

Tribal & Rural Tourism: Experimental Modeling of S.H.G. Employment of Indian Tourist Site – Ellora Caves

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ABSTRACT

Tourism is the backbone of the economy of many nations and communities in the world. Tourism is everyone's business in the modern world. Tourism market can be managed by radical organizations who understand the new functions of tourism management. It is nothing but plantation of a concept for acceptability, which transacts a business between the buyer and seller. It is about the services, products and experience of the tourist at a price tag in a given context. What is important is for developing the content, context and infrastructure in a given location that can enamor the recreating spirit of visitors; who aspire to travel for change. Change is all about breaking the monotony and insipid living conditions, about a breath of fresh air. Micro tourism modeling of economic tourism is a key for realistic application for Rural Tourism and Tribal Tourism in India.

Pilgrimage tourism, city tourism, eco-tourism, hospital tourism, heritage tourism, cultural tourism, fashion tourism, aesthetic tourism, urban tourism, tribal tourism and village tourism are the major concepts of current epoch. Saps of the ancient times does exist but with a modern taste and flavor of contemporaneous luxuriant living. The natural ambience of life is drifting with advanced lifestyles. Eco-tourism market should develop human resources to be manned in organizations. Therefore, in order to equip the raw manpower available in locales across the category; facilitators have to be trained.

The USP (Unique Selling Proposition) of tourism market module in tourism sector lays stress on the tourism related market modules, within a single category applicable in the unique environment. Emphasis is on innovative traits of uncategorized tourism modules, which is not category specific. This module tourism takes a holistic facet of category and attempts to optimize the in puts through the pedagogy and demagogy.

In India, a low per-capita income country known for elephants, snake charmers, plethora of religions, Taj Mahal, mystic religious gurus, temples, rich flora & fauna, culture, estuaries, coral island and bounties of natural abundance are befitting aspects for tourism destination to be created. Currently tourism and infrastructure for tourism and culture industry is in an infant stage of development but having a mammoth scope and potential. Consequently, a rapid growth is inevitable and is foreseen through the currency exchange rates; INR vis- a-vis USD or any other currency.

The emerging waves of liberalization and globalization process in the near future are bound to seamlessly access in to the grassroots of life and living conditions. Eco-tourism shall look in to rural tourism, village tourism and pastoral tourism for absenting oneself in to attainment of solitude and peace in oblivion; away from pompous luxury badging.

Developing economies like India which is in the strategic need of employment for its masses. SHG (Self Help Group), a new dimension of Cooperative Management is modeled for this research to conceptualize, enhance and practice as low-cost tourism. As the USP's are studied, and market demand is examined, the model of SHG in enhancing and applying a Rural Tourism to Cater the domestic tourists of Ellora Caves & Daulatabad Fort. The adjacent Berul Village of Ellora Caves is the primary survey case taken in to applied-economics modeling for the purpose. Both the monument sites are within the close proximity of 8 K.M. SHG is an experimental economic model for micro application of tourism strategy and marketing.

This research paper displays a strategic intent for a category and frame of thought for the implementation in tourism management category. This module shall remain as a guideline for India and global entrepreneurs and business developers everywhere in any walk of life, it can utilize by dint of a marketing concept a product to gain revenue and economy and ultimate customer satisfaction.

RESEARCH METHODOLOGY:

This article is produced through extensive secondary research and qualitative research of secondary sources and field studies and extensive observations. Primary research was followed through depth interviews and interpretations of applied projects of the field. Second hand primary sources were examined and analyzed for micro findings and conceptualization of the theme and contextual validity. This article carries policy research and working paper examination method for delivering applied model and validity appreciation.

KEY WORDS:

Tourism Organization, Managing Tourism, Economy Scale, Tribal Tourism, Service Industry, Eco-Tourism, SHG (Self Help Group)

1. INTRODUCTION – SHG ROLE PLAY IN TOURISM

Tourism as a phenomenon of economic change can prohibit penury by profits is obvious for alleviating per capita and GDP in the economy. Community management group in villages through devolution mechanism can create tourism infrastructure to enable tourist visits and generate economy. It is based on a supply-chain process of managing categories of tourism products available everywhere. Distinct group of tourism facilities at strategic business units can be developed to generate better profits. It should focus on serving customer values. It can be further classified to compete in each tourism category to attract tourists' loyalty and currency. (Kotler, 2010)

India's economy is at a transitional phase where logic for innovating themes of business to drive tourist can be seen. At the bottom of the pyramid poorest of the poor nations should be alleviated by engaging certain technique to generate comparative per capita income, GDP and GNP. SHGs (Self Help Groups) can be converted to SBUs (Strategic Business Unit) for generating business. SHGs should create brands for specific tourist experience by developing a composite category of business. (Survey of Indian Industry, 2010) This new model shall recognize by improving a lifestyle concept of for managing tourism organizations in the current times. Brand oriented tourism has challenges and scopes to business in the typical tourist agencies. SHG managed offerings on tourism shall create opportunities for joint ventures and FDI. (Evaluation study of Rural Tourism, 2007)

2. CREATING AND MANAGING TOURISM ORGANIZATION

Tourism based units in villages or GPs can develop tourism SHGs and create provisions for SHG beneficiaries by encasing house accommodation and hospitality at village dwellings. This business shall provide accommodation merchandising; reduce the expansive package pricing and facilitate community accommodation at a less price. This can educate the tourist on culture, tradition and India. Trend setting ideas of business can be given to each beneficiary of SHG and can introduce a democratization of the tourism consumer culture rather than a business culture prevailing. (India Year Book, 2011) Amazon .com with its multi networking has become one of the global leaders in the concept of e-reading. SHG brand should price its product at competitive price. It can invite tourist exchange programs between SHGs in the domestic front and across the globe. It can create social security for tourists through community clubs. These pricing of products defrayed by global tourist can enrich the economy of the locales by the transactions. (India Today, 2008)

3. INTER-ACTIONS IN LIBERALIZED TOURISM AND FUTURE BUSINESS

Liberalization has bought forth competition and cross-cultural meetings. Hotel industry of the current times is an extension of pilgrimage accommodations provided in the early times. What is

offered is a broad assortment of brand name and competitive price for the luxury and convenience. Reducing prices and putting most products within the proximity of the common tourists can be treated as a global product. (Walker, et al, 2011) Business category killers are present every where ranging from book sellers to the toys, to the tourism facilities. It contributes and mars the business designs and multiplies. Ever-day low pricing is the symbol of the current age. There is a great allegiance to the deal than the dealer. Price of products have low-price bargain on hospitality. These are handled by pricing made on the services of SBUs. (George, 2007) Tourism price is defined; what a tourist agency puts on the services and goods for reselling the tourists as consumers. It has impacted the business through internet making and soft wares. Indeed, Conscious tourists want more for less. (Andrews, 2007)

4. CREATING SHG CENTERS

Unemployed village youths, tribal youths and part-time workers can be employed at low-wages in the tourism stations. Category killers in the fast-paced market cannot make profits; in the presence of myriad e-commerce sites and search engines operated by SHGs. (Gupta, 2002) Tourism sites of SHG have to be inexpensive and attractive which can replace the city market place. SHG tourism should come up with proprietary brand, catalogs and web sites. Established brand encroaches upon the product segment of the lesser brands. Starbucks Coffee as a category killer constantly finds its way to leverage its brands into other product categories and channels of distribution. SHG tourism requires a globalization process to tap alliances with leading players based on the concept. (Page, 2002) SHG packaging facilities for the promotion of tourism; for improving sells and profits across different product classifications are important. Tourism products have to be made with an amalgamation of categories where each SHG category should be uniquely priced with respect to expected performance. Tourism vendor in SHG community has to behave himself as a category captain and determine the strategy, evaluate goals, identify target consumer and influence plan implementation. (Wall, 2006)

5. ORIGIN OF TOURISM AND CURRENT EPOCH

Prosperous Americans move to suburbs for enjoying nature and sight seeing, away from the concrete jungles. It is possible for the restless city life, atmosphere not conducive. Tourism evolved for recreation and retreat which generated trade and commerce on which tourism grew. (Gratner, 1996) Luxuriant life style confined to concretes made them paranoids.

Each type of tourism personality can develop a customer loyalty through SHGs. This concept can be reinvented and revolutionized as a model across the seasonal cycle, across the geographical barriers. (Gupta, 2002)

Tourism revolution around the globe is enchanting. These changing nature of business to those changes are transitional. A distribution network from the cosmopolitan places to the SHGs in the hamlet has to be fabricated to call for capitalistic investments. SHG tourism shall design employment sources and advertising campaign has to be undertaken on the corporate basis.

(Page, 2002) Today the tourism market share is limited to the cities, which needs to be stepping down the ladder. This expansion plan could be in response to the comparative pace of growth. In fact, major brands in the tourism marketing should enter the SHGs in tandem; to tap fiscal investments from global players and MNCs. (Bhatia, 2001)

6. CHANGING SCENARIO & TOURISM DIMENSIONS

Latest trend in US is to migrate to the suburban places. Basket countries are affected from tourism revenue due to strife and civil disturbance. (Waver, 2004) This is possible with alliances with SHGs. SHG tourism shall take place and will strongly influence the future of global tourists due to the sky-rocketing real estate price boom in metros. SHG category killer in tourism is essentially a real estate extension. Today category killers in tourism should have two-pronged approach. They are built large complexes in areas with under-valued property and building SHG tourist centers in down towns. In fact, category killers in the retails are also opening small easy to shop neighborhood stores to attract time pressed consumers. (Poynter, 1993) Pedestrian friendly tourism halts, stores and motels can be visualized as a business proposition. Tourism SHG shall create help-age neighborhood markets for age old citizens and ideal villages. SHG can be re-defined as a tourism category model based on the demographic variables. It can also cannibalize the existing business with a touch of reformation and newness in approach. SHG s can be created with a perfect networking and private public partnership and can navigate and revitalize expansion plans for tourism products which are unexplored and can developed as SHG centers. SHGs can be tailor made for specific cultures and green fields can be developed revamping the undeveloped tracts and terrain facilitated with aerial trolley. (Hinch, 2006)

Change in business is nothing but natural. Like the western communities not greeting the mall developers to the densely populated localities, tourists have started preferring to isolate themselves from the madding crowd. This can also raise revenue for cash starved municipalities and look for re-orienting blighted feudal structures and infrastructures like lagoons, plantations and mountain range. The motive of SHG tourism can be developed by empowerment that is public power and private game and focalization of land use can be made, return on investment can be generated. (Goswami, 2003)

In view of the above a strategy can be developed for community living and community focused gorilla strategy to alienate a part of the business prevalent. Today who is who of consumer goods of US -Procter and Gamble, Kraft, Revlon and Gillette to name a few are pounding into suburbs and Cost CO, Wall Mart, Best buy and Bed Bath and beyond are changing their guard for market positioning. Why the strategy is so very different? In order to beat competition, the following approach seems logical. (Waver, 2004)

7. TOURISM MANAGEMENT – THE SHG SIGNIFICANCE

Tourism category management in SHG is paradigm. SHG tourism brand category management is a holistic approach to advent a business. Brand management is essentially an intensification of focus on a rival category. Even within a category, competing brands also cannibalize and recreate resources for a strategic advantage. Choice and implementation of category strategies are the keys of category management process. This strategic frame work shall enable the performance of category management and is dependent on the strategic and operational efficacies of the implementation procedure. A lot of factors decide the performance of a particular category.

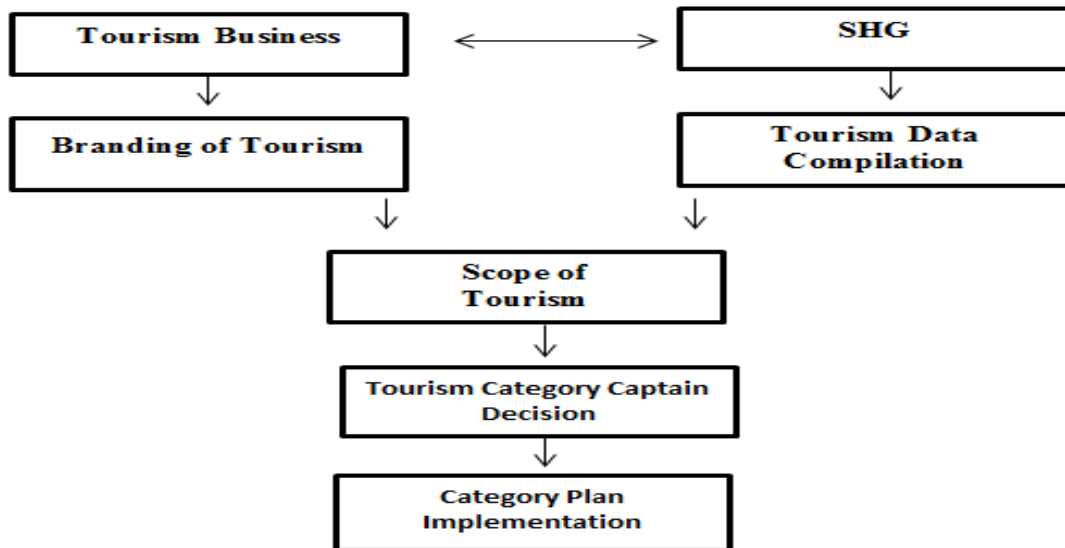
7.1. STRATEGIC MODEL FOR PERFORMANCE

Models look for inputs duly factorized to guide the performance of the category and procedure. Performance depends on three groups and two relationships. The three groups are tourist consumers, SHG and facility provider. The ‘two relationships’ that are keys to category performance are facility provider- SHG relationship and SHG- Tourism relationship. This model illustrates the overall interaction of entities and effect of inter-relationships. Performance model of ‘Facility-provider and Tourism-relationship’ contribute to formulate category management strategies and implementation. At the SHG, the ‘Tourist -SHG relationship’ comes into the picture and the consumer is offered enhanced value through category management. This model illustrates the entities and the effects of ‘SHG- Tourism relationship’ which needed for consumer satisfaction, promotes category and fulfills final objective.

7.2. FACILITY PROVIDER-SHG RELATIONSHIP

Category management is primarily an SHG strategy which influence facility provider and cannot be negated. Facility provider develops expertise to determine the efficient assortment, pricing, promotion and placement of the various kinds for category. These data give the ability to play the role of ‘category captain’. ‘Category captain’ is a facility provider who forms a strategic alliance with the SHG. It enables the SHG developed consumer insights, satisfy consumers, improve performance and profit across the entire category. It is solution that matters. This can be categorized into three segments. They are planning and implementation, branding for creating opportunity and trust and bonding. It can also be extended by the SHG- Tourism Relationship. This model proposed signifies the aspects of relationship. Customer satisfaction has been assigned the utmost importance as the determinant of category performance. What is important is consumer satisfaction and the benefits of customer satisfaction are important. To survive in today’s consolidating environment SHG-Facility provider need to improve their collaboration with trading partners using newest ways, for attracting tourists. We can see a diagram which speaks of the convergence:

Model- Implementation Process of Tourism Category Management



Source: Self Conceptualized Model of Applied Research

8. APPLIED SELF HELP GROUP (SHG) MODELING – ELLORA CAVES & DAULATABAD FORTE (MAHARASHTRA, INDIA) FOR ANY MICRO MODELLING OF EMPLOYMENT IN ANY TRIBAL LOCATION

Aurangabad district of Maharashtra is a Municipal Corporation, cultural & tourism capital of the state and historically a significant place of world class monuments of Ancient India, early mediaeval and mediaeval period. UNESCO heritage sites like Ellora Caves and Ajanta Caves are its golden assets of tourism. From the town center Ellora Caves are 30 KMs and Daulatabad Fort is 22 KMs far in the same direction, connected through state highway road. In tourist's attraction both the sites attract huge domestic tourists and substantial foreign tourists with seasonal variations of peak season – September to April and off-peak season – May to August. Off peak season months experience tourist flow at large from domestic segments. As per the year 2011 local records Ellora attracted at an average of 3000 domestic tourists and 400 foreign tourists per day in the tourism peak season i.e., December to February. In the mid-tourist seasons September – November average domestic tourists were 2600 per day and 200 foreign tourists per day. In the off-peak season May – August average domestic tourists drop down to 1200 per day and foreign tourists to 80 per day. Annual average of tourists, (Domestic) 2250 and average foreign tourists 225 do visits Ellora and Daulatabad. In record keeping more than 12 Lakhs domestic tourists and 1 Lakh international tourists visit Ellora caves per year.

The rock cut shrines of Ellora in Maharashtra are magnificent artistic creations, between the 5th and the 13th century. These caves with diverse details and minute carvings, representing three different faiths, Buddhist, Brahminical & Jaina, are superb examples of Indian art. The Buddhist caves which are profusely ornamented, carved on large-scale, differ from Ajanta caves in their arrangements, subjects and details. Among the Brahminical caves, Kailasa (Cave 16) is remarkable for striking proportion, elaborate workmanship and architectural content besides sculptural ornamentation. This is regarded as the monolith Shiva temple in India. It is by far the most elaborate and extensive rock-temple. Of the five Jaina caves, Indra and Jagannath Sabha are massive, rich and extensive in execution. The caves of Ellora run approximately in the north-south direction for almost 2 KMs. Visit of Ellora caves are a matter of complete 2 days observations by the tourists to attain satisfaction. Due to non-availability of accommodation fitting to the disposable spending level of the tourist's domestic tourists visit the Ellora caves in one day. For foreign tourists' accommodations are located in the Aurangabad city mostly.

Daulatabad, a castle migrated to a fort an impregnable fort during Mughal period. Jadhav dynasty started this fort as Deogiri and from there it migrated to the hands of Khilji's and Tuglaqs and finally passed to the hands of Mughals. During Mughal period Aurangabad was the capital of the Deccan province and Daulatabad turned a citadel of power. Aurangzeb ruled 27 years as an emperor from Daulatabad. During his time extensive fortification works were taken care of and many wall cities were established – Aurangabad, Khultabad, Etlabad etc. Daulatabad has three phases from the ground to the hill top and for any tourist to visit it takes one full day. As one of the unique forts of India and being at the close proximity to Ellora caves both the sites takes a three days time for tourist satisfaction.

8.1. S.H.G. (Self Help Group) for Income Generation through Tourist Services (Tribal & Rural Pockets)

In Berul and Khultabad areas, the immediate locations near Ellora and Daulatabad have only few hotels for overnight stay. Numbers of rooms available in both places are less than 200 and type of hotels is low budget category range. Hotel room tariff per night vary between INR 700 to INR 1000. This is comparatively a higher price in comparison to other states based on the facilities available in the hotels. More than 600 rooms are available in Aurangabad city for hotel stay. Hotels are expensive in the city due to strategic location and industrial hub in the outskirts of the city. Ellora has famous Shiva temple Ghrinesvara known as one of the Jyotir Linga of India. This temple was built in the late 17th century by Ahilya Bai Holkar of Indore, this attracts more than two million devotees per year.

A tourists satisfaction survey reveals that the two nights stay for the visit of Ellora per average family consisting of two adults and two children at budget accommodations – 2 nights stay @ INR 1650 x 2 = INR 3300 plus INR 2200 plus local conveyance from the city to destination – INR 2200 and miscellaneous expenses – INR 500. These expenses amount to in total INR 8200

for two nights and three days with uncertainty of accommodation availability and peak season price rise. Cost factors pushes the tourists flow to move out of the destination in a single day. As per the survey more than 50% of tourists are looking out for a price tag of INR 3000 for 2 nights and three days stay per family. As per the primary findings 30% plus domestic tourists are looking out for a price tag of less than INR 5000 for the similar concept. In response to this MTDC (Maharashtra Tourism Development Corporation) offers a price range of INR 8000.

Ellora and Daulatabad micro destinations are visited by tourists whose preferences are budget accommodations from the inland. Tourist needs are not catered at the destination sites. This strongest USP of tourist economy can be applied in the Berul village for Village Tourism / Rural Tourism to promote Ellora and Daulatabad destinations fitting the price preferences of the tourists. Berul village has a predominant agriculture economy with more than 500 concrete roof houses. Village is sizably large and at a walking distance from Ellora caves not exceeding half kilometer. Rural workforce has lowest women employment as any other Indian village. More than 50 percent housewives have spare time for involvement and engagement from the house. Among the rural youth more than 60 percent engaged with marginal employment. So, the manpower available for engagement of higher earnings amounts to more than 500 people from the Berul Village for S.H.G. modeling.

8.2. S.H.G. Activity Modeling and Business Proposition for Profitability of Rural & Tribal Community

Berul village of Ellora as per primary experimental economics research is identified as the destination of S.H.G. activity of “Economic Tourism Management” to cater two composite micro destinations of tourism – Ellora and Daulatabad Fort. The application validity of business proposition for S.H.G. (Self Help Group) involvement in employment generation, tourism promotion, social entrepreneurship and village economic enhancement is examined by adaptation by S.H.G. activity modeling.

SHG Activity Micro-Modeling of Berul Village – Ellora Caves (Validation of Application of Tribal Tourism)

Guest Rooms

Village dwellers have the potentiality to spare two rooms from each house and in the first hand hundred houses can generate 200 guest rooms with little investment in painting and furnishing. Construction of attached toilet and bath rooms in some houses will be required.

Standardization

Each room to be provided with specific and minimum facilities of toilet & bathroom, good ventilation, double bed and an extra bed provision for each room to accommodate two adults and two children, hygiene and cleanliness. Room rent per day is provisioned INR 350 with 24-hour

checkout. Maintenance of the guest rooms will be the job of the housewives and booking of the rooms will be done by the central office of the SHG. This is involving 100 housewives.

Food & Snacks

Four to eight food outlets in the houses of SHG members will be opened up to cater the food needs with fixed menu for a capacity of 400 people at the best. Outlets will be run by the house wives with youth supporting hands for the services. Food is provisioned per person per day at INR 200 including Breakfast, Lunch, evening Snacks & Night Dinner as fixed price. Food preparation will engage 40 house wives in food preparation and delivery.

Local Conveyance

Site visits to Ellora, Daulatabad, pick up and drop facilities for the guests from the Aurangabad Railway station and Bus station to Berul village per family by auto-Rickshaw at a fixed price of INR 900. Business will be run by the local youth having auto-Rickshaw ownership. This model will engage 30 local youth and will keep options open for the additional employment.

Central Office for Booking, Operation Monitoring and SHG Leadership

Central office operating by participating members for booking, coordinating, promotion, monitoring guest satisfaction, transactions of all cash deliveries. This team of 20 SHG representatives will be involved in the leadership roles of micro model provisions.

SHG Involvement (Members)

100 Housewives for 200 Rooms

30 Youth for local conveyance provisions

40 Housewives for Food preparation and delivery

20 Youth and Village members for Central Office – Monitoring and Control Provisions

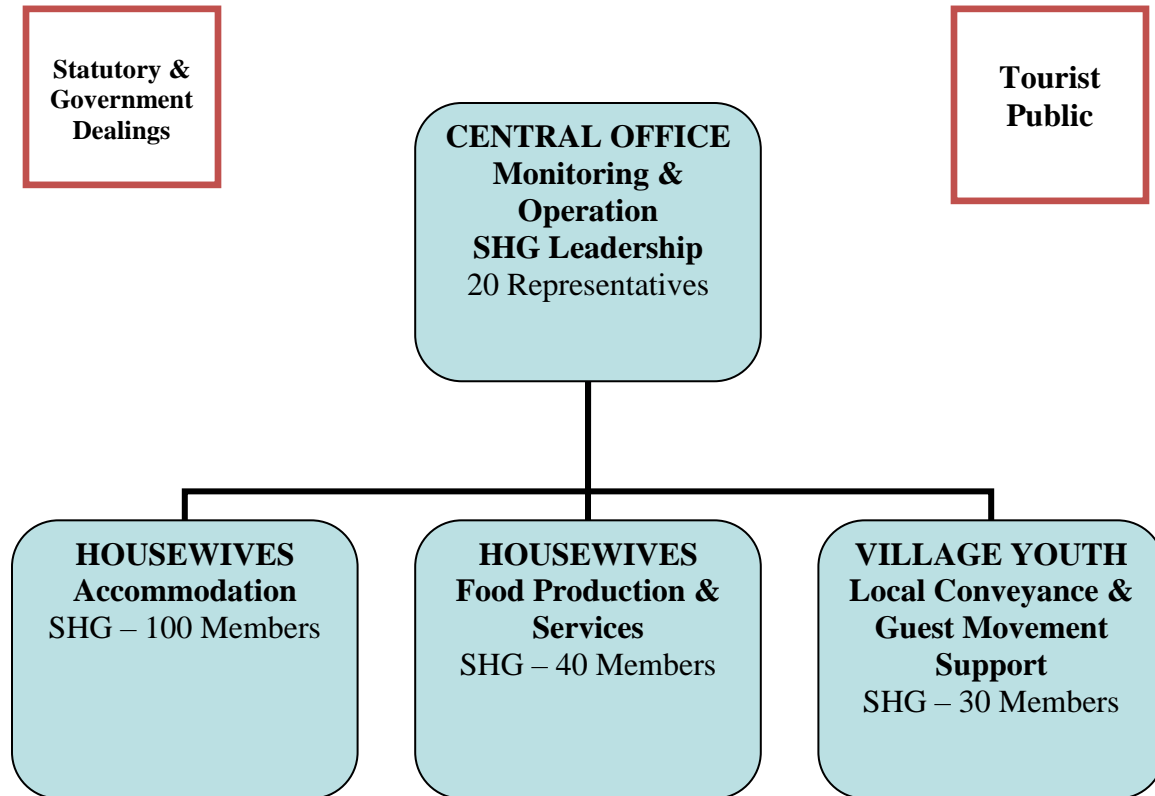
Total direct employment of 190 SHG members

Tourist package of 2 Nights & 3 Days stay INR 3000 with local conveyance & Pick up & drop facilities per family

Available current market rate for the similar facilities at a price of INR 8200 with local conveyance

SHG offering is at a 37 Percent of the market price generating a profitability of INR 2000 for the SHG members per package from each family with one room occupancy resulting in 66% profit for the model application.

Experimental Economics Micro Model of Economic Tourism Management by SHG



Source: Self Conceptualized Micro Modeling of SHG – Berul Village, Ellora

8.3. Potentiality of S.H.G. Role Play and Future Enhancement – Construction of National Modeling

An economic applied model of economic tourism has phases of operation in benefitting and creating larger SHG networks. This experimentation modeling has potentiality for expansion and multi-track growth to a level of saturation with micro territorial confinement and market limitations. Potentiality of the growth of SHG in the existing model enhancement can further add on to the strength of 200 guest rooms to 600 guest rooms and multiplying SHG membership by four times, which will involve 760 members in the SHG. Multi track growth factors are additional avenues for SHG for SHG operation and involvement. Additions as prime potentiality will be as;

- (i) Setting up of house front handicrafts market
- (ii) Organizing of events, carnivals, food festivals, ceremony celebrations of Buddhism, Jainism and Hinduism (Shivism) etc. to attract and retain off season tourists flow.

- (iii) Public – Private Partnership modeling and engagements with A.S.I. (Archeological Survey of India), Ministry of Tourism – Government of India & Government of Maharashtra, UNESCO, Buddhist Associations and recognized cultural organizations to ultimately generate tourism business through via-medias of different applied market tools and techniques
- (iv) Partnerships of business interests with artifacts, art commodities, handlooms, sculpture creations, and other productivity sides of special skills for different revenue models.

This experimentation in its potentiality is a micro case of involvement of 80 percent of the employable manpower of the village to earning hands beyond sustainability and to grow up to the lengths. Advantages of such cases have contagious effect on other potential destinations of tourism concern. Secondly, the off-business time has the growth potentiality of getting converted to revenue model generation by diluting seasonal phenomena in domestic tourism market. Third, SHG model of economic tourism has potentiality of National Economic Tourism Modeling across states and Union Territories with the support of research and experimentation modeling based on available U.S.P. of locations and destinations.

This experimentation model of micro case study of Berul village, Ellora caves site in Maharashtra state is a projection approach of economic tourism services through the concept of “Value for Money” with national level validation and national policy supporting activity of rural employment through SHG (Self Help Groups). Berul is an applied economics and strategic tourism case model awaiting implementation through N.G.O. (Non-Government Organisation).

9. FUTURE OF TOURISM MANAGEMENT – RURAL TOURISM & TRIBAL TOURISM THROUGH S.H.G.

This category management in tourism possesses huge potential to transform the rural economy & tribal economy through tourism sector business. The model based on the category management principles is contingent to reasonable arguments. This has to be net-worked in the hierarchy of a pyramidal form. As a matter of fact, SHG tourism shall be bringing communication and satellite connectivity. Prototype of the Disney land concepts in the barren places can be developed through ventures. Investment from foreign countries shall be invited for participation and partnership in the tourism business. It can be based on a local (local + global) concept. Research scholars critically view that Indian economy can boom with the help of SHG tourism development. This model framework can be validated and tested by the active research of SHG markets and tourism market patterns. And can go for quantitative models. Transformation of tourism industry can be studied at its various stages and can be identified with categories where management principles can be applied scrupulously.

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