An overview of the Organization that oversees the Tourism Industry

Pragati Srivastava[1]*, Dr Kamini Sinha[2]

[1]*Research Scholar NIT Patna,
[2]Associate Professor at NIT Patna

Abstract:

The tourism industry is a complex and diverse field, encompassing a wide range of businesses and organizations that provide products and services to travelers. These organizations operate within a global market, catering to a diverse range of customers with varying needs and preferences. In this overview, we will examine the various types of organizations, schemes and institute, that make up the tourism industry, including hotels, airlines, tour operators, travel agents, and destination marketing organizations. We will also discuss the challenges and opportunities faced by organizations operating in this sector, such as changing consumer preferences, technological advancements, and the impact of globalization. Overall, this overview aims to provide a broad understanding of the structure and dynamics of the tourism industry globally and in India and the various factors that shape its development and growth.

Keywords: Tourism Industries, organizations, challenges, development and growth.

Introduction:

Tourism is a significant industry that plays a vital role in the global economy, contributing to job creation, economic growth, and cultural exchange. It involves the movement of people from one place to another for leisure, business, or other purposes, and encompasses a wide range of activities, such as accommodation, transportation, food and beverage, attractions, events, and travel-related services. Tourism has become an increasingly important part of modern life, with millions of people traveling for business and pleasure every year. In this context, it is important to understand the structure and dynamics of the tourism industry, as well as the opportunities and challenges it presents to organizations and individuals involved in its operation and management.

Objective of the Paper:

- To give the overview of the organizations that works department wise for the tourism industry around the globe.
- To gives the understanding of the structure of the policies and organizations for smooth working of tourism industry.
- This research will give the proper understand of how Tourism Industries works.

Need of the study: studying the organizations and schemes working for the tourism industry is essential to understand their role and make informed decisions that can contribute to the growth and development of the tourism industry.

Methodology:

The methodology used Literature Review, Qualitative and case study analysis for this research paper.
After reading several Academics Research Papers, schemes, Google search, information has been covered.

1.1 Definitions of tourism;

First definition of tourism: It was given by Austrian economist Herman Van Scheullard in 1910. According to him –

"The sum total of operation mainly of economic nature which is directly related to entry, stay and movement of foreigner inside or outside a certain city or region is tourism."

In order to prevent the disaccords to define "Tourism", UNWTO defined it as indicated below;

"Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes."

In the language of Jews, the word 'Torah' means study or search and 'tour' seems to have been derived from it. In 'Latin' the original word 'Tornos' stands close to it. 'Tornos' was a kind of round wheel-like tool hinting at the idea of a travel circuit or a package tour. In Sanskrit, 'Paryatan' means leaving one's residence to travel for the sake of rest and for seeking knowledge. 'Deshatan' is another word which means travelling for economic benefits. 'Tirthatan' is the third equivalent which means travelling for religious purposes(Dr. Vladimir, 1967).

The definition of tourism is **"It is the system involving the discretionary travel and temporary stay of persons away from their usual place of residence for one or more nights, excepting tours made for the primary purpose of earning remuneration from points enroute" (Leiper, 1979).**

In 1991, the United Nations World Tourism Organization declared that

"Tourism comprises the activities of persons travelling to and staying in places outside of their usual environment for not more than one consecutive year for leisure, business or other purposes"

Its complexity derives from the multitude of elements that participate to make it work. These elements can be grouped into three basic subsystems: consumers (tourists), producers (tourism supply providers) and state and other organizations and institutions(Bošković et al., 2010)

Tourism is identified as "an important parameter to boost development of a region which is economically backward and has a strong potential of tourist attraction"(Vp et al., 2023)

This attraction could be in the form of natural beauty (hills, seas, rivers), Religious, Cultural (desert of Rajasthan), Historic sites and precincts, or any other source of attraction(Choudhury et al., 2023)

1.2 Organizations, schemes and institute operate within a global:

The tourism industry is constantly evolving, and organizations operating in this sector face a range of challenges and opportunities as a result. Some of the most significant challenges and opportunities that

organizations in the tourism industry face include changing consumer preferences, technological advancements, and the impact of globalization.

1.2a The European Union (EU) and the Organization for Economic Co-operation and Development (OECD) are both involved in promoting and developing tourism.

● The EU has a Tourism Policy that aims to **promote sustainable tourism, support the competitiveness of the European tourism industry, and promote Europe as a tourist destination**. The EU also provides funding and support for projects and initiatives related to tourism through its various programs.

● The OECD, on the other hand, **provides research, data, and policy guidance related to tourism. The organization conducts regular studies and produces reports on tourism trends, economic impacts, and policy recommendations** for member countries and the international community.

Figure 1: OECD

Source:https://www.google.com/search?q=oecd+tourism+countries&source=lnms&tbm=isch&sa=X&ved=2ahUKEwiS1eOtuL3-AhUyT2wGHdoaAeUQ_AUoAnoECAEQBA&biw=1920&bih=965&dpr=1#imgrc=NiL9j606dZgSDM

Both the EU and the OECD recognize the importance of tourism as a driver of economic growth and job creation. They also acknowledge the need to address the challenges that arise from tourism, such as over-tourism and environmental impacts.

The EU and the OECD work together on various initiatives related to tourism, such as the OECD Tourism Committee, which brings together experts from member countries to discuss and develop policies related to tourism. Additionally, the EU is a member of the OECD and works closely with the organization on various issues, including tourism.

1.2 b The OECD is an international organization that currently has 38 member countries. These countries are mainly developed economies and include countries from North America, Europe, Asia, and Oceania.

The European Union (EU) is a political and economic union of 27 member states located primarily in Europe. These member states are Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, and Sweden.

It's important to note that not all OECD countries are EU member states, and not all EU member states are OECD members. However, there is some overlap, as many EU member states are also members of the OECD.

In terms of tourism, both the OECD and the EU work with their member countries to promote and develop the industry. While the exact number of countries involved in tourism initiatives and policies may vary, it can be said that the majority of OECD and EU member countries are involved in tourism to some extent.

Figure 2: European Countries Name with their Flags

Source:https://www.google.com/search?q=EUROPEAN+UNION+COUNTRIES+LIST&source=lnms&tbm=isch&sa=X&ved=2ahUKEwiPvO7-wb3-AhWSS2wGHRiDDboQ_AUoAXoECAEQAw&biw=1920&bih=965&dpr=1#imgrc=0Yn9SYkjSI_sbM

2 Case Studies:

The tourism industry's major function is to serve travellers. Its success depends on the positive inter-relationships of all sectors. It is hoped that this synergy among tourism service providers will translate to a positive experience to the individual tourist.(Camilleri, 2018)

2.1 (a) Here in this paper we will discuss about the top 5 most visited country's Organizations, schemes and institute around globe. which gives the proper understanding about the working smoothly tourism industry.

Top 10 Most Visited Countries in the World Most Visited Countries in the World in 2022

1. France – 82.6 million visitors
2. The United States – 75.6 million visitors
3. Spain – 75.6 million visitors
4. China – 59.3 million visitors
5. Italy – 52.4 million visitors
6. United Kingdom – 35.8 million visitors
7. Germany – 35.6 million visitors
8. Mexico – 35.0 million visitors
9. Thailand – 32.6 million visitors
10. Turkey – 30 million visitors

(Note: The Top 10 Ranking of Most Visited Countries in the World is based on the most recent available numbers of visitors a country has gotten during a whole calendar year. https://globalconnect.uz/top-10-most-visited-countries-in-the-world)

Top OECD tourist destinations
International tourist arrivals, thousands, 2019-21
Source: OECD Tourism Trends and Policies 2022

Figure 3: Top 10 Tourist visited countries of 2022

Source:https://www.google.com/search?q=oecd+tourism+countries&source=lnms&tbm=isch&sa=X&ve
d=2ahUKEwiS1eOtuL3-
AhUyT2wGHdoaAeUQ_AUoAnoECAEQBA&biw=1920&bih=965&dpr=1#imgrc=TMmu_Ww-
Obm2sM

Table 1: International Organization

LOGO	YEAR OF ESTABLISHED	INTERNATIONAL ORGANIZATION	ITS ROLE AND RESPONSIBILITY
IATA	19 April 1945, Havana, Cuba	IATA – INTERNATIONAL AIR TRANSPORT ASSOCIATION	It is the prime vehicle for inter-airline cooperation in promoting safe, reliable, secure and economical air services - for the benefit of the world's consumers.
UNWTO World Tourism Organization	1946, Madrid Spain	UNWTO – UNITED NATION WORLD TOURISM ORGANIZATION	The World Tourism Organization (UNWTO) is the United Nations agency responsible for **the promotion of responsible, sustainable and universally accessible tourism**.
ICAO	4 April 1947, Montreal, Canada	**ICAO- INTERNATIONAL CIVIL AVIATION ORGANIZATION**	The International Civil Aviation Organization (ICAO) **creates regulations for aviation safety, security, efficiency and regularity and environmental protection**.
PATA Pacific Asia Travel Association	1951, Bangkok	**PATA – PACIFIC ASIA TRAVEL ASSOCIATION**	(PATA) is a not-for-profit membership-based association that acts as a catalyst for the responsible development of travel and tourism to, from and within the Asia Pacific region.

	1990 London	WWTC – WORLD TRAVEL & TOURISM COUNCIL	WTTC's mission is **to raise awareness of the full economic impact of Travel & Tourism**

2.2 a) Indian Organization

The Indian tourism organization is responsible for various activities related to tourism, including promoting India as a tourist destination, developing tourism infrastructure, conducting research on tourism trends, and providing support and assistance to stakeholders in the tourism industry.

In India, tourism is the third largest industry in which about ten million people are employed directly or indirectly(Roy, 2012).

OBJECTIVES:

Some of the initiatives undertaken by the Indian tourism organization include promoting tourism through advertising campaigns, developing new tourist circuits and destinations, organizing cultural events, and providing financial and technical support to tourism-related projects. The first public milestone in the history of tourism was the creation of the Indian Tourism Development Corporation (ITDC), in 1966.(Baken & Bhagavatula, 2012)

The organization also works closely with state tourism departments, industry associations, and other stakeholders to develop and implement policies and programs that support the growth of tourism in India.

Overall, the Indian tourism organization plays a crucial role in promoting and developing tourism in India, which is a significant contributor to the country's economy and employment. There is some list below:

Table 2: National Organization

	1951	TAAI – TRAVEL AGENTS ASSOCIATION IN India	The Travel Agents Association of India (TAAI) to promote its orderly growth and development and to safeguard the travelling public from exploitation by unscrupulous and unreliable operators.

	1 October 1966	ITDC – INDIAN TOURISM DEVELOPMENT CORPORATION	Indian Tourism Development Corporation (ITDC) is a travel and tourism organization in India, which is responsible for the development and promotion of Indian tourism at domestic as well as international level.
	1982,New Delhi	IATO – INDIAN ASSOCIATION OF TOUR OPERATOR	Main roles and functions of IATO are following as: Promote national integration and international understanding. Acts as an image builder. Organizes 'Farm Tour' (overseas). Encourage tourism education and research. Settle disputes between the members. Protect the members from the mal-practices. Provides information.
	1986	TAFI – TRAVEL AGENTS FEDERATION OF INDIA	promotes and develops tourism, helps in collaboration, and protects the interest of Indian Travel companies in India.
	7th August 1996	ADTOI – ASSOCIATION OF DOMESTIC TOUR OPERATORS IN INDIA	purpose of consolidating the efforts of all those tour operators who are actively engaged in the promotion of "Domestic Tourism" in the country.

b) Schemes

1. **Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)**

OBJECTIVE: integrated development of identified pilgrimage and heritage destinations[1]

- To enhance tourism **attractiveness in a sustainable manner**

To harness pilgrimage tourism so that it directly affects and multiplies the **employment generation and economic development.**

To promote **local art and culture, handicraft and cuisines** etc.

To develop **world-class infrastructure in religious destinations**

PRASHAD Scheme:
Launch:

The 'National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD)' was **launched by the Ministry of Tourism in the year 2014-15** with the objective of holistic development of identified pilgrimage destinations.

The **name of the scheme was changed** from PRASAD to "National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD)" in October 2017.

Implementing Agency:

The projects identified under this scheme shall be implemented through the identified agencies by the respective State/ Union Territory Government.

Objective: Rejuvenation and spiritual augmentation of important national/ global pilgrimage and heritage sites.

Follow community-based development and create awareness among the local communities.

Integrated tourism development of heritage city, local arts, culture, handicrafts, cuisine, etc., to generate livelihood.

Strengthen the mechanism for bridging the infrastructural gaps.(Pasad, S. Kashyap, Rs. Purohit, 2007)

Funding:
Under it, the Ministry of Tourism provides **Central Financial Assistance (CFA) to State Governments for promoting tourism** at identified destinations.

For components within public funding under this scheme, the Central Government will provide a 100% fund.

For improved sustainability of the project, it also seeks to involve **Public Private Partnership (PPP)** and **Corporate Social Responsibility (CSR)** as well.

Source:*https://pib.gov.in/PressReleasePage.aspx?PRID=1735970*

Figure 4: PRASAD LISTED CITIES

Source:*https://www.google.com/search?q=prasad++cities&tbm=isch&ved=2ahUKEwjBgK6dzb3-AhXh5nMBHVNmDBIQ2-cCegQIABAA&oq=prasad++cities&gs_lcp=CgNpbWcQAzIHCAAQGBCABDoNCAAQigUQsQMQgwEQQzoHCAAQigUQQzoICAAQgAQQsQM6BQgAEIAEOgYIABAHEB46CAgAEAUQBxAeUPsCWLkaYPUiaABwAHgAgAGBAogB7hWSAQUwLjkuNZgBAKABAaoBC2d3cy13aXotaW1nwAEB&sclient=img&ei=SuJDZMGzF-HNz7sP08yxkAE&bih=965&biw=1920#imgrc=8GYgFP1-v4uThM*

2.   HRIDAY (Heritage City Development and Augmentation Yojana) :

•   HRIDAY has been launched for conserving and preserving the heritage character of the cities.

•   It seeks to promote an integrated, inclusive and sustainable development of heritage sites, focusing on maintenance of monuments and on advancement of the entire ecosystem.

•   Preserve and revitalize the soul of the heritage city to reflect the city's unique character by encouraging aesthetically appealing, accessible, informative & secured environment.

•   The scheme will be completely funded by Union Government to create infrastructure and provide facilities around the heritage sites to attract more tourists.

•   United Nations' Educational, Social and Cultural Organization (UNESCO) has shown keenness to collaborate with the Ministry of Urban Development in implementing the 'Heritage Development and Augmentation Yojana (HRIDAY).

OBJECTIVES:

•   To bring urban planning, economic growth and heritage conservation together for heritage cities.

• Beautification in an inclusive and integrated manner with focus on cleanliness, livelihoods, skills, safety, security, accessibility and faster service delivery of heritage cities.

• To guide their conservation, restoration, future use and development.

• Create improved connectivity platform and access to tourists.

• Improve last-mile connectivity heritage sites by documentation, conservation of areas, providing more facilities for women, senior citizens and differently bled citizens.(MoUD, 2015)

• To undertake strategic and planned development of heritage cities aiming at improvement in overall quality of life with specific focus on sanitation, security, tourism, heritage revitalization and livelihoods retaining the city's cultural identity.

• In the initial phase of HRIDAY, 12 heritage cities have been identified which will be rejuvenated and developed. Union Government will provide 500 crore rupees to these 12 cities.

Figure 4: HRIDAY LISTED CITIES

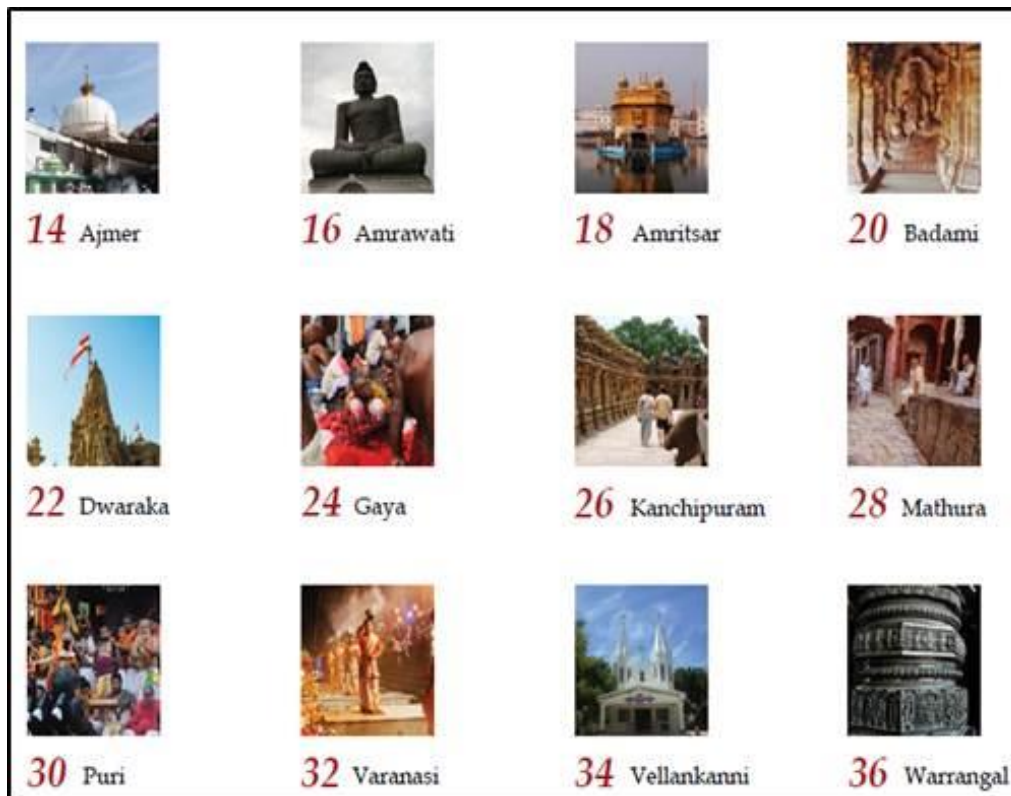Source:https://factly.in/hriday-initiative-of-ministry-of-urban-development-infographic/

Figure 5: HRIDAY LISTED CITIES WITH PHOTO

Source:**https://doitnowbuddy.wordpress.com/2015/07/13/1-policies-and-programmes/**

3.   Incredible India (SWADESH DARSHAN)

OBJECTIVE: integrated development of identified pilgrimage and heritage destinations[1]
Enhancing the tourist attractiveness in a sustainable manner by developing world-class infrastructure in the circuit /destinations[1]
Promote cultural and heritage value of the country to generate livelihoods in the identified regions
[1:] Source: *https://www.brainyias.com/schemes-of-ministry-of-tourism/*

Figure 6: SWADESH DARSHAN PROJECT

India, with its rich history, diverse culture, and breathtaking landscapes, offers a wide range of tourism circuits for travelers. There are several tourist centers in India, but some of them are more in demand in comparison to others. Hence, certain special arrangements are provided to facilitate the tourists to visit these circuits without much difficult(FMIC, 2019).

Here are some of the most popular tourism circuits in India:

1.   The Golden Triangle: The Golden Triangle circuit covers the three most popular cities of North India: Delhi, Agra, and Jaipur. The circuit takes you through the magnificent forts, palaces, and historical monuments of these cities.

2.   Kerala Backwaters: Kerala, located in the south of India, is famous for its backwaters, which consist of a network of canals, lagoons, and lakes. A boat ride through these backwaters is a serene and peaceful experience that takes you through picturesque villages and scenic landscapes.

3.   Himalayan Circuit: The Himalayan circuit covers the states of Jammu and Kashmir, Himachal Pradesh, Uttarakhand, and Sikkim. This circuit offers breathtaking views of the Himalayas, with picturesque hill stations, snow-capped mountains, and scenic valleys.

4.   Beach Circuit: The beach circuit covers the coastal states of Goa, Maharashtra, and Kerala. This circuit takes you through some of the most beautiful beaches in India, with opportunities for water sports, sunbathing, and beach parties.

5.   Wildlife Circuit: The wildlife circuit covers some of India's most famous wildlife reserves, including the Jim Corbett National Park, Ranthambore National Park, Bandhavgarh National Park, and

Kanha National Park. This circuit offers a chance to see some of India's most exotic wildlife, including tigers, elephants, and leopards.

6. Spiritual Circuit: The spiritual circuit covers some of India's most famous pilgrimage sites, including Varanasi, Haridwar, Rishikesh, Bodh Gaya, and Amritsar. This circuit takes you through some of India's most sacred temples, ashrams, and holy sites.

7. Heritage Circuit: The heritage circuit covers some of India's most famous historical sites, including the Taj Mahal, Khajuraho, Hampi, and Ajanta and Ellora caves. This circuit takes you through some of India's most magnificent temples, palaces, and ancient ruins.

4. Adopt a Heritage (APNI DHAROHAR APNI PEHCHAN)

OBJECTIVE : The project aims to encourage companies from **public sector, private sector, corporate citizens, NGOs**, individuals and other stakeholders to become 'Monument Mitras' and take up the responsibility of developing and upgrading the basic and advanced tourist amenities at these sites as per their interest and viability in terms of a sustainable investment model under CSR. They would also look after the Operation & Maintenance of the same.

[1:] Source:*https://www.brainyias.com/schemes-of-ministry-of-tourism/*

Adopt a Heritage Scheme

● The President of India launched the Adopt a Heritage Scheme on World Tourism Day i.e., 27th September 2017. Official link – https://www.adoptaheritage.in/

● The scheme will allow private and public sector corporations to adopt most of India's top heritage sites and improve tourism in such sites.

● It is clarified that 'The Adopt a Heritage' is essentially a non-revenue generating project. The agency will be selected on the basis of the unique concept of vision bid and no financial bid is involved in the scheme.

● The response to the project has been very encouraging as the agencies who have come forward for adoption includes not only public and private industry/individuals but also schools and law firms.

● These agencies are referred to as Monument Mitras.

● The companies will be responsible for building, operating and maintaining tourism infrastructure at 105 monuments and natural heritage sites up for adoption.(InsightIAS, 2018)

● The Ministry of Tourism has the power of termination of MoU of Monument Mitras in case of noncompliance of guidelines and expression of interest (EoI), or any other reason of non-performance.

Details of Memorandum of Understanding (MoU's) signed under the 'Apni Dharohar, Apni Pehchaan – Adopt a Heritage' project is as follow

Table 3: Adopt Monuments Project:

S. No.	Monument Mitra	Name of Monument/Heritage Site/Tourist Site or Technological Intervention	Category*
1	M/s Dalmia Bharat Ltd.	Red Fort, Delhi	Green
2	M/s Dalmia Bharat Ltd.	Gandikota Fort, Andhra Pradesh	Orange
3	Adventure Tour Operators Association of India (ATOAI)	Area surrounding Gangotri Temple and Trail to Gaumukh, Uttarakhand	Orange
4	Adventure Tour Operators Association of India (ATOAI)	Mt. Stok Kangri Trek, Ladakh, Jammu and Kashmir	Orange
5	Yatra Online	Qutub Minar, Delhi	Green
6	Yatra Online	Leh Palace, Jammu & Kashmir	Orange
7	Yatra Online	Ajanta Caves, Maharashtra	Green
8	Yatra Online	Hampi (Hazara Rama Temple), Karnataka	Orange
9	M/s Bliss India Pvt. Ltd. (V-Resorts)	Surajkund, Haryana	Orange
10	M/s Apeejay Surrendra Park Pvt. Ltd.	Jantar Mantar, Delhi	Orange
11	M/s Resbird Technologies Pvt. Ltd.	Development of Multi-lingual Audio Guide Application for five Iconic Tourists Sites which are listed below:Colva Beach, Goa Amer Fort, Rajasthan Kaziranga, Assam ● Kumarakom, Kerala ● Mahabodhi Temple, Bihar	NO COLOUR

Source:*As per project guidelines, a Monument Mitra is required to choose monument/heritage site/tourist site as a package(s) i.e. if the Monument Mitra selects a site of higher visibility and footfall (Green Category), they are also required to select a site with lower visibility and footfall (Orange or Blue Category)*
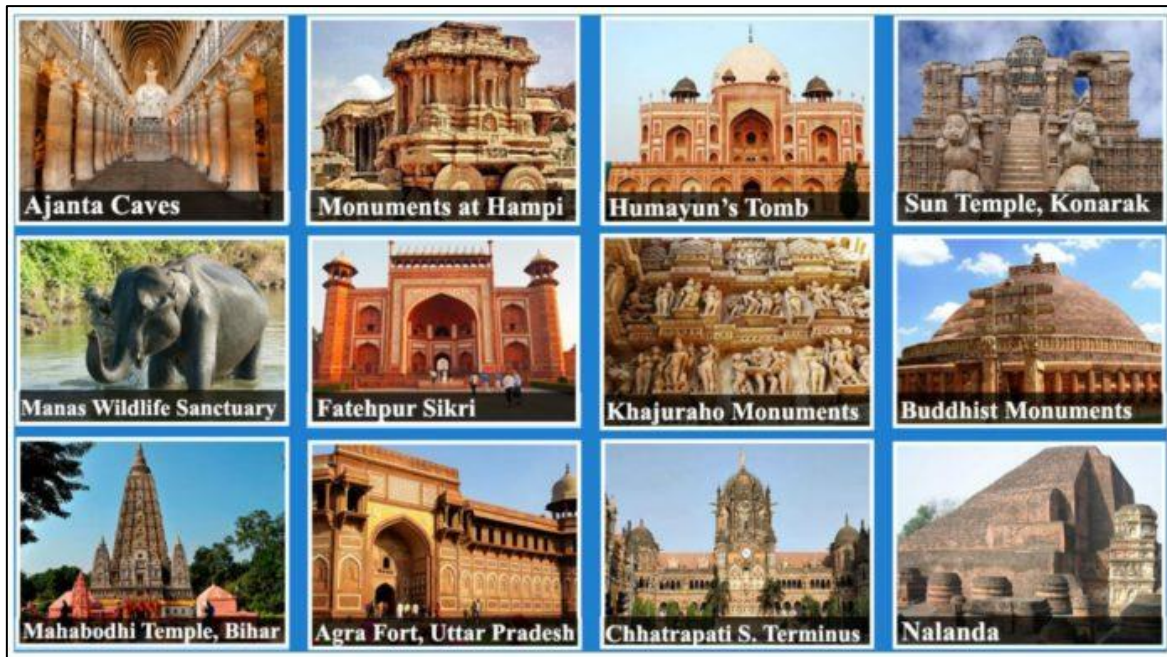
Figure 7: ADOPT HERITAGE PROJEC

Source:http://www.factstoday.in/11-heritage-in-india-adopted/NO

3. Result and Discussion:

The challenges and opportunities faced by organizations operating in this sector, such as changing consumer preferences, technological advancements, and the impact of globalization describe in detail

The tourism industry is constantly evolving, and organizations operating in this sector face a range of challenges and opportunities as a result. Some of the most significant challenges and opportunities that organizations in the tourism industry face include changing consumer preferences, technological advancements, and the impact of globalization.

3.1 Changing Consumer Preferences: One of the key challenges faced by organizations in the tourism industry is the changing preferences of consumers. As consumers become more sophisticated and informed, they are increasingly seeking personalized, authentic, and immersive travel experiences. This trend has led to the rise of niche tourism markets, such as adventure tourism, cultural tourism, and ecotourism, which require organizations to tailor their products and services to the specific needs and preferences of their target customers.

3.2 Technological Advancements: Another major challenge and opportunity facing organizations in the tourism industry is the rapid pace of technological change. New technologies are reshaping the way that travelers research, book, and experience their trips, and organizations must adapt to these changes in order to remain competitive. For example, the rise of online travel agencies and review websites has made it easier for consumers to research and book travel, while the widespread adoption of smart phones

and mobile devices has created new opportunities for organizations to engage with customers through mobile apps and social media.

3.3 The Impact of Globalization: Finally, the impact of globalization is also a significant challenge and opportunity for organizations in the tourism industry. Globalization has led to increased competition among organizations, as well as greater demand for international travel.

As a result, organizations must develop strategies that allow them to compete effectively on a global scale, while also catering to the unique needs and preferences of travelers from different cultural backgrounds.

This requires organizations to develop a deep understanding of the local markets in which they operate, as well as the cultural, linguistic, and regulatory differences that may affect their operations.
In conclusion, organizations operating in the tourism industry face a range of challenges and opportunities as a result of changing consumer preferences, technological advancements, and the impact of globalization. By developing strategies that allow them to adapt to these changes, organizations can remain competitive and thrive in a rapidly evolving industry.

Conclusion:

In conclusion, the tourism industry is a complex and dynamic sector that comprises a diverse range of organizations, from hotels and airlines to tour operators and destination marketing organizations. These organizations operate in a global market and face a range of challenges and opportunities, including changing consumer preferences, technological advancements, and the impact of globalization. To remain competitive and thrive in this industry, organizations must develop strategies that allow them to adapt to these changes and cater to the needs and preferences of their target customers. This may involve developing niche tourism products and services, embracing new technologies, and understanding the cultural, linguistic, and regulatory differences that may affect their operations. Ultimately, the success of organizations in the tourism industry depends on their ability to deliver high-quality experiences and services that meet the evolving needs and expectations of travelers, while also contributing to the sustainable development of the destinations in which they operate.

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