

## EXPERIENCES AND EXPECTATIONS FOR STRATEGIC MANAGEMENT AND TOURISM IN INDIA

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### ABSTRACT

India's tourist industry has a lot of potential to help the economy grow, create jobs, and promote cultural interaction. This essay examines the essential function of strategic management in influencing the growth and sustainability of tourism in India. The study examines historical and contemporary experiences, encompassing governmental frameworks, public-private partnerships, and destination branding initiatives, to delineate significant triumphs and issues within the industry. The essay also talks about how travellers' expectations are changing in a world after the pandemic, focussing on digital change, sustainable tourism practices, and regional diversification. The essay uses case studies and strategic models to suggest a framework for the future that will help India's tourist industry meet its changing needs while still following strategic management principles. Ultimately, it emphasises the significance of innovation, collaboration, and flexible policy-making in converting India into a globally competitive and sustainable tourism destination.

**Keywords:** Strategic Management, Building Up Tourism, Tourism That Lasts, India, Policy On Tourism.

## 1. INTRODUCTION

### 1. An Overview of Strategic Management in Tourism

Strategic management is the study of why some businesses are better or worse at staying competitive in the long run, as well as how they should make plans and how to use those plans to go ahead of the competition. Tourism is one of the businesses that is expanding the quickest in the world. It is a significant industry in India with a lot of potential, and it is one of the biggest sources of foreign cash after mineral and hydrocarbon exports [1]. The rise of globalisation and competitiveness between domestic and foreign businesses has made strategic management more important [2]. Because tourism includes a wide range of poorly defined activities and a wide range of goods and services, the business needs a strategy that is tailored to its demands.

### 2. A look of India's tourism industry

India is a growing economy, and its plan for diversifying its economy is to rely on tourism. Tourism has a big direct contribution to GDP and jobs. India has a lot of different climates and a rich, unique cultural past. This means there are a lot of different tourism goods and a lot of room for expansion. The tourism industry is growing extremely quickly, but there is still a lot of room for expansion in the India tourism industry because of a system for architectural design and implementation. Tourism has grown steadily over the years, although the speed and type of expansion have changed a lot. It has turned into a successful global business that could change the world economy and the social demographics of many countries. Tourism is one of the best things people do, and it's been a big business for the last hundred years and this one. Tourism is the fourth biggest business in the world right now. India is a diversified country, and tourism is a big part of the Indian economy. It adds a lot to the gross domestic product (GDP) and creates a lot of jobs. It is the fastest-growing service industry in India, and there is a lot of room for growth and more variety [1].

### 3. The history of tourism in India

There are six basic stages in the growth of tourism in India. Before the British came to India, travellers who were going across the subcontinent, typically on religious pilgrimages, were welcomed. During the British Raj, strict social and political constraints were loosened, and railroads were built, making it easier for tourists to travel and helping resort towns thrive.

After gaining freedom, people were very careful about tourism. The sector grew slowly, and it didn't really take off until the economic liberalisation measures of the early 1990s. After these changes, tourism really increased up.

The fourth phase was marked by the discovery of more newly valued cultural and historical assets, a stronger private sector presence, and the effects of globalisation. New sites became more important, largely because people in the country were interested in them. Goa is famous for its natural beauty, but it can't really grow much more. Still, the number of domestic tourists that visit the state has grown a lot.

After the Kargil War between India and Pakistan, there was a lot of anxiety that tensions would rise in areas like where the Taj Mahal is located. This meant that key tourist destinations had to deal with a huge drop in visitors. The economy of the whole Agra region was hurt by fewer people going to the Taj Mahal. This had an effect on several cultural and heritage sites around Delhi for about six months to a year. The bad impacts of this phase only lasted for a short time.

Because many places are comparable in terms of attraction, there is a lot of substitution and option. Goa and Kovalam are two well-developed beach resorts that compete with coastal areas where beach infrastructure is still rather rudimentary. The state's borders make it easy for people to choose between the main attraction and the less developed area with less growth.

The sixth phase has led to the growth of attractions and places to visit. More and more travellers, both from India and abroad, are choosing to visit destinations other than the coast. For example, places in Rajasthan and the Himalayas are becoming more popular. India has a lot of natural, cultural, historical, and recreational attractions, and the country is not very developed compared to demand and preferences. This means that there is a lot of room for expansion in the coming years. However, progress towards this future will have to deal with the many different and complicated things that make up the country [1].

### 4. Trends in Indian Tourism Right Now

Tourism is one of the biggest and fastest-growing industries in the world right now. The World Travel and Tourism Council says that the global tourism business would expand by 3.2% every year from 2010 to 2020. India makes up 6% of all tourists who come to the country for leisure. As of 2013, the country's outbound and domestic tourism markets were rising at rates of 11.5% and 9.4%, respectively. India has a lot of tourism resources, however just 0.38% of its surface area is being developed for tourism. The Study on Tourism Potential in and around the Proposed Delhi-Mumbai Industrial Corridor says that India needs to develop 3% of its land to keep up with global tourism trends. How can India fit into that 3%? What forms of tourism should it grow and where? What types of strategic interventions ought to be formulated in the tourism sector? These enquiries indicate the want for a strategy framework centred on tourism in India, aimed at comprehending the offerings of strategic management. While numerous studies provide a broad picture of the tourist business, they primarily concentrate on technical aspects such as transportation, destination appeal, and marketing [1].

### 5. Models for Strategic Management in Tourism

Tourism businesses can't live without strategic management. It gives them the direction and focus they need to compete in markets that are always changing. It includes how managers make decisions, how they run their businesses, and how they come up with strategies. A thorough strategic decision-making process makes it easier to come up with competitive plans that can alter over time.

There are many different models of strategic management, and each one gives organisations a way to get through different parts of strategic analysis and implementation. The simplified stage models break down the strategic management process into basic steps that help firms come up with competitive strategies and set their goals and priorities. At the same time, many marketing models use strategic concepts to make sure that overall strategic capabilities and specific marketing efforts work together in a logical way.

In the tourism industry, strategic models are very important for managing destinations and making organisations more effective. These models make complicated situations easier to understand, help people come up with new ideas, help with project design, improve data analysis, and make it easier to show results. The constant growth and change in tourism have led to qualitative changes that require strategies to be updated to meet new needs. By using strategic

management models, tourism businesses may adapt to changes in the industry and stay relevant to their target audiences [3] [2].

## 6. Important people in Indian tourism

Critical stakeholders are very important to the strategic management of tourism [4]. In Zimbabwe, government officials, planners, local communities, investors, hoteliers, tour guides, airlines, and consultants all work together to design and carry out tourist development initiatives. It is very important for these groups to work together since sustainable development depends on many diverse but connected organisations and agencies, like the government, local communities, and private businesses. Tourism is a complicated web of people and organisations, but government ministries, departments, and parastatals are in charge of making, planning, carrying out, and monitoring national tourism policy. India's tourism industry sometimes involves a lot of various groups, like travellers, tour operators, local communities, and government agencies, as the example of Zimbabwe indicates.

Stakeholders also have an effect on how fast and in what direction tourism innovation happens. Local communities, for instance, provide an environment that encourages new ideas by either supporting or opposing changes to tourism development regulations and products. Meaningful talks with local communities around the fundamental principle of 'meaningful participation' demonstrate their receptiveness to change and innovation. However, even though multi-stakeholder efforts are very important for the growth of tourism, government officials typically take a more directive approach instead of a more open and participatory one. So, the government can end up pushing for policy changes that don't fit with either its goals or the desires of stakeholders. Some tourism aims may also make it hard for policy-making and product development to work together. So, if the tourism strategy has to make a good set of products, Indian officials should make sure that the interests of all the different groups are in line with each other. To do this, you need to understand how different groups affect the creation and implementation of policy and tourism goods, as well as the history of ownership and control over government policy. After the goals of a policy are clear, doable, and consistent, tourism products can be made to meet those goals.

### 6.1. Government Departments

The origins and growth of government tourism agencies, the duties and obligations of the government, and the connections between government tourism agencies and public sector planning groups have all been explained. The Indian Ministry of Tourism is committed to the growth and promotion of tourism, as well as getting rid of the infrastructure problems that are holding back the sector. The Ministry is also in charge of promoting a wide range of tourism products, including as eco-tourism, cultural tourism, medical tourism, adventure tourism, and cruise tourism. The Ministry is focussing on Human Resource Development through education and training since more and more travellers, both local and foreign, want high-quality services. The Indian government has offered incentives to boost Foreign Direct Investment (FDI) in tourism and to promote Public-Private Partnerships (PPP) to get a lot of inventory on the ground level [5].

### 6.2. People in the Private Sector

The private sector in Indian tourism includes a wide range of firms and government projects that directly meet the demands of tourists [6]. There are around five times as many private operators as there are public-sector operators [7]. This difference doesn't mean that private interests are less important than government concerns. Instead, private enterprises provide a lot of the infrastructure for tourism, and in many situations, the government is the principal customer of the services that private companies offer.

The leadership of the private sector in tourism is a recent development. Many people think that the private sector needs to have a bigger part in planning, developing, and carrying out programs since tourism needs a lot of cooperation to be successful. But for now, there is still a lot of uncertainty about several issues related to strategic frameworks that would allow business to help with planning. The predominant mentality is still mostly focused on the government. This is true even though it's clear that the political system can't keep up with the needs of a business that's always growing. Private-sector involvement can lead to more investments and technologies, help the Government do its job better, and, by setting prices and market rules, make the Government less reliant on its own resources.

Tourism is not a well-connected part of the economy. In reality, it's a really complicated group of activities that are all linked by the fact that tourists are involved. A lot of the spin-off businesses don't have much of a connection to the larger economy because only visitors buy their goods. For example, a rural wayside restaurant can have very bad accommodations and not be connected to any regular trade links with other industries, yet the whole operation will depend on tourists. This is a common problem for Indian businesses all around the country. In practically every state capital, a lot of the demand comes from those who travel within the country. Also, more and more of it is made up of well-educated people who want services that work with other countries. Also, there is an informal evaluation of the

circumstances that facilitate effective tourist visits. This is an important body of first-hand information that you can't usually get from a school or institution.

There is a need to provide a clear and organised framework that allows businesses to help the government plan, develop, and carry out the framework it wants. The framework must be predicated on a comprehensive grasp of the intrinsic nature and expectations of commerce, while also considering the unique characteristics of the national tourism industry. Moreover, specific propositions must be articulated in a manner that connects them to the ongoing strategic planning process and facilitates the establishment of a cohesive framework for the advancement of tourism in India.

### 6.3. Communities in the area

Local communities are a very important third group of stakeholders in the tourism industry since they affect both supply and demand. Tourism initiatives in communities create economic and social relationships that help the whole sector prosper. In places where tourism is a big part of the local economy, the sector can change the area's character and future. Communities not only use tourist services, but they also supply important services during the whole cycle of a visitor's stay. They determine the characteristics of current items and prospective domains for destination enhancement. Local residents take part in the daily approval processes, like decisions about planning and licensing, that are important for strategic momentum. As a result, local communities are always a part of the complicated strategic terrain of the Indian tourism industry [8].

## 7. Strategies for marketing tourism

The development strategy [9] puts marketing for Kenyan tourism at the top of the list. Kenya's tourism industry should keep getting stronger as a high-quality service sector that works towards a clear goal of making the country a top worldwide destination. People should pay attention to sustainable tourism and ways to get more value out of the resources we already have by protecting and strengthening them. It is very important to have a business environment that is good for the growth of tourism businesses, the growth of trade links, and the hiring and keeping of trained and professional workers. A big part of the overall growth strategy is putting a lot of money into infrastructure, both public and private, at all levels. When making products and experiences, the goal should be to grow and diversify the business base while keeping a small number of thematic and regional objectives in mind. There are several possible types of tourism, such as cruise-based, cultural, heritage, nature-based, and community-based.

### 7.1. Marketing on the Internet

The huge rise in internet use has changed how people learn, work, shop, have fun, and follow their travel interests. The Internet has helped the tourism industry a lot. More than 25 years ago, businesses who concentrated on transactions with visitors that were either product- or service-oriented started making big, easy-to-use websites that tourist operators could utilise to get the most out of the Internet [10]. This digital transformation has allowed a digital marketing approach to enter the traditional marketing tactics that Tourism has relied on. Reliance on the Electronic grocery has become a widespread electronic market in India to solve the day's vital demands. Digital marketing is having an effect on the whole world and helping businesses build their brand and reputation. Its method tells businesses to get back the clients they borrowed from them in the past using discussions, ads, and emails. Digital marketing lets businesses reach customers in other countries.

Digital marketing has grown more important in the industries of travel and hospitality. It helps businesses contact people all over the world quickly and boost online bookings and client growth [11]. Social media marketing is a new approach for businesses to advertise that has worked in practically every industry on the World Wide Web. Facebook, Instagram, Twitter, Craigslist, YouTube, and LinkedIn are all good social media sites for businesses to use to connect with and interact with customers. Social media marketing will be very important for India's tourism and hospitality industry. It is a very important part of travel and trends around the world.

There are many reasons why the country is a great place to visit after digital marketing assets: it's the seventh largest country in the world, it has a rich and diverse culture, great weather, and a young population. It's very hard to acquire media coverage of mainstream global and local tourism demands, even with the advantages that new locations already have. These traits are important for the future growth of new destinations and could continue to shape the evolution of tourism around the world.

### 7.2. Positioning of the Brand

The Ministry of Tourism's main goal is to make India a popular tourism destination around the world [12]. The Ministry of Tourism initiated the Incredible India Campaign in 2002 with the slogan "Atithi Devo Bhava—This is My India." They used a lot of different types of media to promote it. The fundamental goal was to make India a year-round, all-season destination for people all over the world [13]. The campaign's visibility at the first International



Tourism Bourse after it started helped India become a more popular tourist destination. Atithi Devo Bhava showed pictures of an old, mysterious place that was full of colour, diversity, culture, and amazing hospitality [14]. The Ministry took on the active role of brand custodian by using a number of marketing tools to assist the campaign and make sure the experience is good. India's position has given it an advantage over other countries, especially since India's diversity means that there is a wide range of attractions. The brand positioning, the way the slogans were built up, and the strength of the campaign have helped a lot of states get ahead in their efforts to get more tourists and be seen in the worldwide market.

#### 8. Problems that the tourism industry is facing

India's tourism industry has a number of serious problems that need to be fixed in order to keep growing and reach its full potential. The main problem is that there isn't enough of the right infrastructure, such as air seat capacity, accessibility, somewhere to stay, and qualified workers. The sector's growth is further slowed down by the bad experiences of visitors caused by these problems, as well as inadequate hygiene and instances of hawking and harassment [1].

The sector must deal with environmental sustainability and cultural preservation issues in addition to problems with infrastructure. Natural places draw people in, but they are also quite vulnerable, so development plans need to include special steps to protect them. Urban destinations with beautiful cultural and historical sites that are a priority for conservation serve as points of separation between culture and nature. Management is very important for keeping the true character of these places. It is important to be aware of cultural values since tourism can create damage through bad development. The only way to limit this damage is through careful planning.

In the face of emergencies like the COVID-19 pandemic, it is essential to be able to put strategic measures into action that lessen the negative effects and speed up recovery. The interruption of both domestic and foreign tourism, together with the deceleration of growth rates achieved in the last decade, underscores the necessity for cohesive strategies that include marketing efforts, stakeholder collaboration, and enhancements to infrastructure. To lead effective initiatives, strategic management models must take into account the specific traits of Indian tourism [15].

##### 8.1. Problems with infrastructure

Planning, building, and maintaining high-quality infrastructure, tourist activities, and other related factors, as well as human resource development, politics, finance, industry supply, urbanisation, marketing, culture, and environmental awareness, all have a big effect on the growth of tourism [1]. Tourism infrastructure encompasses things like airports, state transit, rail transport, highways, hotels and motels, power supply, post and telecommunications, and integrated infrastructure that makes it easier for tourism to grow [16]. The improvement of infrastructure at different tourist spots is a key part of making sure that there are reliable facilities and useful amenities that make travel easier [17]. Governments around the world compete to improve infrastructure and provide the right amenities to attract foreign investment in the tourism sector. This is because the quality of infrastructure directly affects the quality of the travel experience, which in turn affects visitors' plans to return to a destination.

##### 8.2. Concerns about the environment

Tourism has both good and bad effects on the environment [1]. Conservation fees and taxes collected in parks and sanctuaries help protect and maintain habitats, which is a good thing. Laws that protect the environment protect forests, native species, coral reefs, and marine life. When people visit natural regions, they learn more about nature, and when national parks and wildlife reserves are built, they help protect biodiversity and natural resources even more. Taxes, user fees, and license fees that the government collects help protect natural resources as a whole. Planning tourism facilities well keeps the environment from getting worse. Tourism development can put more stress on resources where supplies are limited, which can lead to the depletion of natural resources.

##### 8.3. Being aware of other cultures

Cultural sensitivity is an important requirement for world-class tourist locations to stay popular for a long time [1]. Scholars and professionals frequently utilise it to advocate for policies that safeguard the reputation of places. Rock posits that cultural sensitivity develops as tourists acquire knowledge through avenues such as formal education, interpersonal engagements, and social media, while the underlying motivations are still debated. The phrase is still very hard to use in practice because its connotations change depending on political and social settings [18].

Strategies must honour the cultural boundaries of the local populace and guarantee that the undertaken tasks satisfy all stakeholders—government, business sector, locals, and tourists. But this isn't always true. The tourism industry doesn't always use the tactics it has to settle disputes between these groups. When making plans that will make a lot of stakeholders happy, it's necessary to think about India's cultural environment.

## 9. How COVID-19 has affected tourism in India

The COVID-19 outbreak hurt tourism all over the world. The Indian government acted immediately by putting the whole country on lockdown. This temporarily closed beaches, tourism businesses, and major tourist attractions, which reduced the spread of the disease [19]. These steps were required for public health, but they had a big impact on the economy, especially tourism. The Indian economy had lost over US\$4.5 billion in tourist money by March 2020. The number of jobs in tourism fell sharply, from 9.3 million in March to 1.9 million in April. This caused a lot of people to lose their jobs and caused a lot of social and economic problems. Businesses' cash flow issues got worse because of unpaid debts, which forced several to close or lay off workers. The Deendayal Antyodaya Yojana—National Rural Livelihoods Mission (DAY-NRLM), which helps people in rural areas make a living, was also affected. Many Micro-Entrepreneurships in Pro-poor Tourism (MEPT) had to trade goods and services to stay afloat. The shutdown caused the Indian tourism industry to come to a sudden and complete stop, and it is still unclear when and how it will recover.

The crisis, however, gives India a chance to rethink its tourist strategy. A resilience-based paradigm created after the pandemic focusses on the things that need to happen to bring the industry back: government response, new technology, a sense of belonging in the community, and trust from both consumers and workers. Both national policy measures and local monitoring are still very important. New technologies can be very important in the rehabilitation process. The sector can come back to life if it has a strategic vision and is willing to change, with a focus on sustainability, the well-being of society, climate action, and involvement from the local community. The pandemic might change the global tourism sector into a new economic order that balances economic expansion with social and environmental goals.

### 9.1. Effects in the short term

After the COVID-19 outbreak, tourism has been in a state of constant instability. The global health crisis and the policies that came out of it made it hard to travel. Many flights were cancelled, and people had to stay in quarantine for long periods of time. The situation is getting better, but recovery times are highly different in different areas, depending on how far along vaccinations are and other things.

A recent UNWTO study of over 600 tourism stakeholders throughout the world shows that 43% of them think the short-term prognosis is bad, while only 11% think it is good. This is in line with actual tourism data. The first signs of recovery started to show up mostly around March 2022, when certain governments relaxed their prohibitions [1] [20]. In 2020, tourism arrivals were down 65% and revenue was down 70% compared to 2019. It may take until 2023 for air travel to be as busy as it was before the epidemic in several important international tourism markets. In the first five months of 2021, international tourism demand fell by 60% compared to the same time in 2019. Developing countries had bigger drops than developed countries. It is not projected that the most popular international destinations, like France, the US, China, and Spain, will get back to pre-pandemic levels until 2024 or later. In general, flows between developing countries continued to rise in the middle of 2021, with some destinations reaching 60–70% of their 2019 levels. Early predictions for travel demand in 2022 say it would expand by just over 40–45% at the start of the year, but then slow down a lot in the months that follow. By the end of the year, it will be close to 75% of 2019 levels.

### 9.2. Strategies for Long-Term Recovery

Tourism makes up 6.23% of India's GDP and 8.78% of all jobs, which is one out of every twelve jobs in the country. Before the 1980s, people went to India to see its monuments. There is more and more demand for rural and nature-based tourism from both inside and outside the country. Around 13% of tourists come from East Asia and 17% from the US to Canada. More and more of them are seniors and extended families. It's hard to find a balance between wanting to be real and try new things, being exotic and different, and enjoying the luxuries of contemporary living. Planning is a learning process that includes humanistic and environmental factors that help people think of new possibilities for the future. Strategic management is a planning framework that most tourism scholars have recognised and that is widely used in both the tourism business and academia. The four-factor tourism system includes regions that generate tourists, regions that tourists want to go to, regions that tourists travel through, and regions that offer extra services. Cambodia's experiences show how strategic management can help create a global niche market for archaeological tourism by being used in destination administration.

## 10. Practices for sustainable tourism

Sustainable tourism practices are those that are good for both the traveler and the local people, as well as the environment and cultural heritage [21]. Since the pandemic started, many nations, including India, have seen a big decline in the number of international tourists since their immigration rules have gotten stricter [22]. Ecotourism and

community-based tourism have been promoted to provide alternative tourism options that can maintain tourism arrivals during restrictions on international travel.

Making tiny changes to make things more sustainable could have a big effect because tourism is linked to many other industries. George says that "greening" means putting money into facilities and activities that are good for the environment and society in the tourism industry. Adding the green growth approach to responsible tourism could lead to real answers and new business ideas that deal with the core problems and make sure that resources are shared more fairly.

#### 10.1. Eco-tourism

Ecotourism is about travelling to natural regions in a way that protects the environment and the health of the people who live there [5]. In ecotourism, the environment is a source of income since it draws people on tours, safaris, and adventure vacations. Because it helps rural communities make progress socially and economically and creates jobs, it is an important way to develop rural areas. To develop and promote rural tourism in India, both the state government and the Ministry of Tourism need to work together.

#### 10.2. Tourism Based on the Community

Community-based tourism (CBT) is an alternative to mass tourism that gets local communities involved in planning, building, marketing, and distributing products. CBT is an important part of rural development since it helps fight poverty, give women more authority, protect natural and cultural resources, and create jobs and economic growth in rural regions [5]. The state government and the Ministry of Tourism in India have a lot of ideas and strategies for how to improve and promote rural tourism. Rural tourism is no longer just a natural or cultural extension of green or historical tourism. It is now a way for rural communities to improve their overall well-being and grow their businesses in a way that is good for the environment. CBT is good for everyone in the industry since it helps the government improve local economies while also dealing with local problems and limitations through strategic plans and investments.

### 11. The part that technology plays in managing tourism

Information and communication technologies (ICTs) are very important for improving the overall travel experience and providing value to tourist locations [23]. All kinds of activities in both the public and private sectors can reach their goals, visions, and plans thanks to successive generations of ICTs around the world. Smart tourism is a major force behind innovation and competition in tourist locations. It does this by combining several ICT fields to create smart services and new experiences [24]. AmI makes tourism ecosystems smarter and makes them responsive, adaptable, and flexible to the needs of all stakeholders. Technologies make it possible for robots, autonomous devices, virtual reality, and augmented reality to work. Self-driving cars, drones, and service robots will have a big impact on the tourism industry. Smart environments that are getting bigger, more spread out, more networked, and more multimodal support real-time service, which lets all stakeholders create value together across many platforms and channels. When customers are willing to talk to brands, interactions happen more and more in real time. New technologies link everyone in the tourism service ecosystem together. Leadership is the most important factor in tourism's use of technology. Experiences that use technology help travellers create value at every step of their journey. Smart environments radically change how industries work, including how they innovate services, make decisions, manage people, sell their products, and compete.

Technology is very important for dealing with the many economic, social, and political pressures that shape how visitor attractions are run and managed today [25]. At its most basic level, it is used to improve or develop the visitor experience and to make it easier to go to and see natural features. The tourist industry is made up of several connected fields, and it is getting more and more information-rich. The whole experience of travelling is changing because of technology and being able to connect to the internet. Tourists have long looked for information to plan their trips, but new technology makes it easy for them to do a lot of their trip planning without talking to someone in the industry. You can book everything online, from start to finish. At destinations, virtual or augmented reality and other technology are employed to make it easier to get there and understand what's going on, or to make the experience better. Technological advancement also enables the dissemination of experiences through social media platforms. These advancements let travellers take part in every part of their trip. So, the idea of value co-creation is quite important for comprehending the modern tourism experience. The rise of social media has also made it possible for tourists to create, share, promote, and review their own experiences. This has a big effect on how attractions are run. Attraction managers need to look at the problems and chances that these changes bring and act accordingly.

### 11.1. Smart Travel

Smart tourism is sometimes defined as "that which offers information to tourists, helps them plan their trips, and guides them during their stay at a destination" [26]. The phrase has gradually expanded to include entire destinations or cities. For any modern destination management organisation (DMO) to stay competitive and give tourists and locals great experiences, it is very important for them to pursue technology-mediated and technology-driven innovation. Today, a DMO must have a general understanding of what "smart tourism" is and cannot ignore the difficult opportunities that come with this fast-paced change or the important role that ICTs can and should play in making this change happen. Even though more and more places around the world are using the term "smart tourism," there are still many unanswered concerns about how a DMO can genuinely become smart and what benefits it may get from using a "smart tourism" strategy.

Numerous recent studies indicate that the transition of tourism into smart tourism, facilitated by the extensive proliferation of smart tourism sites, is becoming the defining trend in contemporary tourism development. Smart tourism destinations are places where people may use ICTs to make and capture value in a society that is getting more and more smart. They are also promoted by different tourist associations. Smart destinations are places that use widespread technologies to make and provide advanced services for tourists and to improve the experiences and involvement of people who live and work in a certain area, such as residents, businesses, and tourists.

The Covid-19 outbreak hurt the Indian tourism business just like it hurt the rest of the economy. India fell under lockdown when Covid-19 spread over the world and countries closed its borders. All the packages that had already been booked were cancelled, and the tourism industry lost a lot of money. On the other hand, the Chinese economy is bouncing back quickly, with new rates of growth tied to aviation data and local tourism activities returning to normal. This is different from the more stable results seen throughout the world [1]. The research shows that the Indian economy is in a good position to protect the growth's sustainability, even though the pandemic has caused a big drop in social activity. This is because the Indian economy has developed far faster than the world average.

### 11.2. Systems for booking online

The best thing about an online booking system (OBS) is that you can make a reservation at any time. Without an OBS, reservations are only possible during business hours and when staff is available to help with bookings.

An online reservation system is a digital version of a traditional phone-based booking system. It lets customers book directly through the website. The main thing that an online booking system does is let you see availability and prices in real time and make a reservation right away. There are many more elements that are hard to add to a phone-based booking system, such as accommodation packages, discounts, add-ons, affiliates, commissions, integrated system reporting, and more. You can use an online reservation system for anything that needs a reservation or booking, like hotels, airlines, tours and excursions, rental vehicles, restaurants, event tickets, vacation packages, and more. An online system lets the vendor of these goods keep track of availability in one place and sell through a website or other market channels. An online booking system is an addition to channel management that can help improve the distribution strategy that today's market needs [10].

## 12. The Future of Tourism in India

India's tourist growth is likely to keep going, with new places like Gangtok, Tezpur, Lakshadweep, Port Blair, Hyderabad, Gandhinagar, Jaipur, Khajuraho, Puducherry, and Guwahati becoming more and more popular. Adventure, sports, ecotourism, health and wellness, business, and agricultural tourism are some of the niche areas that offer even more options. People who come to see the sights are interested in packages that include a single destination, heritage, and wellness. Tourists also appreciate new experiences like train rides, hot air balloon flights, and night hikes [1]. The Indian government stresses plans to improve tourist spots and bring in international visitors to new places. The modernisation of airports and the rise of smart cities have sparked new interest, while integrated resorts and entertainment parks have helped expansion.

### 12.1. New Places to Visit

India has shown itself to be a place that might become a top tourist destination in the world. The country is currently one of the most popular places to visit, and it could soon be one of the top five places to visit in the world. India has had a lot of big changes and advances in its economy, society, politics, and culture in the last few years. These changes have led to the rise of new cultural forms, patterns, and ways of living. During this time, the infrastructure for Indian tourism and leisure has also grown quickly.

Initial study indicates that tourism has undergone significant expansion and transformation in the past decade, influenced by the emergence of opportunity-rich travel and tourist-investment destinations. This important success aspect draws in a lot of money from tourists and investors from other countries, therefore it is seen as a key factor in



moulding the near future. Statistics show that the number of international tourists arriving in the world has been continuously rising since 2009, even though the global economy has been unstable in recent years. The growth rate reached 4.7% in 2010. India had one of the fastest-growing tourism economies in the world, with a wide range of amazing options for new travellers and difficulties for professionals in the tourism and leisure markets [1].

#### 12.2. New and exciting experiences

A tourist circuit connects different places to visit. The idea behind it, which was mainly to limit the movement of tourists and keep them from going to places they didn't want to go, has altered throughout the years. The idea came from the idea of a European travel bureau. Modern destinations do not connect or limit activities to a visitor's overall plans. A tourism circuit is a group of different sites and activities, such cultural, art, heritage, or recreational ones, that tourists can visit on a circular journey. But circuits can be at that level or higher, such trans- or international circuits. You can share transportation, lodging, meals, and drinks, but circuits offer a greater selection of options. Some common examples are pilgrimage, nature, cuisine, history, and inner-city circuits [1]. Denmark offers a special voyage to the Viking Parliament of Odense, where you may experience the Middle Ages. There are things to do in Dubuque, Iowa, that are from the 1950s, 1960s, and 1970s [10]. The Wild Atlantic Way is a seafood adventure that Cork and Kerry County are known for.

### 13. Examples of successful tourism strategies

Tourism in India is a sector that is always changing and full of problems for managers. It also offers chances for integrated planning and implementation. Strategic management has become an important way to deal with the rise of tourism in the country and the needs of many different groups of people [1]. So, the effectiveness of the methods that are already in place is very important for long-term success. Several case studies illustrate the relevance of strategic management in addressing tourism challenges at multiple levels. These case studies are especially important for organisations that manage destinations, groups of businesses, tourism development corporations in different states, public sector organisations that are in charge of preserving history, and the Ministry of Tourism at the national level.

#### 13.1. Marketing for a destination

Tourists have different needs, wants, and traits, thus the tourism market is not the same for everyone. Marketing is the activity, institutions, and processes that make, communicate, deliver, and exchange goods and services that are useful to customers, clients, partners, and society as a whole. It is important to know how marketing works and how it is used in the tourism industry.

The image of the place is very important for tourism [13]. When people pick a place to go on vacation, they want to be sure that the weather is nice, the food and lodging are good, there are fun things to do, and so on. First, they create a "image" of the site, which is their first impression of it. This is based on things they read in newspapers, pamphlets, on TV, in letters from friends, and things they heard from other people, as well as things they can see in their minds. There is often a difference between how things look and how they really are. distinct tourists have distinct pictures in their heads, based on what they like and what they are interested in. To market a tourist site, you need to communicate an attractive picture that will make people want to visit and return back again and again. So, a lot of research has been done on how tourists see and think about the destination.

Tourism is seen as an important way for a country to grow. It brings money into the country, creates jobs, develops infrastructure, and makes life better for the people who live there. Tourism is a big part of a country's economic growth. The economy of a place grows quickly and evenly when a lot of tourists come there. Because of this, politicians always want foreign investment in the tourism industry. By boosting the regional economy, tourism may boost economic activity in the area and help local communities grow in a way that is good for the long term. Planning, policy, and decision-making focused on the growth of tourism destinations or particular tourist activities necessitate a precise comprehension of travellers' perceptions of their destination and the market potential of certain representations of that location.

#### 13.2. Tourism for Events

Event tourism, which is when people organise their trips around an event, has grown in recent years since there are more events happening. Exhibitors, freelancers, agencies, venues, and host destinations all have a lot of chances at corporate and special interest events. Event tourism also makes it easy to start various types of activities and businesses, like performances and audio-visual displays. To get people to come, many places put on cultural, sporting, and religious events. As part of a well-thought-out tourism program, putting on events can be a big part of making a location a market leader in the competitive world of tourism.

#### 14. Framework for Policies for Tourism Development

The India Tourism Policy began in 2002 with the goal of protecting the country's cultural heritage and the environment through the idea of "sustainable development." In addition to the national policy, several state governments, including Andhra Pradesh, Goa, Gujarat, Himachal Pradesh, Kerala, Madhya Pradesh, Orissa, Rajasthan, Tamil Nadu, and Uttar Pradesh, have created their own tourism policies that recognise the "concept of sustainable tourism development for the protection and conservation of the art, culture, and ecology of the state" [17]. The main jobs of the government, local communities, and state tourism authorities are to fix problems and shortcomings in infrastructure development and protect and preserve heritage monuments like the Sun Temple at Konark. India came in 39th for air transport infrastructure, 42nd for ground transport infrastructure, and 95th for overall tourism infrastructure in the 2013 Travel and Tourism Competitiveness Report. This shows how important it is to have good, cheap hotels, parking, and reliable public transportation. Tourists say that the government is responsible for 64% of infrastructure development, the tourism authority is responsible for 20%, and local communities are responsible for 16%.

##### 14.1. Policy for National Tourism

India has a lot of cultural traditions and history, and tourism has become more important in recent decades. There is still a lot of work to be done in this subject when it comes to documenting strategic management applications, even if the industry has a lot of economic potential. Tourism helps protect the environment and preserve culture, but to keep these good trends going, the industry, academia, and the political system all need to work together. A thorough framework of new research directions names key players—government, the business sector, and local communities—as decision-makers; the tourism marketing mix, which is changing right now; and obstacles to the sector's growth. The effects of COVID-19 show how important it is to understand how local communities may have a strategic impact.

Tourism's involvement in sustainable development initiatives first caught the attention of scholars in the 1960s. It became a major force in national economies by the 1980s. The sector is thought to make up 6.23% of India's gross domestic product, which shows how many people it can hire. At both the national and state levels, the government works with the private sector, although productivity is still below acceptable levels. Studies in economics, sociology, geography, and anthropology have examined numerous facets and obstacles to progress. Strategic management has not been explicitly analysed inside the Indian tourism sector. A key goal is to understand all the steps that go into marketing tourist locations. This is made easier by the widespread system set up by tour operators and travel companies [17].

India's busy tourism industry creates jobs and brings in money from other countries. The diversity of cultures opens up growth prospects on a local and national level. The National Policy on Tourism lists a lot of new places to visit, which makes the private sector create related experiences and encourages pilgrimage sites at the same time. Tourism's influence in the economy of cities and towns encourages a lot of people to get involved. Heritage tourism helps India keep its unique culture and character. Indian tourism is doing better than the rest of the world. In 2014, it had 3.1% of all tourists that came to the world, and its growth rate was 4.6%, compared to 4.4% for the world as a whole. The Travel and Tourism Competitiveness Report 2011 [1] said that India was the 52nd best place in the world for tourists.

##### 14.2. Initiatives at the State Level

It is still very important to connect the huge hinterland and improve infrastructure. The growth of air and road transport infrastructure has a big impact on the number of tourists who come to an area. Infrastructure improvements must continually be made, and new ways to make roads better and add more transportation options must always be thought of. Faster transportation by planes, rapid trains, or decent roads within the country and internationally will save time and make short visits more common for affected tourists. One of the most important parts of establishing tourism policy in the state is setting up new routes and circuits for tourists. Shopping, adventure, heritage, health, and wellness are some of the niches of tourism that are becoming more important. So a change in where to go is coming soon. Nearby states are planning to improve their tourist spots, which are competing with a few places in Karnataka. This means that there is a lot of pressure to come up with new tourist spots that will last over time. The most potential venues would determine the chosen ones, as their qualities shift with the changing attitudes and focus of tourists [17].

Karnataka is known for its varied landscape and cultural legacy, which means that it has a wide range of destination kinds and attractions. The growth potential for destinations can be critically analysed based on the variations in current demand for each category typology. You can get an idea of how developed a place is by comparing the number of tourists (both domestic and foreign) who visit different places. Characteristics of tourism growth over the past four to five years. The best places would be the ones that were chosen, as India has gone through several stages of economic growth and cultural glory. The Mughals were the first Muslim rulers to open India to the world. They ruled over many

different locations. The Islam influence was a big reason why tourists came, because of the many monuments and heritage sites associated to it, as well as the fact that the Mughals and other rulers in India were stable. The British kept these routes and added the benefit of the sea voyage, which opened up the paths to Southeast Asia. India's post-independence era marks a new stage of growth, thanks to new tourism rules and a focus on improving infrastructure, roads, organised tours, and other things. Infrastructure is always highly important for tourists. improved and more developed routes to a place or area always draw tourists, therefore improved roads and easier access to the destination are important. A new trend in travel has come about because younger people are making more money and getting more education. Most young people would rather travel with a clear and set goal in mind. India is expected to see a new type of tourism due of globalisation and the opening of its economy after 1991, even though this type of tourism has already peaked in other nations. Pollution, environmental deterioration, cultural stability, awareness of the need to clean India, education, and health are just a few of the other things that will likely have a big impact on tourist policies [7].

### 15. Ways to invest in Indian tourism

There are a lot of good investment prospects in the Indian tourism industry. Because this part of the economy has so much room to grow, the private sector is always investing in it, mostly because of government programs. Tourism is a big part of India's economy because it brings in a lot of foreign exchange (forex) and creates jobs. There have been a lot of initiatives to bring in big investments, both in terms of foreign direct investment (FDI) legislation and policies that affect other parts of the tourism industry. The Indian government has allowed 100% foreign direct investment (FDI) in the tourist and hospitality industry through the automatic method. This shows how much investors are interested in India's tourism business.

The Indian government is aggressively looking into investing through the public-private partnerships (PPP) model since it knows that the country has a natural comparative advantage when it comes to ecotourism areas that are both beautiful and varied. The goal is to establish ecotourism units in every part of the country. The Central Government has made tourism an industry that deserves special attention because of its potential for growth, job creation, and connections with other industries like handicrafts, transport, hospitality, and more. This will help the tourism industry and the country as a whole.

#### 15.1. Investment from abroad

The Indian government changed to a more open environment after 1991 because of serious problems with taxes and payments to other countries. Foreign Direct Investment (FDI) became the biggest source of outside capital. Indian companies' investments abroad open up big chances in a world that is becoming more globalised, where rising economies are frequently the best places to compete and have big marketplaces. Indian companies have gone into areas that other investors from emerging economies have ignored. Their investments are very different in terms of what they are made of, where they go, and how they are made. Many other multinationals from emerging economies invest in other developing countries, whereas Indian companies invest in developed economies like the UK and the US, focussing on the manufacturing and services sectors. The investment climate at home and the fact that there is a huge Indian diaspora in the West are both quite relevant. After reforms were put in place, India's rules for foreign investment changed a lot. To make a place more appealing, governments have opened up industries, raised the limits on foreign ownership, made the tax system more flexible, made procedures easier, and cut down on delays and uncertainty. Still, most of the expectations have not been met. Any multinational would be interested in the country's size and economic potential. Multinationals are interested in a country's GDP growth because it means more chances for them to do business. The real GDP growth rate of host nations was a crucial factor from 1970 to 1990, drawing investments to economies that were growing quickly. Real GDP per capita had a negative correlation with Indian OFDI, perhaps due to the fact that a majority of Indian investments were directed towards emerging nations, which often see a decline in per capita income. Multinational corporations from emerging economies are progressively investing in established nations [27].

#### 15.2. Partnerships between the public and private sectors

Tourism is a broken-up part of the economy, and the supply chain is made up of many separate businesses that work independently. In the past, the public and private sectors would not work together to sell the destination or share information. Instead, they would fight for customers and market share. Tourism destinations have become brands, which has made it even more important for providers to cooperate together. The trend towards public-private partnerships (PPPs) in tourism is expanding quickly and can be considered as a smart way to grow the tourism industry. The idea can be simply put as an agreement between autonomous groups that have one or more shared goals and work together to reach those goals [28]. The main reasons why tourism PPPs are growing are that the public

sector is outsourcing destination management services, the state is starting tourism-related collaborations, public funding is going down, which leads to privatisation, and the tourism industry is very interdependent, which means that stronger formal partnerships are needed.

Tourism is widely acknowledged as one of the world's most rapidly expanding economic sectors, attributed to its significant potential for expansion and its crucial contribution to job and wealth generation. The rise of tourism in the Niger Delta region has a big effect on other parts of the economy. To make sure that economic growth in the region is long-lasting, PPP arrangements need to be put into place properly [29]. A public-private partnership is when the government and one or more private sector enterprises work together to pay for and run a government service or a private business. In the partnership, the private party agrees to supply a public service or project to the public body and takes on a lot of financial, technical, and operational risks in the process. In some public-private partnerships (PPPs), only the people who use the service pay for it. In others, the government or a statutory body will make an initial investment or a series of ongoing payments to the private party to make the project profitable and attract private sector investors.

## 16. Tourism Education and the Growth of Human Resources

Tourism education and human resource development are the most important things for long-term economic growth and good strategic management. To create good tourist policies, industry services, and appealing products, there needs to be a group of qualified, competent, and knowledgeable service providers. Many schools throughout the world provide specialised tourist education, from hotel management to postgraduate courses. This has helped the industry flourish in amazing ways. India, recognised for not having major malls, face recognition, or superstars that monopolise the spotlight, has always been a popular place to visit because of its kind people and pleasant smiles [1]. The Indian tourism business is growing very quickly, and there are many new ways to bring in and keep people from all over the world. In general, businesses need creative design and strategic planning, but the tourism industry needs these things more than others. To build a consistent brand, you need to know the market and the people who will buy your product. Some of the things that need to happen for the tourism business to do well are providing jobs in the area, improving transportation and communication networks, and building other important infrastructure that supports tourism growth.

### 16.1. Making the curriculum

Tourism is the business of offering services to people who are travelling for fun, work, or other reasons. It has been developing steadily for the past few decades and is currently one of the fastest-growing industries in the world, ranking as the fourth largest in the global economy. India and other developing countries rely on tourism for jobs and money for the country. Consequently, it represents a significant economic sector with substantial potential for additional growth and diversification [1]. India has worked hard at all levels of government to make the sector a major economic driver. The system of tourism management education needs to be looked at strategically to find areas that need further work in the future.

### 16.2. Programs for Developing Skills

There has been a big change in the tourist and hotel business in India. Young people are no longer happy with the idea of a regular employment. The most common talent that promising tourism and hospitality graduates lack is the ability to write and talk well. There is a big difference between what students learn in school and what they need to know to work in the hotel and tourist industry. Most businesses agree that the market is not enough with only basic job skills and general talents. Instead, skills development programs should focus on proactive and creative learning and global exposure. "Industry inclusiveness" is the basis for curriculum changes that try to fix these problems. If you want to help young people get jobs, you need to focus on improving their communication abilities, especially their English-speaking skills. People in the field think that being able to learn dynamically is very important for making sure that people keep learning new skills throughout their careers. The newest tendency is to push people to work in different fields to become a more well-rounded professional.

The tourist and hospitality industries in India are having trouble growing because of a number of problems. These are some of the problems: too many workers who aren't trained well, no marketing strategy, and little help from the government. The growth of tourism and hospitality has the potential to have a big positive effect on the economy. The unskilled workers in the industry are the ones who are most affected, but the promise of skilled jobs has improved the social and economic position of people and society as a whole [30].

## 2. CONCLUSION

India is a one-of-a-kind place to visit in the 21st century. A look at tourism in the country shows how it has grown into a fast-growing and new industry. Strategic management is very important to every part of the tourism sector. Since the 1990s, more and more tourists have started coming to India. Tourism from both inside and outside the country has



grown a lot [1]. Ongoing trends are characterised by specialisation, differentiation, and distinction. It is a smart move in the sector to target certain types of people in both the domestic and foreign markets, such as people who want to visit historical sites, eco-tourism, or medical tourism. The growing medium- and long-term personal track record of travellers can greatly improve the marketing of packages, experiences, and individual trips all across the country. The market might be huge because the middle class is developing so quickly. Different types of groups and a wide range of beautiful scenery and weather have made it possible for many places to become popular. Instead of just a few well-known places, numerous new ones are popping up with new ideas, programs, and amenities. This growth makes it easier for businesses to start up and grow. Strategic management methods that are used should take into account the important roles of the government, the business sector, and the community. Their combined efforts could help India take advantage of the many potential for tourism.

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