but it may not be before 2024 that India overtakes Germany to become world's fourth-largest economy. According to the World Bank's latest estimates, the Indian economy was \$15 billion bigger than the French economy in 2017. India is now behind United States of America (USA), China, Japan, Germany and United Kingdom (UK) in terms of economy size. Both the US and China are multi-trillion dollar economies whereas India is now a \$2.6 trillion economy. The UK's economy as of date is just about \$25 billion bigger than India's. In the post-financial crisis years from 2010 to 2017, UK's economy has grown by a little under 2 per cent on average. India's economy has grown by 7.3 per cent on an average during the same period. If both economies continue growing at

the same pace, India will overtake UK this year. According to World Bank, in 2017, UK's per capita income was \$42,515. Indians meanwhile earned \$1,964. So it may well take another century for Indians to reach anywhere close to what an average Brit earns and spends. While the Indian economy may grow bigger than the UK economy this year, it will take a few years before it can overtake Germany as the world's fourth largest economy. Juxtaposing the growth rates of India and Germany with the projected growth of their economies in the near future shows interesting trends. Germany grew by almost 2 per cent between 2010 and 2017. As of date, World Bank pegged Germany's GDP at \$3.7 trillion. If Germany and India were to continue growing at the same rate, India will overtake Germany by 2024. The Indian economy at \$4.2 trillion will be just about \$4 billion bigger than Germany's that year. But Germans being richer than both British and French and Germany being less populous than India, Germans will continue having a higher per capita income and standard of life than Indians for a long time to come. Going back to the journey performed so far by the Indian Tourism, history is the witness to say that people in India used to travel to visit pilgrim sites, festivals and business purpose and with passage of time, the concept of "*Atithi Devo Bhavah*" (Guest is God) and "*Vasudhaiva Kutumbkam*" (All World is a Family) became way of life and a tradition.

In fact it was immediately after independence that due to various other priorities, tourism was not given much of importance as was given to other sectors of immediate concern. No allocation of funds was made in the first five year plan however 'Tourist Traffic Division' was established in 1955-56 which helped in opening the India Tourist Offices at London in July 1955, at Paris in February 1956.

An adhoc committee namely L. K. Jha Committee was appointed in March 1963 by Government of India to investigate the reasons for decline in tourist arrivals in 1962. Air India under the banner of Air Corporation Act, came into existence in August 1963 connecting main continents of the world. Some promotional activities were also carried by it for propagating the various tourist destination. Ministry of Civil Aviation and Tourism was formed in 1967. Report on Cultural Tourism was got prepared by Dr. F. R. Allchin, through UNESCO in 1968 to investigate the potentialities of cultural and monumental heritage of India. Some of the prominent tourist destination namely Khajuraho, Konark, Bodh Gaya, Bhubaneswar, Mahabalipuram, Kanchipuram, Madurai etc. were provided with basic amenities in the third five year plan. It was during this period only that a central PSU The Indian Tourism Development Corporation (ITDC) was established in 1966 by merging three companies i.e. India Tourism Hotel Corporation Ltd., India Tourism Corporation Ltd. and India Tourism Transport Undertaking Ltd and later in March, 1970, Ashok Hotels Ltd. and Janpath Hotels Ltd. was also merged into it thus widening its base which was need of the hour at that time. The main important objective of ITDC was rendering proper consultancy services and promotes Tourism in India for developmental purpose. With an outlay of Rs 25 cr in the Fourth Five Year Plan (1969-1974), the main objective was to earn foreign exchange with an additional benefit of employment generation. It was during this period that Government of India invited a UNDP team in 1970 led by Dr. Timothy O'Driscoll, a former Head of NTO of Ireland to study the tourist set up of India. In the Fifth Five Year Plan (1974-1977), tourism outlay was reduced to Rs 23.64 Cr which was a setback to resource allocation. However, the outlay got a boost to Rs 72 Cr during the Sixth Five Year Plan (1980-1985) and there was beginning of new thinking for tourism in India. The objective of tourism development shifted to social and economic benefits like promotion of national integration and international understanding, creation of employment, support to local handicrafts and cultural activities, sources of tax revenue for Government. It was during this period that Govt of India came up with first tourism policy of India in the year 1982 which gave a six point plan for tourism development of *Swagat, Suchana, Suvidha, Suraksha, Sahyog and Samrachana*, meaning Welcome, Information, Facilitation, Safety, Cooperation and Infrastructure Development respectively. The main aim of this policy was to promote balanced socio-economic development, promote and preserve the rich heritage and culture of India and also create employment opportunities. During Seventh Five Year Plan

(1985–1990), there was again tremendous increase in the allocation to tourism to Rs.138.68 crores. The important thrust areas for action were development of tourist circuits, diversification of tourism product, trekking, winter sports, wildlife tourism, beach resort, etc. During the seventh plan in 1986, National Committee on Tourism was set up to formulating plans for tourism sector, evaluating the economic and social relevance of tourism in India and implementing the action plan for ensuring accelerated growth of tour and it was in 1989 that Tourism Finance Corporation of India Ltd” (TFCI) came into existence as recommended by Yunus Commission – National Tourism Commission. During this period, Indian Tourism was bestowed with the status of an industry.

The Eight Five Year Plan (1992–1997) saw an outlay of Rs. 272.00 crores for tourism promotion and development for full-fledged infrastructural facilities. All this was followed by bringing a National Action Plan in 1992 with the twin objectives of increasing India’s share in world tourism from 0.4 percent to 1 percent and foreign exchange earnings from Rs. 2440 crores to Rs. 10,000 crores. National Strategy for Promotion of Tourism was brought in 1996 and a new Tourism Policy in 1997 for development of tourism in India. The main aim of this policy was identification of domestic tourism, inbound tourism and outbound tourism, focus on the significance of tourism in poverty alleviation and employment generation, protection of natural resources, environment and adopting new technologies, setting up a 'Board of Tourism Industry and trade', developing eco-tourism in the Northeast etc. In Ninth Five Year Plan (1998–2002), Natural Health Tourism, Rural and Village Tourism, Pilgrim Tourism, Adventure Tourism, Heritage Tourism and Youth and Senior Citizens Packages were given thrust and total amount spent on tourism development was about Rs. 600 crore.

National Tourism Policy was formulated in 2002 to develop tourism in a systematic manner. It suggested that tourism not only generates government revenue, foreign currency, but also provides an optimal use of India’s scarce resources, sustainable development, high quality employment, and finally peace, understanding, national unity and stability. The policy aimed at increasing the number of domestic and international tourists. Incredible India campaign was launched during 2002 which heralded the era of the branding of the Indian Tourism. In this campaign, tourist destinations with country’s rich culture, fascinating history, enthralling traditions etc. have been highlighted through powerful visuals and information-rich content and the campaign was also incorporated in domestic tourism sector in the year 2009. Tenth Five Year Plan (2002–2007), saw a strategy to work towards a national consensus on the role of tourism and to focus on the removal of barriers that hamper its growth with an objective to create 3.6 million jobs a year through the promotion of domestic & international tourism and to enhance India’s share of international arrivals from 0.38% to at least 0.62% by 2007.

The New Tourism Policy came into existence with a framework, which is Government-led, private sector driven and oriented towards community welfare, with the Government creating the legislative framework and basic infrastructure for tourism development, the private sector providing the quality product and the community providing active support. Under the 10th plan, Rs. 2900 crore were provided which was four times more than the previous plan. Eleventh Five Year Plan (2008–2012) had a target to achieve ‘International Tourist Arrivals’ of 10 million by the end of the Plan and to increase per capita spending and length of stay of international visitors. It also proposed to achieve a target of 760 million domestic tourists by 2011 at an annual growth rate of 12% . In 12th Five year plan (2012-17), Indian economy was expected to grow at the rate of 9% and to achieve this, services sector as well as the tourism sector had to grow at the rate of 12% per annum for which persistent and concerted efforts needed to be made during the Plan.

India is a land of fascination and holds a treasure of mostly varied cultures, traditions, arts, folks, archaeological sites, World Heritage Sites, National Geo- heritage Monuments, national parks, lakes,

waterfalls, beaches, Ayurveda and Medical tourism, botanical gardens, hill stations, gates, zoos, forests, pilgrimage sites, mosques, Wildlife sanctuaries, rivers, Coral reefs etc. places of religious interests, beautiful glorified palaces & forts, beautiful desert, hill stations & fairs- festivals which make it an emerging tourist destination to attract tourists from all over the world. Ajanta and Ellora caves, Agra fort, Taj Mahal, Sun temple, Manas wildlife century, Churches in Goa, Khajrao, Hampi, Fateh pur sikri, Elephanta caves, Himayus tomb, Qutab minar, Bodhgaya temple, Red fort, Jantar Mantar, Forts of Rajasthan and Nalanda are some of the UNESCO listed heritage sites which attract international tourist.

Similarly there are about 103 national parks encompassing an area of 40,500 km² (15,600 sq. mi), comprising 1.23% of India's total surface area which are simply a treasure. The amassing wild life centuries are the breath taking attractions of the country. There are number of hill stations like in Darjeeling, Gangtok, Uttarakhand, Jammu and Kashmir, Himachal Pradesh, Sikkim, West Bengal, Arunachal Pradesh, Nagaland and Meghalaya in the Himalayas and in Maharashtra, Karnataka, Tamil Nadu, Kerala in Western ghats and Eastern ghats of Andhra Pradesh. Masuri, Ooty, Nainital, Darjeeling and Saputara are the most preferred hill stations in India. Budhist pilgrime sites like Bodh Gaya, Sarnath, Kushinagar and monestries like Pemayangtse Monastery and Twang are some of the incredible treasurers of the country. Similarly Hindu pilgrime places compring of Himalayan Char Dham - Badrinath, Kedarnath, Gangotri, and Yamunotri. Varanasi/Kashi, Allahabad/Prayag, Haridwar-Rishikesh, Mathura-Vrindavan, Somnath and Ayodhya etc. are the driving force of domestic tourism.

Similarly India has more than 300,000 mosques which also contribute to domestic tourism. Some of the famous mosques include Jama Masjid Delhi, Aasfi Masjid Lucknow, Charminar Hyderabad, Hazratbal shrine Srinagar, and Macca Masjis Hyderabad etc. Religious places like Vaisno devi, Ajmer dargah, Ambaji, Velankani and Kedarnath are often flooded with pilgrims. India has 543 wildlife sanctuaries referred to as wildlife sanctuaries category IV protected areas. Among these, the 50 tiger reserves are governed by Project Tiger, and are of special significance in the conservation of the tiger. Similarly there are enormous number of rivers which contribute to the beauty of India. Some of the biggest major rivers of India are: Brahmaputra, Kaveri, Ganga (with its main tributaries Ramganga, Kali or Sharda, Gomti, Yamuna, Chambal, Betwa, Ken, Tons, Ghaghara, Gandaki, Burhi Gandak, Koshi, Mahananda, Tamsa, Son, Bagmati), Meghna, Mahanadi, Godavari and Krishna.

Besides its rich cultural heritage, India has got a unique geographical position with varied attractions. Architectural beauty of India is also an attraction for the tourists. Mughal architecture, Persian architectural influence, ancient temples, forts etc. attracts domestic as well as foreign tourists to these destinations as they truly reflect Indian culture with tremendous diversification.

The festivals like Desert festival, Boat race festival, the Durga Pooja, Dussehera, Ganesh Chaturthi festival. International Kite festival, Modhera Dance Festival, Taj Mahotsava, Khajuraao Dance festival, Konark Dance festival etc. offer a glimpse of Indian classical dance & music and showcase the Indian culture to the world which is unique in nature. In fact, there is hardly any country in the world which offers such wide variety of tourism and thus has a great tourism potential. Exotic and elegant are the words used to describe the Indian Tourism which belong to a compassionate society where happiness, warmth, delight and hospitality is the way of life. Thus undoubtedly, India has great tourism potentials for its unique diversification of cultural and natural attractions.

TABLE 1 : Details of FTAs and FEE during the last 10 year

Foreign tourist arrivals in India (1997-2018)			Foreign exchange earnings from tourism in India (1997-2018)			
Year	Arrivals (millions)	% change	Earnings (US\$ mn)	% change	Earnings (Rs. Crores)	% change
2005	3.92	13.3	7,493	21.4	33,123	18.5
2006	4.45	13.5	8,634	15.2	39,025	17.8
2007	5.08	14.3	10,729	24.3	44,362	13.7
2008	5.28	4	11,832	10.3	51,294	15.6
2009	5.17	-2.2	11,136	-5.9	53,754	4.8
2010	5.78	11.8	14,490	30.1	66,172	23.1
2011	6.31	9.2	17,707	22.2	83036	25.5
2012	6.58	4.3	17,971	1.5	95,607	15.1
2013	6.97	5.9	18,397	2.4	107,563	12.5
2014	7.68	10.2	19700	7.1	120,367	11.9
2015	8.03	4.5	21,013	6.7	134,844	12.0
2016	8.80	9.7	22,923	9.1	154,146	14.3
2017	10.04	14.0	27,310	19.1	177,874	15.4
2018	5.16	7.9	14,625	12.9	95713	12.2

(Source: India Tourism Statistics at a Glance 2018 of MOT)

Tourism in India is economically important and is growing rapidly. In 1951, only 16,800 foreign tourists came to India. This figure reached over 10 million (100.40 lakh) during 2017 as compared to 8.89 million in 2016, recording a growth of 14.0% as compared to FTAs of 88.04 lakh with a growth of 9.7% is 2016 over 2015. In the year 2017, a total of 16.97 lakh foreign tourists arrived on e-Tourist Visa as compared to 10.80 lakh in 2016, registering a growth of 57.2%. FTAs during the period January-June 2018 were 51,63,343 as compared to 47,84,847 in January-June 2017 registering a growth of 7.9%. During January-June 2018, a total of 11,09,740 tourist arrived on e-Tourist Visa as compared to 7,17,076 during January-June 2017, registering a growth of 54.8%. Total number of FTAs during the last ten years is shown in Table 1 below.

Similarly, what flow of FTAs in India remained during the year 2017 from different countries of the world is given in the table 2 below. The Bangladesh, USA and UK remained the first three countries in terms of % share of FTAs during the year 2017 and also during the first six months of 2018. This was followed by Canada, Australia, Malaysia, Sri Lanka, Russia Federation, Germany and France respectively for 2018. However for Jan-June 2018, Australia was also again at 4th position and Malaysia was at 5th place. This was followed by Sri Lanka, Australia, Russia, Germany and France respectively. Top 10 source markets for FTA in India during 2016 were Bangladesh, USA, UK, Canada, Malaysia, Sri Lanka, Australia, Germany, China and France respectively. The FTAs in India remain high during the first and 4th quarter because of the weather conditions.

TABLE 2: FTAs in India from Different Countries of the World 2018

Sr. No.	2017	TOTAL	% Share	2018	TOTAL	% Share
	Total FTA	10177000	100%	Total FTA	51,63,343	100%
1	Bangladesh	2156557	21.49%	Bangladesh	1095219	21.21%
2	USA	1376919	13.72%	USA	709606	13.74%
3	UK	986296	9.83%	UK	609935	11.81%
4	Canada	335439	3.34%	Canada	179290	3.47%
5	Australia	324243	3.23%	Malaysia	161873	3.13%
6	Malaysia	322126	3.21%	Sri-Lanka	154913	3.00%
7	Sri-Lanka	303590	3.03%	Australia	150325	2.915
8	Russian Federation	278904	2.78%	Russian Federation	147515	2.85%
9	Germany	269380	2.68%	Germany	139019	2.69%
10	France	249620	2.49%	France	132590	2.56%
	Others	3432729	34.20%	Others	1683059	32.59%

(Source: India Tourism Statistics at a Glance 2018, Ministry of Tourism)

Similarly, the details of Inbound Tourism i.e. Foreign Tourist Arrival (FTAs), Arrival of Non-Resident India (NRIs) and International Tourism (ITAs) during the period 2010-2017 are shown in Table-3 below. It may be seen that there is sharp rise in the number of FTAs and NRIs during the year 2016 and 2017. The share of India in International Tourism Arrivals (ITAs) in World and Asia & the Pacific Region during the period 2010-2017 is also shown in Table 3 below. India has a very less share in the ITA as compared to other countries like China, Singapore etc.

Table-3: FTAs, NRIs and ITAs during 2010-2018

Year	FTAs in India (Mn)	(%) change over previous years	NRIs arrivals in India (Mn)	(%) change over prev. years	Interl Tourist Arrivals India (Mn)	(%) change over Previous years
2010	5.78	11.8	-	-	-	-
2011	6.31	9.2	-	-	-	-
2012	6.58	4.3	-	-	-	-
2013	6.97	5.9	-	-	-	-
2014	7.68	10.2	5.43	-	13.11	-
2015	8.03	4.5	5.26	-3.1	13.28	1.4
2016	8.80	9.7	5.77	9.7	14.57	9.7
2017	10.04	14.0	5.51	-4.50	15.54	6.7
2018	5.16	7.9	-	-	-	-

(Source: Bureau of Immigration, Govt. of India)

The World Travel & Tourism Council calculated that tourism generated Rs. 15.24 lakh crore (US\$230 billion) or 9.4% of the nation's GDP in 2017 and supported 41.622 million jobs, 8% of its total employment. The sector is predicted to grow at an annual rate of 6.9% to Rs. 32.05 lakh crore (US\$480 billion) by 2028 (9.9% of GDP). Foreign Exchange Earnings (FEEs) in India during 2017 were Rs. 1,77,874 crore with a growth of 15.4% over 2016 whereas, the FEEs during 2016 were Rs.1,54,146 Crore with a growth of 14.3% over 2015. When calculated in USD, FEEs during 2017 were US\$ 27.310

billion with a growth of 19% over 2016 and US\$ 22.923 billion in 2016 with a growth of 9.1% over 2015 as per MOT published 'India Tourism at a Glance-2018'. FEEs during the period January- June 2018 were Rs. 95,713 crore with a growth of 12.2%, in FEE over Rs. 85305 crore in January-June 2017. FEEs during the period January-June 2018 in US\$ were 14.625 billion with a growth of 12.9% over the FEE of US\$ 12.958 billion in January-June 2017. The average tourist in India spends \$2,617, one of the highest figures in the world. The details of FEE received during the last ten years are shown in Table 1. Similarly the Share of India in International Tourism Receipt (ITRs) in World and Asia & the Pacific Region, 2005-2017 are shown in Table 5 below. It is evident from the table that India is almost at the same rank during the last 2-3 years in the Asia and the Pacific.

CONCLUSION

Tourism has its old history of evolution. Since time immemorial, human beings started travelling for one purpose or the other and gradually it took shape of travel for pilgrimage, travel for leisure, travel for exploring the world etc. The tourism industry with its unique characteristics is considered a dynamic industry with a bright future. Investment in the tourism industry is on the rise in all countries of the world. Today, attracting foreign tourists has become increasingly competitive among the entities involved in the tourism industry, because the industry not only plays a role in advancing the national economy and foreign exchange revenue, it is also an industry clean and pollution-free while creating new jobs. Today, it is seen that industrialized nations are using all their energy to attract tourists, reflecting the industry's position in the economy, the income from tourism is sustainable and at the same time it can be exploited in the short term, and the job creation opportunity is also high in this industry and its human resources do not need long-term training.

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