

World Wide Tourism: A Review

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Abstract

The present study presents a detailed review of papers published on tourism from across the world. We referred to a number of studies to check the impact of tourism, tourism policies and governance, analyzed techniques in tourism research, examined concepts of tourism, demand indicators, and many others. The purpose of the present study is to highlight the way developed and developing countries probe into tourism subjects and market their destinations. The present paper, with respect to worldwide tourism development, starts with analyzing the existing tourism situation, followed by tourism product development with a new approach. The next step is to measure the effects of tourism on the local economy as well as on the other sectors. For strategic decision-making, focus needs to be placed on statistical tools, which could be used for qualitative analysis in the tourism industry. After that, the focus of the study shifts to the importance of tourism in handling social issues. Next, the paper discusses the psychology of the consumers and the level of quality tourism services expected by them. The present paper could be utilized as a guideline for tourism development in a developing nation like India. In India, tourism development is in a nascent stage, where we are looking at basic tourist infrastructural facilities, whereas in the developed countries, they look at the psychographic profiles of the tourists. Development of newer tourism products and management profiles of such products need to be designed.

Keywords: accessible tourism, volunteering tourism, indigenous tourism, altered tourism, tourism research, sustainable tourism

Paper Submission Date : July 9, 2013 ; **Paper sent back for Revision :** December 2, 2013 ; **Paper Acceptance Date :** December 18, 2013

In the present study, we present a detailed review of papers published on tourism from across the world. We referred to a number of studies to check the impact of tourism, tourism policies and governance, analyzed techniques in tourism research, examined concepts of tourism, demand indicators, and many others. Some of the reviewed studies highlighted the importance of sports activities to attract a large number of spectators. The purpose of the present study is to highlight the way developed and developing countries probe into tourism subjects and market their destinations.

Tourism Management

No single activity delivers tourism products ; it comprises of various activities. Thus, the delivery of tourism products requires proper co-ordination to work efficiently. There is a need for coordination across states, regional, and local levels of sub government agencies and authorities. It means coordination for tourism is required both horizontally and vertically, rather than this occurring at a state or regional level . Coordination can be developed at a destination level by involving public and private sector agencies and interested “attentive public” groups (Wray, 2009).

Responsibility of tourism management lies not only with the tourism providers, but also with the society and the individuals. The local governing body plays a crucial role in the promotion of tourism development, provided they have good governance. Good governance depends on actors and groups involved in the network, their aspirations, values, and their decisions. Issues such as accountability, transparency, participation, communication, knowledge sharing, efficiency, and equity constitute good governance. Different types of networks can be more or less

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effective in achieving good local tourism governance. There are three modes of governance, a council-led governance network, a participant-led community governance network, and local tourism organization-led industry governance network. Each has its own strengths and weaknesses in interpreting and promoting sustainable tourism and has a profound influence on how ideas and initiatives are empowered or inhibited. Inclusive collaboration and governance structures are idealistic, but there are opportunities to develop “joined-up” form of networked governance where different communities can be engaged around issues important to them. Different networks have the capacity to mobilize membership and can be responsive to emerging issues in different and complementary ways (Beaumont & Dredge, 2010).

In the tourism industry, high-quality services and products are coupled with labour intensive nature. So, the tourism sector has to recruit and retain well-educated and well trained professionals. Dewhurst, H., Dewhurst, P., and Livesy (2007) pointed out that much of the hospitality training is informal and learned with experience at the job. Formal training is costly and time consuming. The employer expects short, inexpensive, convenient (location/time), and relevant formal training. Both specific and generic expertise is available to the tourism organization, but they are untapped. It means that there exists a problem of workforce management. Thus, there is a need to develop and shape the demand for training in lifestyle dominated industries.

Tourism helps in performing social responsibility. In other words, social issues such as trafficking and child sex tourism, tourism and climate change, and impact of tourism on climate are also effectively handled through tourism (Tepelus, 2008).

Tourism Policies

Robust and adaptive governance regimes are essential elements for sustainable tourism. The success of International Association of Antarctica Tour Operators (IAATO) is attributed to the perceived benefits of membership. Continued incentives for self-organization are needed, but changing circumstances lead tour operators to believe that IAATO membership is no longer advantageous (IAATO is a member organization founded in 1991 to advocate, promote, and practice safe and environmentally responsible private-sector travel to the Antarctic) (Liggett, Lamers, & Amelung, 2009).

Registration is compulsory for the tour operator and by being a member of IAATO, the tour operators enjoy the benefits. However, as time passes, they should build their image in the market to enjoy larger benefits. Contribution from tourism industries to non tourism industries is less compared to that of non-tourism industries to tourism industries (Lian, 2010).

Social Responsibility

Tourism has the potential to be an agent for making profound social change. Innovation-oriented tourism policy making is called for in order to make this social change beneficial. Such innovative measures help in combating problems of human trafficking and child sex tourism as the realities of a global and globalizing tourism industry are ever changing. So, the social responsibility debate in tourism has to advance if the sector has to realize its potential in contributing to sustainable development. The responsibility of climate change issues rests on the public sector and not on the tourism industry. The tourism industry is not ready to invest in climate change issues because of the existence of perceived uncertainties in the magnitude of climate change and related environmental impact. The theme opted by the stakeholders as adaptation to climate change was adaptation to climate policy. This is more generic to sustainable development than specific to climate change adaptation. Thus, limited understanding of climate change adaptation by stakeholders is a main barrier in tourism development of decision making on adaptation to climate change (Becken, 2010).

Climate change adaptation and mitigation are two sides of the same coin. The tourism industry should have concerns with mitigation of its impact on the climate. Its activities appear to be highly vulnerable to climate change. Tourism is very dependent on local features (Dubois & Ceron, 2006). Growth of tourism is dependent upon an effective transportation system and sound vehicles. However, automobile exhaust wastes have an adverse impact

on the climate. Eco-friendly and pollution-free vehicles or sometimes traditional vehicles like cycle, bullock-cart, Tanga (horse cart) would be useful exclusively at tourist destinations. Strict rules, regulations, and awareness programmes are essential to control the adverse effects. Proper drainage and waste disposal systems are the core priorities of tourist destinations. Thus, tourism would play a significant role in mitigation of its impact on the climate. Development of nature-based tourism, rural, eco, and sustainable tourism should be the priority of a developing nation like India. Awareness among the tourists through a proper way of communication is the ultimate source for controlling tourists' behavior like providing them information about improper litter disposal in protected areas. Theory planned behavior (TPB) model is a robust guide for the development of effective communication intervention in protected area management (Brown, Ham, & Hughes, 2010). However, it is an uphill task to mould the tourists and to manage the human behavior.

Another social issue is the 'reduction of green house gas emissions'. The tourism sector meets its emission reduction objectives through structural changes as well as altered tourism consumption patterns, including a decoupling of the growth of tourist kilometers and their numbers. Success in achieving emission reductions in tourism is found to be dependent largely on major policy and changes in air travel practices (Scott, Peeters, & Gössling, 2010). Local community support and their attitudes are indirectly determined by the benefits they get from tourism.

Impact of Tourism

Higher level of support for tourism among the local community, substantial support for further tourism development and increased visitation levels exist in Sri Lanka. The majority of the local residents believe that tourism has a positive effect on the local community, that is, the development of tourism has provided increased employment opportunities, has increased the value of real estate, has improved the image, appearance, and infrastructure in the cities, and has increased the feeling of pride for their country among the residents (Chandralal, 2010). The laddering technique based on the means-end approach helps to understand values, which influence attitude from a social psychology discourse; values are considered as antecedents of attitudes and opinions. Through an understanding of the personal values of the respondents, it is possible to have a different perspective on their attitudes and opinions toward tourism. Means end chain theory (MECT) and laddering technique are potent for understanding residents' attitudes. They are helpful in discovering hidden meanings and behaviors, which influence such attitudes (Nunkoo & Ramkissoon, 2009).

Positive responses and attitudes are available only if the local community is aware about the benefits of tourism development. In tourism development, planning and local people's participation is a must. Tourism development is also adversely affecting local communities' livelihood. Tourism has replaced many traditional livelihood activities, especially subsistence hunting and collection of rangeland products, livestock, and crop farming. The sustainable livelihood framework (SLF) indicates that well being, income, empowerment, health, and reduced vulnerability are outcomes in a development approach like community based natural resource management (CBNRM). Livelihoods and the quality of life have improved after the introduction of CBNRM, particularly due to socioeconomic benefits as creation of employment opportunities, income generation, and provision of services like water supply and transportation, funds for funeral expenses, educational scholarships, and acquisition of skills in the tourism business, and with the establishment of new local social facilities. Some CBNRM projects are achieving the goal of development. However, a lot more needs to be done for rural development (Mbaiwa & Stronza, 2010).

Factors Influencing the Tourists' Development

Satisfaction leads to trust and trust enhances loyalty. Tourists' loyalty is likely influenced indirectly by the perception of cultural differences (experiences), convenient transportation, and safety. These factors have an impact on both satisfaction and trust on selected destination of a tourist, which leads to loyalty of the tourist to that destination (Huang & Chiu, 2006). Two prime objectives of service providers are - **(a)** to enhance the loyalty and, **(b)** creation of a positive perception. Cultural experiences (differences) and safe working environments aid in creating a positive perception. Tourist's attitude, the destination's image, and motivation also influence the

satisfaction level of the tourists and their future behaviour with respect to a destination. A destination's image, the tourists' attitude, and tourists' motivational levels directly affect satisfaction and indirectly affect their future behavior. Tourist satisfaction levels has a significant influence on their future behavior. It has proven to be a significant mediating variable within the behavioral model. There is a causal relationship between tourists' attitude, satisfaction levels, and behavioral intentions for nature based tourists. Push motivation does not significantly influence satisfaction, while pull motivation directly and negatively affects it, and so, it indirectly and negatively affects the tourists' loyalty towards a destination (Lee, 2009).

Social and cultural places influence production of tourism. Different life modes contain different types of social and cultural capitals that could have significance for tourism production. It means social and cultural capitals can be transformed into economic capitals; a process which is necessary in the capitalist market economy of which tourism is an integral part. These two concepts are fruitful for analyzing the local breeding ground for small business enterprises in tourism production (Karlsson, 2005). Local conditions and entrepreneurship can be used for tourism businesses.

Satisfaction is influenced by quality of a product and quality is influenced by value to the customer. Ultimately, value of a product is based on the customers' production. Three dimensions represent a tourist destination's quality: Ecological-environmental, economic-fiscal, and social-cultural qualities. The role of the government to control and also time of control is very important. The entire system is dependent upon the size, resource base, and the level of infrastructure of the community. Finally, a dynamic system accounts for the distinction and interaction between the above-noted actual quality dimensions. The perceptions of these dimensions are held by the market of potential visitors (Tyrrell & Johnston, 2008). In the quality of tourist destination hotel services, climate, beauty of the landscape, and friendliness of the personnel towards the customer are the more important criteria. Tourists' dislike the new development of the area and also overcrowding; the worst rated factor is value for money. Overcrowded places spoil the show and generally, tourists get attracted to a destination, which is far away from their usual livelihood place. Calm, quiet, and nature-based places are highly preferred. Therefore, in determining the tourism development policy, preventive measures should be considered rather than curative for controlling the tourist flow, which spoils the destination (Lo'pez-Toro, Díaz-Muñoz, & Pérez-Moreno, 2010).

To develop the tourism policies, one should determine the demand of the tourists. Four activities -hiking, bird-watching, observation of flora and fauna, and visiting volcanoes are more competitive in preference of foreign tourists and are being offered without knowledge of the best combined option or packages (Villalobos-Céspedes, Galdeano-Gómez, & Tolón-Becerra, 2010). Non-economic factors have an influence on tourism demand. Tourists from different origins have various cultural and nationalistic backgrounds, and so they may interpret visual imagery and experiences differently. Thus, there are differences and similarities among the factors in determining the tourism demands at various places (Cho, 2009). Non-economic factors like cultural differences and similarities influence the perception, and ultimately, the satisfaction levels of the tourists. Also, development, conservation, and tourism are three difficult things to manage at a time, because if development and tourism are expected, conservation becomes difficult in protected areas.

Role of Domestic Tourism

Domestic tourism plays an important role in generating revenue and employment. Domestic tourism is an ideal sustainable path for development of tourism. There are economic, social, and political benefits in promoting the growth of domestic tourism. Job creation and stabilization of tourism industry as a whole are the economy benefits of tourism. Because of regular travel, both formal tourism economy through the sale of local goods and informal tourism economy through site visits and stay at the hotels and lodges benefits tourism. Development of tourism culture through participation in new and exciting experiences and interactions with foreign and local tourists are some of the social benefits. Domestic tourism will support the value of unity and reconciliation, which is the government's core priority, and thus, is politically beneficial. The main obstacle in development of domestic tourism is population and low living standards, that is, poverty. Hence, initiatives are required for developing world class experience for the tourists (Mazimhaka, 2007).

Designing Tourism Products

After understanding the factors influencing the satisfaction levels of the tourists, their satisfaction levels, and studying the impact of tourism, the ultimate job is to design the tourism products. It is also important for service providers to know about their visitors. The provider has an accurate knowledge of tourists' attitude except the price competitiveness of the destination. The provider generally holds false estimates of tourists' evaluation of service performance, tourists' demographic characteristics (except for tourists' gender), and underestimating visitors' educational and income levels. There are three areas of over perception : The first area is attraction, prompt service delivery by the personnel, food variety, competitive pricing, tourism trade, product variety, and shop personnel friendliness is lower than what the providers expected. The second area is satisfaction with the tourism trade of the destination. The third area is almost all aspects of tourists' attitudes towards the destination and the residents, as they rate them higher than stated by the tourists themselves (Zouni, 2008). A tourist destination is a bundle of service products, and providers of these have conflicting and sometimes incorrect impressions of the views and evaluations of their visitors. The gap analysis can be an extremely useful tool for the management to identify service problems of the tourism industry at tourist destinations.

Quality has no limit in tourism. Expectations towards tourist satisfaction and evaluation of visitors fail to match because the perceptions regarding price, performance of a product, and pleasure change with time, place, and people, even if they belong to similar SEC. It is highly impossible to remove the gap, but one can minimize such gaps through (this type of) research and help to identify the service problem to improve the services. Generally, a large number of industries prefer to conduct their meetings, conferences, seminars in the hotels and sometimes, if possible, in tourist destinations. Business events consist of meetings, incentives, conventions, and exhibitions formerly known by the acronym MICE drivers and barriers of corporate greening, which is the lack of regulations in the business events' context and limited time and resources (Mair & Jago, 2010).

It will be a good idea of developing a greener business event tourism sector concept to attract a large number of corporate sectors who are high payers in the tourism industry. There are two ways - near industrial areas, this type of concept can be developed as a destination for corporates; otherwise, in existing destinations, this concept can be sold. The rural environments have their own natural potential and human attractions. Organizing such environments not only helps to develop tourism in the rural areas, but also enhances rural activities of farming, husbandry, and local handicrafts. The ministries, organizations dealing with cultural heritage, art, craft, and tourism, and administration of culture and other relevant organizations can contribute to a better traction of visitors, which requires principled planning, cooperation, and contribution by local residents and executive institutions in order to play the role of an important tourist spot throughout the country (Egbali, Nosrat, & Pour, 2010).

A majority of today's rural generation is rushing towards metro cities for white-collar jobs, and is ignoring their traditions, culture, farming practices, their town, and ultimately, the rural people, and the rural environment. Therefore, agricultural land is not cultivated to its full potential. Rural tourism is a blessing for rural life to promote rural activities like farming, art and craft, tradition, and culture. However, it needs to have proper planning and co-ordination between different organizations and local communities.

The most important sustainable tourism outcome is improved by understanding the values of protected areas by the partners (stakeholders). Improved bio diversity conservation in protected areas and greater respect for culture, heritage, tradition, and benefits of general partnership as a purpose of partnership achieved or being achieved, benefits to all, and improved information available for protected-area management are other significant outcomes (Laing, Lee, Moore, Wegner, & Weiler, 2009). The tourism industry is said to be an industry without smoke, education without classroom, integration without legislation, and diplomacy (make relations) without formation. However, by considering the benefits of both, one can think of success of sustainable tourism with partnership between protected area agencies and the tourism industry.

Sports Tourism

Both sports and tourism policy communities are aware of the link between the two areas, but have a lack of liaison

(Weed, 2001). Stakeholders of the tourism department should seriously give a thought to this issue and develop the tourism policies accordingly. Inequalities in employment, participation pattern, activity preference, motivational difference, and dropout rates are found in tourism. This may be due to physiological and sociocultural gender relations (Mansfield, 2007).

Sustainable Tourism

The main objective of sustainable tourism is to manage all resources in such a way that economic, social, and artistic needs of the tourists can be satisfied. It would also help to maintain cultural integrity, essential ecological processes, biological diversity, and life support systems. Sustainable tourism is a demand of today's era. Farrell and Twining - Ward (2005) suggested seven steps towards sustainable tourism such as understanding complex adaptive systems, learning from natural ecosystems, co-evaluation of human and natural systems, extending tourism systems, integration, adding post-normal science, and facilitating a transition (continual development towards biophysical and human well-being). Tourism has accumulated substantial resources, and if these resources are valuably complemented with knowledge of complex adaptive systems, natural ecosystems, co-evolution, a more inclusive tourism system, integrated social-ecological systems, and non-linear science, then tourism will be in a considerably better position to move towards a transition to sustainable tourism development than it is today.

Foundations of modern tourism (car used for the domestic holiday, airplanes that offer cheap and easy international travel, to the ever-expanding territorial range of tourism developments to cater to the expanding numbers of holiday makers) are clearly unsustainable, and the tourism industry continues to chant the mantra of growth in every conceivable tool of communication at its disposal with few exceptions. The culture-ideology of consumerism that underpins this growth is at odds with the demand for limits that sustainability requires (Higgins-Desbiolles, 2010). Tourism must develop and be maintained in the area (community and environment) in such a manner that it remains viable over an indefinite period, and that does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well being of other activities and processes.

According to Darcy, Cameron, and Pegg (2010), accessible tourism enables people with access requirements, including mobility, vision, hearing, and cognitive dimensions of access, to function independently, and with equity and dignity through the delivery of universally designed tourism products, services, and environments. This definition is inclusive of all people, including those traveling with children in prams, people with disabilities, and seniors. Accessible tourism market can be drawn from both domestic and international tourists. Families were an important segment of the accessible market where one member of the family or group had a disability and that families or groups comprising a member with a disability enjoyed the benefits of an accessible environment. There is significant disability group travel potential, identified through a number of businesses that provide tourism opportunities during shoulder and midweek periods. Elderly guests and families also patronize accessible premises with small children. The importance of environmental responsibility and the conservation of surrounding bush land, wherever applicable, is a potential economic benefit that flows from these sorts of actions. The considerable size and multi-niche markets are served by accessible tourism destinations. Accessible tourism will be a new opportunity to develop in the tourism industry to attract a large number of elderly guests, families with small children, and disabled tourists with slight changes in the available infrastructure.

There are prospects for adaptive co-management in protected areas and strengthening sustainable tourism [1](Plummer & Fennell, 2009); governance structure, local ownership, and institutions can be used for solving disputes and for joint management in order to channel the economically powerful global commodity chains of eco-tourism towards goals and practices that are more sustainable. Eco-tourism commodity chains can achieve twin goals of development and conservation (Uddhammar, 2006); eco tourism and joint management or adaptive co-management will be the best solution for the protected areas.

Indigenous Tourism

Indigenous tourism encompasses activities that involve indigenous people and are sensitive to indigenous cultures. It is not limited to cultural tourism products, as it includes mainstream tourism activities and service provisions to tourists and the tourism industry. The government's sustainable policies need to draw upon indigenous diversity and in a consistent, collaborative, co-ordinate, and integrated manner, provide the mechanisms and capacity-building to facilitate long-term sustainable indigenous tourism (Whitford & Ruhanen, 2010).

Indigenous tourism is a new concept, which can be used to promote and develop rigorous applications of real sustainable tourism. The volunteering concept is founded on notions (thinking) of altruism (humanity/selfless) and self-development, often involving working for a cause that the volunteers believe in so as to feel that they have accomplished something worthwhile. Alternative experiences may facilitate a more sustainable form of tourism as compared to traditional cultural tourism consumption. The main motivation for undertaking the volunteer project was not primarily related to sightseeing, but to do volunteering work. The most sustainable option for indigenous communities is sharing their culture with tourists (McIntosh & Zahra, 2007). Generally, in scouting and guiding, NSS and NCC camps are volunteer gatherings for the awareness of social responsibility, but it is restricted to only schools and colleges. With a slight change, it can be possible for volunteer tourism to attract a large number of senior citizens or other sections of the society.

In marketing, one has to consider uncontrollable factors in determining the tourism policies. The government plays a crucial role in tourism development. Integration is a great strategy in a developing country as it gives control over the infrastructure, which later helps in providing quality to customers. However, the question that arises here is whether time tested strategies should be followed blindly? Does the group need to modify its strategies in the changing times when the economy is going global and boundaries are losing importance? The multiplex business holds immense potential; a few thorny issues like high entertainment taxes and antiquated laws still need resolution. Ticket prices, for instance, are still controlled by a lot of state governments (Ahuja, 2001).

Promotion of Tourism

To develop the tourism sector, one has to innovate something to attract new tourists and thus increase the flow of tourists to a destination. Tourism is not only nature based, but is also manmade. Every product has its own lifespan of glory, therefore, one has to think about innovation. Adventure tourism is not a travel to see the adventure, but experiencing adventure sports by taking part in it. Photographic material is a tool of adventure tourism promotion. Pictorial image is quite effective to convey an idea about a product to the tourists, but the process of experience is more effective through videos of destinations. The mental process in adventure sports is not depicted in photographs. Photographic material plays an important role in the promotion of adventure tourism. There is an interconnection between sports and tourism (Page, Steele, & Connell, 2006). To promote tourism products, its uniqueness is important. The photographs of the destination and the videos of the same help the tourists to create positive perception of the destination in the pre-visit time period.

Effective and efficient promotion strategy and media are crucial for the success of tourism development. The growth of tourism is not uniform all over the world. Sometimes, problems may be inadequate promotional measures and fund constraints. Thus, the players have to depend on the local media and low qualitative printed material to promote the sector, which do not serve the purpose. The use of information technology in promoting tourism is quite negligible. The web pages are not well designed and attractive, and cannot disseminate all the necessary information to the prospective tourists. The main reason of not succeeding is because the concerned authorities failed to realize the importance of this sector and failed to initiate proper measures in undertaking effective promotional measures to attract the potential tourists (Jakir, 2006).

Films influence the consumers' choice of tourism destinations, thereby enhancing their image. Thus, tourist destinations can be promoted through films. The image is influenced by an organic image, motivation to travel, active information search, induced image, analysis of existing academic discourse in key areas such as services marketing, film tourism, and consumer choice to offer insights into how past and current thinking in these areas can

be brought together for better promotion of tourism destinations (Bolan & Williams, 2008).

Nature based tourism is preferred by a majority of the tourists. People now have realized the importance of nature because of adverse effects of modernization and mechanization. Hill stations, wild life sanctuaries, waterfalls, flora and fauna are the destinations flooded with the tourists, and thus, new concepts of eco-tourism have emerged in the market. There is an opportunity to develop such type of areas as tourist destinations. There is a need to identify attributes of nature-based tourism to know its demands. The existing requirement should be considered while meeting the demands of the tourists. There are considerable gaps between conceptual typologies and managerial-related categorizations of tourism (Arnegger, Woltering, & Job, 2010).

The hotel industry is also a part of tourism. Tourism is a labour intensive industry. However, it is observed that this industry is facing the problem of labour shortage as labour turnover is being experienced in both the hotel and the tourism industry. It is difficult to deliver an efficient and effective service to satisfy and deliver value to the customer (Deery & Jago, 2009 ; Merwe & Wocke, 2007). The key issues are associated with work-life-balance (WLB), labour turnover, and labour shortage in the tourism industry. In addition, it is to be noted that there are very crucial lessons to be learnt from the developing countries which perhaps lacked the institutional, economic, and financial strength to prevent a situation where tourism investments were allowed to take place in a manner where the gains were short term.

Research Techniques in Tourism to Check its Feasibility

The success of tourism research depends on the statistical tools, methods used for analyzing the data because the authenticity of findings and conclusions depends on these. For the assessment of community preferences for sustainable recreation and tourism development, the audience response system (ARS) technique is easy to use and is comfortable for expressing the opinion of the respondents. Tourism opportunity spectrum model in nature based on tourism management occupies a broad continuum on the opportunity spectrum. Tourism is a multifaceted field. Tourism research studies focus on a variety of areas. In competitive and volatile businesses, marketing plays a significant role. Effective marketing strategies are predicted on sound marketing research.

Multivariate techniques and multiple regression analysis are the most used and relevant techniques for forecasting international tourism demands. A multivariate analysis technique is the most relevant for marketing research related to the key component of marketing strategy of the National Tourism Organization (Chandra & Menezes, 2001). Results from logistic regression analysis can be more informative and easily interpretable both for fellow quantitative researchers and for non-statisticians. By using the logistic regression coefficients as input in simple calculations, the results can be converted into predicted probabilities for selected values of the independent variables. Also, this procedure makes it relatively easy to illustrate more forcefully, the impact of each independent variable on the dependent variable.

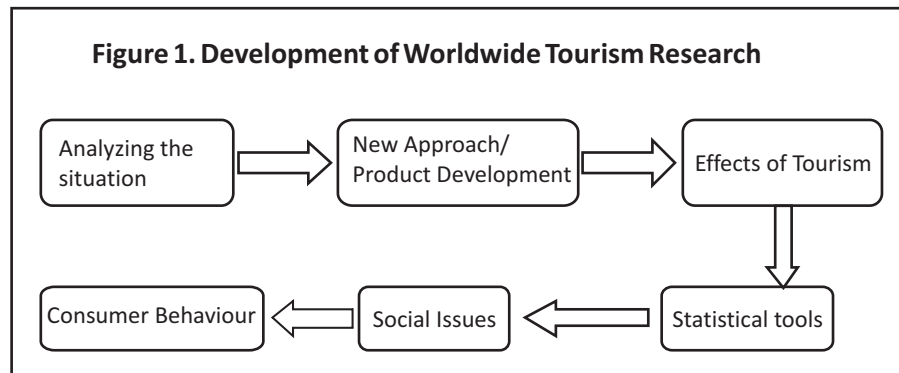
Conclusion

To conclude, the present study has raised some issues like the gap between conceptual typologies and managerial-related categorizations of tourism. Videos play an important role in creating a positive perception regarding a tourist destination. Physiological and sociocultural gender relations are responsible for inequalities in employment, participation pattern, activity preference, motivational difference, and dropout rates in tourism. The gap analysis can be a useful tool for management practitioners to identify service problems in the tourism industry. Tourism development is adversely affecting local communities' livelihood. Attitude and support of local communities are indirectly working for tourism. Contribution from the tourism industry to the non-tourism industries is less as compared to that of non-tourism industries to the tourism industry. These issues make the researchers think, rethink, and investigate with the objective to gather sufficient evidence.

The present review paper provides a compass for further research, that is, to identify attributes of nature-based tourism, to determine the causes for adverse impact of tourism development on local communities' livelihood, to compare and contrast workforce management of tourism industry of the nation and worldwide, and to determine

the demand for training in lifestyle dominated industries. In a nutshell, research development with respect to worldwide tourism can be explained in six broad categories, which are depicted in the Figure 1.

The present paper, with respect to worldwide tourism development, started with analyzing the existing tourism situation, followed by tourism product development with a new approach. Next step was to measure the effects of tourism on the local economy as well as on the other sectors. For strategic decision-making, focus needs to be placed on statistical tools, which could be used for qualitative analysis in the tourism industry. After that, the focus of the study shifted to the importance of tourism in handling social issues. Next, the paper discussed the psychology of the consumers and the level of quality tourism services expected by them.



Research Implications

The present paper could be utilized as a guideline for tourism development in a developing nation like India. In India, tourism development is in a nascent stage, where we are looking at basic tourist infrastructural facilities, whereas in the developed countries, they look at the psychographic profiles of the tourists. Development of newer tourism products and management profiles of such products need to be designed. Conservation based, sustainable nature based tourism products could be designed. The present study has shown that tourism has a positive effect on the local community, tourists' satisfaction leads to trust and trust enhances loyalty, films influence a tourist's choice of destination to visit and enhance the image of the destination in the minds of the tourists.

End Note

[1] Adaptive co-management is different from co-management or adaptive management. It uniquely establishes both vertical and horizontal linkages to foster social learning; adaptive co-management can be visualized as a governance system involving networks of multiple heterogeneous actors across various scales which solves problems, makes decisions, and initiates actions.

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