ROLE OF TOURISM IN THE DEVELOPMENT OF THE INDIAN ECONOMY: A STRATEGIC APPROACH

Dr. S. Santhosh Kumar[1], Dr. P V Raveendra[2], Dr. Padmalini Singh[1] and Dr. Rizwana[1]

[1] *Assistant Professor, Department of Management Studies, M S Ramaiah Institute of Technology, Bangalore*
[2] *Professor & Head, Department of Management Studies, M S Ramaiah Institute of Technology, Bangalore*

Abstract: The study evaluates the role of tourism for economic growth of India. "The World Travel & Tourism Council (2018) estimated that the direct contribution of Travel & Tourism to GDP in 2017 was INR 5, 943.3bn (3.7% of GDP) is forecast to rise by 7.6% in 2018, and to rise to INR12, 677.9bn, (3.9% of GDP) in 2028". Tourism industry have vast potential for India being a country known for its rich culture, accounting for 30 world heritage sites. The descriptive research study explores the contribution of tourism industry in economic growth as well as in identifying the factors influencing tourists' destination preferences. Through factor analysis various factors influencing the hotel preferences among tourists have been analyzed. The findings of the study suggests that the selection of tourism destination depends upon availability of infrastructural facilities including hotels, transportation, novelty, good quality of food, safety, and service quality. The selection of hotel in a selected tourist destination depends upon service, price, value, security, extra facilities, technology, comfortable room, food and beverages, parking, location, complementary goods and health sensitivity.

Keywords: Tourism industry, Hotel industry, Tourists preferences, Indian tourism

1. INTRODUCTION

In the 21st century, tourism have an active role to play in the development of Nation by transforming the economic and social structure (Jaswa, 2014). Tourism industry will impact political, cultural and social activities in a particular area. Thus this branch of economy will impact the different branches of the economy due to multiplier effect. The economic benefits of the tourism industry are many as tourist is a goods consumer and a services beneficiary. It influences housing industry, hotel industry, and transportation industry and generates employment directly and indirectly. Economic impact of tourists' expenditure contributes directly to other industries as well as supports State budget indirectly in the form of tax, fee etc. The multiplier effect of economic activities due to tourism include direct, indirect and induces impacts on the tourist destinations. The success of tourism development depends on two components

namely material and human. One of the main components of material is hotel. (Bunghez, 2016).

There is a close inter linkage between tourism and hotel industry as they impact each other. The success of hotel industry depends on tourists inflow to the country. Tourists visit places for reasons like rest and relaxation, business, attending conferences and seminars, sports and recreation, health and religious reasons and so on.

According to Go and Pine (1995) hotel industry is an important cog in the wheel of tourism and hospitality industry and International hotel industry represents a very big share. The hotel and hospitality industries, generally, is a tourist driven industry. Hotel and hospitality industries become competitive if they give importance to tourist's taste and preferences rather than profit. This necessitates that they would have to invest a great deal of money, time and efforts to establish their own image. Hence, it is valuable that hotel and hospitality management have to

initiate programmes that will teach their hotel personnel and staff the value of providing quality service at all time since satisfaction of the tourists is usually obtained through quality service which in turn results in consumer and retention of tourists, increased profitability, and enhanced brand image (Clark, 2001).

The contribution of tourism to the economy will be multi-faceted. Contribution by tourists directly affect revenue, employment, development of infrastructure and increased investment. The primary effect is seen in sectors like hotels, transportation, entertainment and retail trade. Most of the sectors of the economy is affected by the tourism through secondary effects(Stynes, 1997). As development in the tourism sector contributes directly or indirectly to the economic development of the nation , the present study is an effort to study the relevance of the role of Tourism in the development of the Indian Economy.

2. OBJECTIVES OF THE STUDY

a) To study the role of tourism in the development of economy.

b) To identify the factors influencing the selection of tourism destination in the State of Karnataka, India.

c) To identify the factors determining the tourist preferences in selection of hotels across the State of Karnataka, India.

a) Role of tourism in the development of Indian Economy

World tourism industry is the industry which is prosperous all across the world. The world tourism industry is always in a state of fluidity, ever changing in the situation. The significant contribution of Travel & Tourism industry to GDP in 2015 was USD2, 229.8bn 3.0% of GDP ((Turner, 2016). Travel & Tourism's direct contribution to world GDP is set to grow by 4.4% on an average per year over the next ten years and outpace growth in the wider economy and other industries, notably retail and public services. The broader effects from investment impacts induced income and the supply chain. This comprise jobs by hotels, travel operators, aviation and other transport services.For example, the activities of the restaurant and leisure industries directly is supported by tourists. By 2023, Travel & Tourism's total economic contribution is forecasted to rise to US$ 10.5 trillion in GDP, almost 340 million in jobs, over US$ 1.3 trillion in investment and almost US$ 2.0 trillion in exports. In the global economy the significance of Travel & Tourism industry will be escalated by 2023. Travel & Tourism's total contribution will account for 10.0% of GDP and 1 in 10 jobs (WTTC, 2016). Total Travel & Tourism employment is forecast to increase by over 70 million jobs over the next decade, with two-thirds of the additional jobs in Asia.

Today tourism is the largest service industry in India, contributing 6.23 percent to the country's GDP (Dangarwala, 2016). It accounts for 8.78 percent of the total employment (Deshwal, 2015). According to official estimates, the Indian tourism industry has out-performed the global tourism industry in terms of the Foreign tourists' numbers and revenue generation. India saw more than five million annual Foreign tourists' arrivals and 562 million Domestic visitors(Indian Tourism Statistcs 2017). India has also made to the list of Rising Stars as one of the most preferred tourists destinations.

According to World Travel and Tourism Council, India is emerging as a tourism hotspot. According to the Travel and Tourism Competitiveness Report 2009 released by the World Economic Forum, India is ranked 11th in the Asia Pacific region and 62nd overall, moving up three notches on the list of the world's attractive destinations. It is ranked as 14th best tourists destination for its natural resources and as 24th for its cultural heritage. It boasts of many World Heritage Sites, both natural and cultural, rich fauna, and strong creative industries in the country. India is ranked 37[th]for its air transport network. The Indian travel and tourism industry ranked 5th in the long-term (10-year) growth and is expected to emerge as the second largest employer in the world by 2019.

An Overview of Travel and Tourism Industry in the State of Karnataka, India

The fastest growing industry in a developing country like India is tourism industry. The novelty of the nature is the main reason to attract more number of tourists (Madhavi Chockalingam, A. Auroubindo Ganesh,

October 2010). Karnataka state have the second-highest number of protected monuments in the country, 507 centrally and 750 additional protected by the State Government. The state is also known as the 'Cradle of Stone Architecture'. The state of Karnataka is one of the top ten domestic tourism destinations in India and was ranked 4th in 2011. ("Handbook of Karnataka, Karnataka The Tourist Paradise". Archived from the original on 2012-02-) The state have various tourism assets such as beaches, hill stations, heritage monuments, national parks, wild life sanctuaries etc. Given the variety of the tourism assets, the state is promoted under the tagline "One state, many worlds".Karnataka attracted around 84.68 million tourists with around 84.10 million domestic tourists and 0.57 million international tourists in 2015. (Department of Tourism).

b) Factors influencing the selection of tourist destination in the State of Karnataka, India

The important factors that influence the selection of tourist destination are convenient lodging, safety, quality food, security, good transportation facilities, adventure and shopping facilities. Service quality was identified as an important factor that influence on perception of tourist. The service quality mainly depends on lodging, safety, quality food and security. For developing tourism industry professionally there is a need for price regulation on essentialcommodities and service, lodging facilities at competitive price, good quality food (Ahmed, Azam, & Bose, 2010).

Different phases of tourism have been identified namely static phase, dynamic phase and combination of static and dynamic phase. The various factors influencing tourism are assingned to these three groups and analysed for studying the satisfaction levels of customers. Tourist destinations are selected on the psychological choice set of competing destinations. Among all the factors available,hotel had a significant impact on choice of the destination (Sarma, 2014).

The tourist destination decision making process is similar to the consumer decision making process which is influenced by internal as well as external factors that includes social, psychological, cultural and personalfactors. Amenities, accessibility, attractions are some of the important elements of tourism destination. The tourists' needs are met by different types of tourism destination namely ethnic, cultural, historical, environment and recreational (Seyidov & Adomaitienë, 2016).

Realising the significance of heli-tourism, The State of Karnataka's heli-tourism appears to be well set to take offthe government claims that it is working on several initiatives. Dedicated helipads and separate helicopter corridors will be set up by involving private players (Manu, 2016) to develop the destination amenable to the tourirts.

According to UdupiToday.com, 2016 report, water dams are likely to attract adventure tourism in the State of Karnataka, India. The scenic beauty of major reservoir in the State will possibly be exploited through PPP (Public-Private-Partnership) model. Three-star hotels, budget hotels, food courts, theme parks, and resorts is expected to develop over time to promote adventure sports and entertainment facilities that play a considerable role in selction of a tourism destinations.

Medical tourism known for finding a cheaper and superior healthcare options around the world also have an influence on selction of a tourist destination. This unique selction factor have reaffirmed the city of Bengaluru's (Bangalore city in the State of Karnataka, India) reputation as a global medical destination thus improving Karnataka's tourism earnings in general. At least 88,020 Foreign patients visited the city since January 2014 for treatment (Sreemoyee, 2016). According to the five top hospitals in the city that treat Foreign patients, most of the Foreign patients seek cancer care, organ transplants, cardiac care, nephrology, urology, neurosurgery and orthopaedics. Bangladesh, Iraq, Yemen, Maldives, Oman, Mauritius, Tanzania, Kenya, Nigeria and Indonesia are the top ten countries the city hospitals receive patients from.

Development of a coastal tourism not only persuade tourists choice but also leads to good infrastructure in costal Karnataka by establishing better water and sewage systems, roads, electricity, telephone and public transport networks, green tourists' police. All these facilities would enhance the standard of living for residents and facilitates tourism (Chandrashekara, Nagaraju, Jun 2014).

To develop a tourist destination, infrastructure facilities like water supply, sanitation, quality roads, drainages, power supply, parking facilities needs to be imporved for improving socio-economic conditions of the tourist destination (S. Shrinivas, Seenivasa K N, April 2014).

Primary assets like destination, location, occasion, experience and the Support assets like infrastructure facilities like roads, hotels, tourism office, signage, civic amenities, hospitality services, entertainment, recreation facilities, museums, shopping and restaurant facilities are essential for the development of tourist destination (Karnataka Tourism Vision group, 2014).

Tourists are more sensitive towards the infrastructural facilities particularly those from Europe, America and Asia. Tourism infrastructure, tourists' income, distance, and prices are significant components in the demand equation of tourism. The demand for international tourism function is extended to include substitute for infrastructural development (Seetanah B Juwaheer T D, Lamport M J, 2011).

b) Factors determining the tourist preferences in selection of hotels across the State of Karnataka

Tourists select their hotels on the basis of brand name and facilities like gym, spa, shopping arcade, business center and travel desk, multi-cuisine and factors like cleanliness, courtesy, quality of service, internet access also decide their selection (Dolnicar and Otter 2003).

Numerous facilities and services can be offered in a hotel such as restaurants, bars, guest rooms ,meeting rooms, fitness facilities, casinos parking facilities and business centers. The hotel facilities ought to be designed consistent with its location so that its services can be marketed to both hotel guests and local residents (Bakker 2006).

The demand in the hotel industry is highly fluctuating throughout the year. Dube and Renagthan,1999 mentioned that the internal factors such as hotel attributes are important in maintaining its performance because of the complexity of the market and the characteristics of hotel products.

Customer loyalty towards a hotel may come down if various factors such as cleanliness, services, location, price and so on are taken into consideration. These attricutes are important to help hotel operators do profitable business and understand customer behavior better (Chu and Choi, 2000). Staff service quality, room quality and customer value are the most important factors that influence the travellers' complete satisfaction with the hotel stay and their likelihood of returning to the same hotel in subsequent trips.

Cleanliness was the most important attribute for travellers in hotel selection which was followed by security, tariff and other services offered (Atkinson (1988).

Major factors influencing hotel selection are service, price and value, security, extra facilities, technology, comfortable room, food and beverages, parking, location, complementary goods and health sensitivity (Cobanoglu et al. 2003).

Tourists depend on online mode for travel information as revealed by many surveys. Though the International tourists prefer travel magazines and guides, TV channels, Tourism expo, internet is the widely used media for tourism(Litvin, Goldsmith, & Pan, 2008; Sigala, Lockwood, & Jones, 2001).

RESEARCH METHODOLOGY

Techniques of sampling, data collection procedures and the methods of analysis are discussed below.

DATA COLLECTION

Primary Data

Saunders *et al.* (2011) pointed out that most of the management and business researches are either descriptive or exploratory in nature and involve collecting primary data through questionnaire. As this research is descriptive in nature, primary data has been collected using structured questionnaire.

Secondary data

Secondary data were collected to be acquainted with infrastructural problems of Tourism in Karnataka state. Some of the secondary sources are like e-journals Viz, International journal of environmental studies, Journal

of travel research, Journal of Tourism etc. And some books Viz, Tourism by David A Fennel, b Ralf Buckley and Tourism by Stephen Wearing etc. And some of the

Internet sources like tourism.org, tourismindia.com, tourismsocietyofindia.com,karnatakaforest.gov, karnatakatourism.org etc.

Sampling Methods

The tourist guests staying in hotels in Karnataka were the sample respondents. Convenient sampling was adopted to select the samples. The sample selection process was continued until the required sample sizes of about 175 responses have been obtained. (As per the calculation sample size is 139 for the infinite popupulaiton but for this study we have taken 175 it is justifyable. It should not be lesser than 139)

Sample size

Sample size calculation : *Sample Size - Infinite Population* (where the population is greater than 50,000)

$$n = p\% \times q\% \times \left(\frac{z}{e\%}\right)^2$$

Where, n is the minimum sample size required

p% is the proportion belonging to the specified category

q% is the proportion not belonging to the specified category

z is the value corresponding to the level of confidence

e% is the margin of error required

p%= 10

q%=90

z = 1.96, for a 95% confidence level

e% = 5

n=10 x 90 x (1.96/5)² = 138.2976

[**Source:** Saunders, M, Lewis, P, Thornhill, A. (2011), Research Methods for Business Students, 5/e, Pearson education, pp 581].

The sample size as per calculation given below is 139. For authenticity of analysis, the researcher have collected data from 200 respondensts out of which 175 respones were found to be complete in all respects. Therefore, 175

responses were taken as the sample size. The present study has been conducted in selected tourism destinations across Karnataka state, India. The responses have been collected proportionately from all the districts in the State of Karnataka viz; Shimoga, Uttara Kannada, Mysore, Hassan, Dakshina Kannada and Kodagu districts.

Table 1.1
Tourist inflow in Tourism destinations in Karnataka for the year 2016

Tourism Destinations	Domestic tourists	International Tourists	Total Tourists
Shimoga	2,301,688	5,099	2,30,6,787
Uttara Kannada	2,005,769	36,533	2,04,2,302
Mysore	13,260,37	114,160	1,33,74,533
Hassan	3,400,014	106,846	35,06,860
Dakshina Kannada	8,769,681	2,577	80,91,892
Kodagu	1,810,960	5,297	18,16,257
Total			3,11,38,631

Source: Department of Tourism

The above mentioned all districts are called as Malnad districts in karnataka (*"Climate and Rainfall – Karnataka".)* have encompassed beautiful and attractive tourist spots that have been blessed with abundant natural resources. These have got varied geographical features with thick forest, perennial rivers, abundant flora and fauna and a long coastal line.

Statistical tools used for research

Factor analys was administried to identify the factors affecting tourist's preference in selection of hotels. The reliability and validity of factor analysis was tested using KMO and Bartlett's test.

There were eight variables under consideration for Factor analysis namely, (1) Tariff (2) customer loyalty programmes (3) accessibility (4) Ambience (5) Brand name (6) Hygiene factors (7) Multi cuisines restaurants and Bar (8) facilities like Gym, Spa, shopping Arcade, Business center and Travel desk.

The basic principle behind the application of factor analysis is that the initial set of variables should be highly correlated. To test the significance of correlation matrix using Bartlett's test of spherecity the following hypothesis was made.

Hypothesis

H_{n1}: The correlation matrix is insignificant.

Ha_1: The correlation matrix is significant

Besides this the value of Kaiser-Meyer- Olkin (KMO) statistics which takes a value between 0 and 1 should be greater than 0.5 for the application of factor analysis.

Table 1.2
KMO and Bartlett's Test for Factors affect the tourist preferences in selection of Hotels in the State of Karnataka, India

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.812
Bartlett's Test of Sphericity	Approx. Chi-Square	567.127
	df	28
	Sig.	0.000

It may be noted from the above data that the value of KMO statistics is greater than 0.5 indicating that the factor analysis could be used for the given set of data. Bartlett's test of sphericity testing for the significance of the correlation matrix of the variables indicates that the correlation matrix is significant as the P value corresponding to the Chi-square statistic is less than 0.05,

the assumed level of significance, indicating the rejection of the hypothesis that the correlation matrix of the variables is insignificant. The sample size of 175 is more than 5 times the number of variables (eight). All these justify the use of factor analysis in this case.

Table 1.3
Communalities for Factors affect the tourist preferences in selection of Hotels in the State of Karnataka

	Initial	Extraction
Tariff	1.000	0.756
Customer Loyalty Programmes	1.000	0.710
Accesibility	1.000	0.635
Ambience	1.000	0.659
Brand name	1.000	0.745
Hygiene factors	1.000	0.739
Multicusine restaurants and bar	1.000	0.628
Facilities like Gym, Spa, Shopping arcade, Business Center and Travel Desk	1.000	0.401

Extraction Method: *Principal Component Analysis.*

The communalities for the Brand name are 0.756. This means 75.6% of the information content of the Brand name is captured by the two factors. Similarly, other communalities can be interpreted.

Table 1.4
Total Variance Explained for Factors affecting tourist preferences in selection of Hotels in Karnataka

Sl.No.	Initial Eight values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.7	46.1	46.1	3.7	46.1	46.1	3.08	38.4	38.4
2	1.5	19.7	65.9	1.5	19.7	65.8	2.1	27.4	65.9
3	.72	9.0	74.9						
4	.56	7.0	82.0						
5	.44	5.5	87.5						
6	.39	4.9	92.5						
7	.35	4.4	97.0						
8	.23	2.9	100.0						

Extraction Method: Principal Component Analysis.

There are two factors extracted .The first factor accounts for 46.154% of the variations in the data and the third factor accounts for 19.754% of the variations in the data. The total variance summarized by all these three factors is 65.908% which is fairly good.

Role of Tourism in the development of the Indian Economy: A strategic approach

Table 1.5
Component Matrix for Factors affecting tourist preferences in selection of Hotels in Karnataka

	Component	
	1	2
Tariff		0.744
Customer Loyalty Programmes	0.604	0.587
Accessibility	0.654	
Ambience	0.798	
Brand name	0.726	
Hygiene factors	0.796	
Multicusine restaurants and bar	0.706	
Facilities like Gym, Spa, Shopping arcade, Business Center and Travel Desk	0.633	

Extraction Method: Principal Component Analysis.

It can be analyzed from that table that the factor loading of the variables has been done with 0.5 as the cut off value. The first factor comprises the variables Brand name, Multicuisines restaurants, Ambience, Hygiene and facilities like gym, spa, shopping Arcade, Business Center and travel desk that could be named as product related factors.The Second factor comprises the variables customer loyalty programmes, Tariff, accessibility and could be named as non product related factors.

Table 1.6
Rotated Component Matrix for Factors affecting the tourist preferences in selection of Hotels in Karnataka

	Component	
	1	2
Tariff		.869
Customer Loyalty Programmes		.821
Accessibility		.736
Ambience	.753	
Brand name	.863	
Hygiene factors	.845	
Multicusine restaurants and bar	.788	
Facilities like Gym, Spa, Shopping arcade, Business Center and Travel Desk	.547	

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 3 iterations.

DISCUSSION AND CONCLUSION

The research study advances the theoretical understanding of the role of tourism in economic development of Indian economy that adds to the reservoir of existing literature. The findings illustrates that tourism industry stimulate employment & investment opportunities, transforms economic structure and make postitive contribution towards social change. It was found that healthcare tourism is one of the trends that covers a broad spectrum of services. Combining it with wellness, leisure or relaxation will bring new opportunities in Indian tourism boosting the economy.

The review of existing work affixes additional insights by identifying some factors influencing the tourists' preference for a tourism destination. The findings illustrate and supports that the purpose of tourism range from exploring could be ethnic, cultural, historical, environment, recreational, healthcare tourism. Factors influencing destination preferences have been studied from theoretical lens and suggests factors like convenient lodging, safety, quality food, security, good transportation facilities, adventure and shopping facilities, service quality, pricing, amenities, accessibility and local attractions are major factors. Intrestingly, heli-tourism is also becoming an important factor into consideration.

Consistent with the the study of Dube and Renganathan (1999),Chu and Choi (2000), Atkinson (1988) and Mehta (1990), factors affecting tourists' preferences for a hotel were grouped as product (brand name, multicuisines, ambience, hygiene and facilities like Gym, Spa, shopping arcade, business center and travel desk) and non-product related factors (customer loyalty programmes, tariff, accessibility) using factor analysis. The findings highlights some unique insights of offering multicuisine as Indian cuisine is preferred most followed by continental cuisine by tourists' in India.

These study accentuate the need for hoteliers to be aware of the factors responsible for tourists' preference for tourism destination and hotel in India to execute their strategies for promoting the growth of Indian economy.

Future of Travel & Tourism Industry (2017-2023)

Travel & Tourism's direct contribution to world GDP is set to grow by 4.4% on an average per year over the next ten years, and outpace growth in the wider economy and other industries, notably retail and public services. By 2023, Travel & Tourism's total economic contribution is forecast to rise to US$ 10.5 trillion in GDP (2012 prices), almost 340 million in jobs, over US$ 1.3 trillion in investment (2012 prices) and almost US$ 2.0 trillion in exports (2012 prices). The growing importance of Travel & Tourism in the global economy will mean that by 2023, Travel &Tourism's total contribution will account for 10.0% of GDP and 1 in 10 jobs. Total Travel & Tourism employment is forecast to increase by over 70 million jobs over the next decade, with two-thirds of the additional jobs in Asia.

REFERENCES

Ahmed, F., Azam, M., & Bose , T. K. (2010). Factors Affecting the Selection of Tour Destination in Bangladesh: An empirical study. *Internatinal Journal of Business and Management, 5* (3), 51-61.

Ahmed, F., Azam, M., & Bose , T. K. (2010). Factors Affecting the Selection of Tour Destination in Bangladesh: An empirical study. *Internatinal Journal of Business and Management, 5* (3), 51-61.

Ashwini, Y. (2016, April 20). *State:Deccan Herald.* Retrieved from Deccan Herald Web site: *http://www.deccanherald.com/content/541571/three-heritage-sites-karnataka-miss.html*

Atkinson, A., (1988). Answering the External Question, What Does Customer Want?.*The Cornell Hotel and Restaurant Administration Quarterly.* 2, 12-14. [online] Available at: *http://www.emeraldinsight.com/journals.htm?articleid=840438&show=abstract* [Accessed on 3 may 2012].

Bakker, A, Michiel., (2006). Hotel restaurant concept selection consideration: which factors to taken in to account?. [Online]Available at: *http ://digital commons. library .unlv.edu/thesis dissertations/596* [Accessed on 4 May 2012]

Brady, M., & Cronin, J. (2001). Some new thoughts on conceptualizing perceived service quality: A Hierarchical approach. *Journal of Marketing.* 65, 34-49. [online] Available at: *http://www.jstor.org/discover/10.2307/3203465?uid=3738256&uid=2&uid=4&sid=21100794686671* [Accessed on 4 May 2012].

B. Chandrashekara, Nagaraju. (Jun 2014). "Costal Tourism In Karnataka". *International Journal of Research in Humanities Arts and Literature* , Vol. 2, Issue 6, (P) 57-72.

Choi, C., T., and Chu, R., (2001). Determinants of hotel guests' satisfaction and repeat patronage in the Hong Kong hotel industry. *International Journal of Hospitality Management.* 20 (3). 277-297. [online] Available at : *http://www.sciencedirect.com/science/article/pii/S0278431901000068* [Accessed on 2 May 2012]

Chu, R., K.& Choi, C., T., (2000). An Important Performance Analysis of Hotel Selection Factors in the Hong Kong Hotel Industry: A Comparison of Business and Leisure Travelers. *Journal of Tourism Management.* 21, 363-377. [online] Available at : http://www.emeraldinsight.com/journals.htm?articleid=840438&show=abstract [Accessed on 2 May 2012]

Clark, H., (2001). The Economics of Tourism. *Economic Record,* 77 (239). [online] Available at: *http://books.google.co.in/books?hl=en&lr=&id=uB_ghX c1N1IC&oi =fnd&pg=PA22&dq= 26.%09Clark, +H.,+(2001). +The+Economics+of+ Tourism.&ots=hAMKyMlN58&sig= sCknMNNJZoh WN3Sf6ksoDqfVUHQ#v= onepage&q &f=false* [Accessed on 2 May 2012].

Clayton. L (2010). The Impact of the Current Recession on the Corporate Hospitality Industry. *Hospitality Management Review Student Journal at Sheffield Hallam.* 1-22. [online] Available at: http://research.shu.ac.uk/domino/index.php/HMJ/article/view/6 [Accessed on 2 may 2012].

Cobanoglu, C., Corbaci, K., Moreo, P.J. &Ekinci, Y. (2003). A Comparative Study of the Importance of Hotel Selection Components by Turkish Business Travelers. *International. Journal of Hospitality and Tourism Administration.* 4 (1), 1-22. [Online] Available at: http://www.tandfonline.com/doi/abs/10.1300/J149v04n01_01 [Accessed on 3 may 2012].

Dangarwala, D. R. (2016). Scenario of Tourism Industry in India. *International Research Journal of Multidisciplinary.*

Deshwal, D. P. (2015). Tourism Industry: An Instrument of Indian Economic Growth. *International Journal of scientific research and management (IJSRM)* , 2137-2140.

Dolnicar, S., & Otter, T., (2003). Which hotel attributes matter? A review of previous and a framework for further research. *In: T. Griffin, & R. Harris (Eds.),* Asia Pacific Tourism Association ninth annual conference, *Sydney, Australia.* 176–188. [online] Available at: http://

ro.uow.edu.au/commpapers/268/ [Accessed on 2 May 2012].

Dr. S. Shrinivas, Seenivasa K N. (April 2014). Public Health Engineering: A Social Assessment of Urban Infrastructure in North Karnataka. *International Journal of Humanities and Social Science Invention* , Volume 3 Á Issue 4.

Dube, L., & Renaghan, L. M. (2000). Creating Visible Customer Value-How Customer View Best- Practice Champions. *The Cornell Hotel and Restaurant Quarterly.* **1** (41), 62-72. [online] Available at : *http://www.hotelschool.cornell.edu/research/chr/pubs/register/login.html?url=%2Fchr%2Fpdf%2Fshowpdf% 2Fpublications% 2Fhraq%2Ffeature%2Fbestpractices%2Fbp_mkint.pdf %3Ff%3DCHR%26my_path_info%3Dpublications%252fhraq%252ffeature%252fbestpractices% 252fbp_mkint%252epdf* [Accessed on 1 may 2012].

Ekanayake, E. M., & Aubrey, E. (2012). Tourism Development and Economic Growth in Developing Countries. *The International Journal of Business and Finance Research f& Volume 6 f& Number 1 f& 2012, 6* (1), 51-63.

Gedecho, K. (2014). Challenges of Religious Tourism Development The Case of Gishen Mariam, Ethiopia,. *American Journal of Tourism Research* , Vol. 3, No. 2.

Go, F., M., and Pine, R., (1995). Globalization strategy in the hotel industry. 352.

Haksik, Lee.,Yank, Lee., Dongkeun, Yoo., (2000). The determinants of perceived service quality and its relationship with satisfaction. *Journal of Services Marketing.* **14**(3), 217 – 231. [online] available at: *http://www.emeraldinsight.com/journals.htm?articleid=855872&show=abstract* [Accessed on 2 May 2012].

Hampton, A., (1989). *Business Travel in Tourism Marketing and Management Handbook.* Witt SF, Moutinho L. (eds.). London: Prentice Hall.

Jaideep, S. (2016, April 17). *Home: Times of India.* Retrieved from Times of India Web site: *http://timesofindia.indiatimes.com/city/mangaluru/Karnataka-awaits-MoEF-nod-to-exploit-tourism-potential-in-42-beaches/articleshow/51864684.cms#*

John, J. (2003). *Fundamentals of Customer-Focused Management: Competing Through Service.* Westport, CT:Praeger

Karnataka Tourism Vision group. (2014). *Karnataka Tourism Vision group 2014 report.* Karnataka Tourism Vision group 2014 report

Koenig, U. (1998). Tourism in a Warmer World: Implications of Climate Change Due to Enhanced Greenhouse Effect for the Ski Industry in the Australian Alps.

Wirtschaftsgeographie und Raumplanung. **28**. [Online] Available at: *http://fama2.us.es:8080/turismo/turismonet1/economia%20del%20turismo/turismo%20y%20medio%20ambiente/CLIMATE% 20CHANGE%20AND%20TOURISM%20IN% 20NORTH%20AMERICA%20MOUNTAINS.PDF* [Accessed on 1 May 2012].

Lehto Leary.,& Morrison, (2004). The effect of prior experience on vacation behaviour. *Annals of Tourism Research.***31 (4)**, October 2004, 801–818. [online] Available at:http://www.sciencedirect.com/science/article/pii/S0160738304000702 [Accessed on 2 May 2012].

Lim, W., (2010). Factor Analysis of Variables Affecting e-Marketing Adoption by UK Independent Hotels. *Information and Communication Technologies in Tourism 2010.***2**, 39-50. [online] Available at: http://www.sciencedirect.com/science/article/pii/S0278431908000546 [Accessed on 1 May 2012].

Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management.* 29(3), 458–468. [online] Available at: *http://www.sciencedirect.com/science/article/pii/S0261517707001343* [Accessed on 1 May 2012].

Lockyer, T., (2000). A New Zealand investigation into the factors influencing consumers' selection of business hotel accommodation. *Australian Journal of Hospitality Management.* **7** (2) (2000), 11–23. [online] available at : *http://www.sciencedirect.com/science/article/pii/S0278431903000240* [Accessed on 1 May 2012].

Madhavi Chockalingam, A. Auroubindo Ganesh. (October 2010). Problems encountered by tourists, Peerreviewed. *Open access journal BEH - Business and Economic Horizons Volume,* Volume 3 | Issue 3.

Manu, A. (2016, January 24). *Home: The Times of India.* Retrieved from The Times of India Web site: *http://timesofindia.indiatimes.com/city/bengaluru/After-a-decade-heli-tourism-set-to-take-off-in-Karnataka/articleshow/50702671.cms*

McArthur, S. (1994). Meeting visitor needs: acknowledging a symbiotic relationship - better heritage management via better visitor management. *Australian Parks & Recreation 1994.* **30** (3), 12-17. [Online] Available at : *http://www.cabdirect.org/abstracts/19951801406.html;jsessionid=D08D0D473B4906876 D4BA15DD658EB67* [Accessed on 1 May 2012].

Sarma, M. K. (2014). Destination Choice Pattern and Tourist Segments. *Tourist Behaviour: A Psychological Perspective* , 137-149.

Dr. S. Santhosh Kumar, Dr. P V Raveendra, Dr. Padmalini Singh and Dr. Rizwana

Seetanah B Juwaheer T D, Lamport M J:. (2011). Does Infrastructure Matter in Tourism Development? *University of Mauritius Research Journal*, Volume 17.

Seyidov, J., & Adomaitienë, R. (2016, March). Factors influencing local tourists' decision-making on choosing a destination: a case of azerbaijan. *Ekonomika 2016*, ekonomika 2016 Vol. 95(3).

Sreemoyee, C. (2016, May 27). *Home: Times of India*. Retrieved from Times of India Web site: *http:// timesofindia.indiatimes.com/city/bengaluru/83000-foreign-patients-came-to-Bengaluru-over-past-two-years/articleshow/ 52458831.cms*

The Hindu. (2012, September 28). *Cities: The Hindu*. Retrieved from The Hindu Web site: *http://www.thehindu.com/news/*

cities/Mangalore/tour-operators-pitch-for-better-facilities/ article3944908.ece

Turner, R. (2016). *Travel & Tourism Economic Impact*. World Travel and Tourism Council.

Udupi Today.com. (2016, August 8). *Home: Udupi Today.com*. Retrieved from Udupi Today.com Web site: *http:// www.udupitoday.com/udtoday/news_Karnataka-s-dams-to-be-hub-of-adventure-tourism_7755.html*

(2016). World Travel & Tourism Council: Travel & Tourism Economic Impact. U.K.: WTTC.

(2018). World Travel & Tourism Council: Travel & Tourism Economic Impact. U.K.: WTTC.