

SOCIO- DEVELOPMENT ASPECTS OF TOURISM IN INDIA

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Abstract

This paper deals with the socio-development aspects of tourism in India. The major challenges are Liberalization, social and political concerns, Infrastructural bottlenecks and other alternatives and the major drawbacks are poor transportation, lack of hygienic amenities at halting points, lack of trained professionals, lack of supportive infrastructure, lapses in security and safety and poor administration and management. The initiative taken by Indian government are initiatives like LTC and extension of 5 years tax holidays at specific destination, up gradation of the regional airports and construction of recreational facilities at regional level.

Keywords: FDI, Tourism, Social development

Tourism: An Overview

Through confined to his hearthstone and home, his ground of birth on domicile, man is a creature who loves to travel, if only to search for new adventures or explore new lands to conquer and occupy. Since the beginning of human history, this urge to move about has been an important human activity. From the earliest historic times man has cherished the desire to discover the unknown, explore new and strange places, to seek changes of environment and to undergo new experiences. There was a time when men and women along with their families or tribes roamed about in search of food and shelter, and in the process, discovered new areas to settle down. The search for food and shelter led to new conquests and adventures. The mythologies, epics and historic of various nations contain decryptions of such adventure. (Bhatia, 1982)

The process has continued through the age, which have perhaps also corresponds with different states in the development of technology and the changes in the mode or travelling and the facilities available. Meanwhile new worlds have been discovered, new areas brought under human occupation, new nations have emerged and there have been reloventory changes in technology as well as human expectation, but the urge to travel has remained unchanged. Over the countries the passion for travelling has become stronger and more popular among the

average citizens. New motives have been added to the reasons for people undertaking long or short journals, for example, the curiosity or urge to see different people or just to have some adventure, a change from the normal ways of life, some elation and fun. In fact, this latter type of travelling has become more common and rewarding during recent decades. This hobby or travelling largely goes under the broad and general term of tourism.

The new phenomenon of travelling more for the thrills of adventure and fun, and other reasons for recreation has become a worldwide movement with its have also been generated by it. (McIntosh, R.N 1999)

Before quoting some appropriate and current definitions, the study presents some of the prominent or noticeable characteristics of the phenomenon. The first element is the movement of the people, a physical movement, i.e. journey. It can be for a short excursion, a day trip or even half day, for a short and temporary stay or visit of sight and recreational natures but not for residence or for purpose or work. The destination or place of visit can be within the country or beyond the national frontiers. The journey may cover more than one place of centres of attraction above all, it's generally a leisure time activity, though quite often, and it has become very common that domestic and international aspects, and many allied or subsidiary activities

a business trip is also combined with pleasure trip due to foreign exchange facilities. In fact, such trips within a country had outside are becoming quite popular.

In the year 1910, an Australian economist, Herman Scholars took of the economic aspects and potentials of the growing tourisms movement in Europe and defined tourism as the sum of total operation mainly of economics nature which relate directly to the entry, stay and movement of foreigners inside or outside a city, region or a country.

Historic Development of Tourism

Before looking at the emergence of tourism industry in India, beholding the history of travel, would be in order, in the history of the world, there has never been a migration of people from one country to another on such a large scale as it taking place today. According to world tourism organization on 1983. The resident of one of the most advanced country of the world USA spent more than 300 billion on domestic international travelling which are more than the

expenditure to their country on defence. (Bhatia, 1993)

Out of much reason for the rapid growth of this industry in the world, a rapid change in automobile industry is important. Fast expansion of aircrafts fleets, improved communication system, world wide availability of rental care and accommodations are a few reasons to home. Although there has been travellers in the past also but people believed that man prefers safety necessary. For example argons left central Asia due to change in climatic conditions. The travel is directly related to trade because with the invention of money people started trading and for trading they went from one place to other. It's also supported by the civilization of Mohenjo-Daro and Harappa where money was already in existence.

II. Concept of Modern Tourism

Local transpiration and accommodation are the two basic components of tourism. The term local is related to holiday destination and what it offers to the tourists to get to his destination the tourists has to travel and therefore some mode of transport is required on reaching the destination he requires some kind of accommodation for providing food and comfortable sleep. The basic concept of tourism, whether domestic or foreign, is to plan or undertake and stay mainly for pleasure or as a leisure time activity, this also means that persons some and visit places of tourists intersects not to earn any money but to spend it, whatever they have earned and whatever they can afford to spend on their visit in the place of their interest. This definition also indicated the basic approach of modern tourist's trade, to attract tourists with money, who naturally set the fashion or put forward their expectation with regard to comforts, services and recreational facilities.

III. Social Significance of Tourism

Every state has social duties toward its citizens. It aims at providing healthy adequate leisure time activities to its citizens. These can be achieved if the state provides facilities of tourism through the corporation of tourism development. Group travel has become important social phenomenon and seems to be

growing year after year. People interested in a group tour are those who are socially inclined and enjoy being together. They feel that their trip will be more enjoyable and free from anxiety if they travel by group tours. Probably the most significant development in the group travel plan, a membership in the club makes possible travel opportunities and vacation destination facilities at a price below that paid by a non-member for a similar facility. Another variation on group travel is the growth of the different types of tour promoted by the airlines. Groups of the fifteen or more are afforded reduced fares. Another provision is for the affinity groups tours and is officiated to with legitimate group for a period of six months is necessary in order to avoid the facilities provided by the airlines. Such tours are usually served by supplemental airlines. Still another arrangement is the inclusive tour character in which an entire aircraft is made available for a group of persons who wish to travel. One of the fastest group arrangements is that of incentive tours provided by the company to its members and their spouses who are successful in achieving some objective usually a sales goal.

Special interest group travel is another segment which is growing in importance. Tour are arranged for these interested in a variety of vocations, A arrangements' for tours is made for those interceded in archaeology, architecture, art festivals, castles and palaces, history literature and golf, gardening, yoga etc. Social and organization are also organizing more group travels. Women's groups' social groups, youth groups, alumni and professional societies increasingly take extended trips together as a group.

The social scientist who forecast the nature of society in the future seem to indicate that all modern countries are progressing towards life styles which favor the growth and development of this tend to more venturesome and tourism . Increasing number of people their teens and twenties tend to the more venturesome and willing to travel to place all out the world. They also use means of travel which perhaps the older person at youth hostels, or other low priced accommodation. Rising standards of living, technological improvements resulting in increasing productivity per worker, increase leisure

time with decrease in work week, increase in leisure time with decrease in work week, longer vacations, changes in the age compositions in the population the increasing level of educational attainments, better communication, increased social consciousness of people for the welfare and activities of other people thought the world, and shrinking of world by fast jet travel have combined to produce great interest in travel. Domestic travel within all countries has also been increasing and the sociological, economics and technological changes likewise favour this type of travel. The power of travel to increase understanding and appreciation among peoples of the world is very significant. It has a great educational value. Realizing the tremendous social benefits occurring due to tourism, government policies in progressive and enlightened nations encourage travel, particularly domestic. Travel as a mean of acquainting the citizens with other as a mean of acquainting the citizens with other parts of their country and creating appreciation for these. The importance of tourism was acknowledged formally when United Nations general assembly designated 1965 as the international tourist year with a unanimous resolution recognizing that tourism is a basic and most desirable human activity deserving the praise and encouragement of people and all governments. (ibid)

IV. Tourism and Development - A World Scenario

Smith (1988) and Britton (1991) argue that much tourism work lacks a theoretical framework, due to the fact that many of the contributors are trained in peripheral fields, and thus are not exposed to the dynamic complex of social and cultural processes, which inundate tourism phenomena. Previous tourism related studies in the literature, which has a significant amount of work revolving around the impacts of tourism, witnessed concepts and theories that were borrowed or adopted mainly from other branches of social sciences, including geography, though, many researchers failed to recognize their origin (Goeldner et al, 2000). For example, concepts and framework from Geography often serve as foundations for the study of tourism, where the dynamic process that underlie a tourism destination could be understood using approaches such as spatial analysis (Pearce, 1995; Johnston, 1997).

On the other hand, Pearce (1979) identifies six major areas of specialization from the perspective of geographical interest in the study of tourism: the spatial aspects of supply, the spatial aspects of demand, patterns of movement and flows, the impact of tourism, the geography of resorts, and models of tourist space. Erstwhile, Oppermann (1993) and Pearce (1995) suggest that existing geographically-related theories in tourism have grown along two main paradigms: the diffusionist model and the dependency model. Both contain the construction of places and spaces at their heart (Crang,1997). However, the former addresses tourism as a regional agent of development and as such, tourism development is diffused from core to peripheral areas. The latter on the other hand, carries the notion of a subjugated peripheral area by its core counterpart. In the context of countries deemed peripheral, such as the world's less developed countries, there is little detailed research undertaken on tourism (Brown and Hall, 2000).

Tourism in India

Tourism today is the most vibrant tertiary activity and a multi-billion industry in India. Traditionally known largely for its historical and cultural dimensions, tourism today is highlighted for its immense business opportunities. With its lucrative linkages with transport, hotel industry etc., the potential and performance of India's tourism industry needs to be gauged in terms of its socio-economic magnitudes.

Social Aspects of Tourism Development

Tourism is a socio-cultural event for the traveller and the host, part of travels attraction is the opportunity to see different areas of the world and observe foreign cultures and way of life international travels brings the residents of urban industrial societies to less developed nations and culture. The contrast between resident and visitor under these circumstances is because of the difference in language, cultural values, economic development and politics. Such differences are also observed in domestic tourism and this brings people of different backgrounds and lifestyle together and can lead to conflict concerning

land use and economic priorities in the destination areas.

There is some doubt as to whether tourism is a cause or symptom of change in this rapidly evolving world. Cohen has challenged the popular notion that tourists are a major factor socio cultural change. This view prevails particularly in the areas from which tourists originate, where people are aware of tourism but not of other factors of change in popular destination areas it is often not shared by the people of the areas itself, whose attitudes to the consequences of tourism are left unexamined.

V. Effect of Tourism on Society

The impact of tourism has affected a lot over the society; people have changed their life style by imitation the western style. Instead of pooja, keertan and jagran, one can hear western music not only in restaurant and hotel but also in mandirs. Tourism industry in India has several positive and negative impacts on the economy and society. These impacts are highlighted below.

Positive Impacts

1. **Generating Income and Employment:** Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development. It contributes 6.23% to the national GDP and 8.78% of the total employment in India. Almost 20 million people are trafficking. This had a ripple effect on the country
2. **Creating a Sense of Antipathy:** Tourism brought little benefit to the local community. In most all-inclusive package tours more than 80% of travelers' fees go to the airlines, hotels and other international companies, not to local businessmen and workers. Moreover, large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior management positions, preventing local farmers and workers from reaping the benefit of their presence. This has often created a sense of antipathy towards the tourists and the government.

Negative Impacts

1. **Increase Tension and Hostility:** Tourism can increase tension, hostility, and suspicion between the tourists and the local communities when there is no respect and understanding for each other's culture and way of life. This may further lead to violence and other crimes committed against the tourists. The recent crime committed against Russian tourist in Goa is a case in point.
2. **Adverse Environment and Ecology:** One of the most important adverse effects of tourism on the environment is increased pressure on the carrying capacity of the ecosystem in each tourist locality. Increased transport and construction activities led to large scale deforestation and destabilization of natural landforms, while increased tourist flow led to increase in solid waste dumping as well as depletion of water and fuel resources. Flow of tourists to ecologically sensitive areas resulted in destruction of rare and endangered species due to trampling, killing, disturbance of breeding habitats. Noise pollution from vehicles and public address systems, water pollution, vehicular emissions, untreated sewage, etc. also have direct effects on bio-diversity, ambient environment and general profile of tourist spot.
3. **Prostitution** is one of the worst work is also noted here. People of Maharashtra are known for their religious culture but now in a run to become modern, have started in religion marriages and conversion of their religion is also found, which may disturb the proper system of society.

Indian Tourism : Fact Sheet

Some of the most significant features of India's tourism industry or the Role of Tourism Industry in India GDP have been listed below:

- Deeming the growing rate of the tourist's arrival in the country, the Indian tourist industry designed a wide spectrum of holiday packages and cheaper airfares to attract more tourists.

- Nonetheless, the outgoing graph of tourism industry in India is in no way lagging behind from the inbound one. People traveling from India to abroad or states within India have increased by 25 percent.
- India is most likely to set up forty hotels of global brands by 2011. The hospitality segment in India is assumed to reach 11.41 billion.
- The United Nations World Tourism Organization [UNWTO] has estimated the outgoing tourists to reach around 50 million by the year 2020.
- The booming success of Indian tourism industry has led to a drastic change in the hospitality department as well. The increase in the ratio of tourist resulted in the increase of room rates and also setting up of a wide range of hotels and other residing areas.
- The Role of Tourism Industry in India GDP also features medical tourism that includes traditional therapies like yoga, meditation, ayurveda, allopathic and other.
- Other conventional systems of medicines are currently estimated to USD 333 million and are most likely to reach USD 2.2 billion by the year 2012.

Problems of Indian Tourism

The Indian government's "Incredible India" tourism campaign and the information technology growth in India have been attracting millions of foreign tourists and business tourists to India. Medical tourism has also recently mushroomed in India. Tourism industry is a big foreign exchange earner in India, yet the industry still is hampered by several problems like –

- Poor transportation
- Lack of basic hygienic amenities at halting points
- Non-standardization of rates and fares
- Lack of sound marketing and promotion strategies
- Poor maintenance of heritages
- Issues regarding security and harassment
- Lack of passionate and trained professionals
- Inadequate capacity
- Costly travel – soaring fuel surcharges, poor flight management etc.

- Lack of supportive infrastructure – bad roads, improper health and hygiene, communication gaps, etc.
- Gap between demand and supply of manpower
- Lapses in security and safety – incidents of tout and harassment of tourists in some place
- Uneven progress – slow growth of village tourism, lack of information about tourist profile etc.
- Non Implementation of Legislative Law.
- Excessive formalities for an issue of special permit to view restricted areas sites.
- Untrained Guides.
- Tourism development projects are usually developed by Indian Government without any discussion with community leaders and they are dumped to follow the ineffective projects blindly.
- Poor Administration & management.
- Absence of alternate site nearby and fair and festival creates a bottleneck problem in crowd management. Like In Kumbh fair no effective remedies are applied by Indian Government to curtail overcrowd by creating other destinations in nearby localities.
- Involvement of too many agents and tourism operators also makes the cost of tourism package too high in India.
- Lack of entrepreneurship opportunities also restrict youth to follow a career in Tourism such as opening a hotel resort or retail outlet or handicraft business to serve Tourism Industry in India.
- Indian politicians are the hindrances in the development of tourism in India; their policies directly can influence the tourism

Tourism problems are more common in the rural interior of the country. These areas are rich in natural beauty, but they often lack basic infrastructure and accommodations for tourists. Often these regions are highly agrarian. The government is often unable to secure enough land for developing tourism infrastructure because it adversely affects local farmers.

It is very essential to promote Brand India as a tourist destination nationally as well as at the state level. However the tourism departments are always cash strapped, there is

general apathy towards work along with aging manpower never works in favor of brand promotion. What we need today is dynamic manpower that is committed to take up tourism as a career and work up to really explore that Incredible India as well as make India a safe tourist destination.

New Issues and Challenge

India represents one of the most potential tourism markets in the world. It has expanded rapidly over the past few years and underpinned by the government support, rising income level and various international sports events, the Indian tourism industry will continue to grow at the fastest pace in the coming years. However, the industry may have to cope up with several challenges which will limit its growth. Post globalization and under GATS many changes and challenges are confronted by the tourism industry in India. A few are may be mentioned here:

1. **Liberalization and Tourism:** GATS came into existence as a result of the Uruguay Round of negotiations and entered into force on 1 January 1995, with the establishment of the WTO. India also signed all the WTO agreements under the single undertaking rule and GATS is a part of this whole package. More and more services like transport, banking and insurance, tourism etc became “tradable services’. Under GATS, tourism and travel related services – hotels and restaurants (including catering), travel agencies and tour operators' services, tourist guide services etc are covered for open market access and liberal FDI. With this, tourism has become “consumption abroad” and travel of tourists, “movement of natural persons”. The principle of “National Treatment” by GATS suggests that ‘each member shall accord to services and service suppliers of any other member, in respect of all measures affecting the supply of services, treatment no less favorable than that it accords to its own like services and service supplies’. Without adequate domestic regulation and enforcement, the liberalization of education services could adversely impact on quality, standards, equity, and prices, and without up gradation of infrastructure and facilities of premier domestic institutions there could be loss of competitiveness for domestic providers and possible diversion of resources. Now the question is whether India is in a position to export-import labor, capital and technology to reap the advantages of enhanced market access an upgrade its tourism sector. Openness in sky and land – vigorous competition ahead, need for quality

assurance – is India able to meet the challenges? This is the ground reality. How will India be able to handle the issue of “direct interaction with service providers”? How equipped is it to meet the high international standards in services? Shortage of skilled and trained manpower is another obstacle in benefiting from the opportunities thrown open by GATS to tourism.

2. Social and Political Concerns:

Globalization has raised socio-cultural issues in tourism too. From going global we have arrived to the need for “thinking globally and acting locally”. The nexus of globalism and tourism is so sensitive that it is a real challenge to development of environmentalism. Can hi-tech tourism go hand in hand with heritage tourism? How balanced are virtual tourism and rural tourism? How to make India a safe and healthy place to tour and travel? New parameters at the micro, macro and meso levels have to be identified for developing tourism keeping in view the incidents of communalism, deforestation, pollution etc. Isn't it ironical that in this era of globalization – when we are using hi-tech to squeeze space and conquer time – that we have to pause and ponder over communal problems? In Kashmir sadly it looks like terrorism industry vs. tourism industry. Now it is seen in the southern states too. These are a few aspects of the new paradigm of “geo-politics of tourism” today. No doubt, technological improvements are likely to lead to increased destination alternatives to physical tourism (e.g. cyber tourism). Our tourism industry must prepare itself to meet these and other emerging challenges.

3. Infrastructural Bottlenecks:

A sector that is expected to increase forex by rupees 5000-10000 crore by 2010, cannot go on and on with the mediocre infrastructural facilities. For example, the Indira Gandhi International Airport which today ranks amongst the worst in the world according to the WTCC Report needs to be converted into a modern state-of-the-art airport. Lack of integration between domestic and international tourism, lack of coordination between modes of transport and communication is eating up people's time and money, unproductively. Success of tourism depends to a large extent on better access to infrastructure, consumer-centric approach, terrorism, natural disasters, climate change, global warming.

4. **Alternatives:** A major breakthrough is taking place in international tourism. That is alternative tourism, a new option for India too. This includes health tourism, village tourism (in the vintage of global village!), sports and games tourism etc. Kerala has done innovative thinking in “monsoon tourism”. This is really a rich and attractive avenue that not only helps in reducing seasonality of tourism but also ensure optimum use of tourist facilities and services.

Measures Taken by Indian Government for Tourism

These are some of the instructions given by the government to the tourists. It is mandatory to follow:

- 1). Acquirement of a Currency Declaration Form and filling up of the Disembarkation Card on your arrival in India. You also require making a verbal declaration of luggage you are traveling with.
- 2). Tourists with a visa permit for over 180 days have to obtain a Registration certificate and a Residential Permit. Submission of four recent passport size photographs is compulsory for registration.
- 3). Submit the Certificate of registration while leaving the country.
- 4). While embarking on an India tour, obtain a yellow fever vaccination certificate. Also consult your doctor before visiting this country.
- 5). Carry attested copies of your visa, passport, and other important travel documents.
- 6). Avoid purchasing any travel ticket from strangers. Go for travel agents for arrangement for transport tickets.
- 7). Credit cards, foreign currency or travelers cheque are accepted from foreign nationals although Indian currency is needed to give proof of having legal foreign exchange.
- 8). Accommodate at any of the several top hotel groups operated chain hotels in various cities of the country. You can also go for budget hotels or guesthouses.
- 9). Foreign nationals are allowed to ask for the arrangement of language interpreters.
- 10). Carry packaged mineral water on your tour to India.
- 11). First time visitors should avoid spicy food.
- 12). Traveling to regions like Sikkim and Nagaland will require special tour permits from authorized tourist offices.

With a view to stimulating domestic and international investments in this sector, the government has implemented the following initiatives:

- 100% FDI under the automatic route is now permitted in all construction development projects including construction of hotels and resorts, recreational facilities and city and regional level infrastructure.
- 100% FDI is now permitted in all airport development projects subject to the condition that FDI for up gradation of existing airports requires FIPB approval beyond 74%.
- A five year tax holiday has been extended to Companies that set up hotels, resorts and convention centers at specified destinations, subject to compliance with the prescribed conditions.
- Plans for substantial up gradation of 28 regional airports in smaller towns and the privatization and expansion of Delhi and Mumbai airports.

The aforementioned initiatives have resulted in increasing FDI inflows being witnessed by this industry. For the period April 2000 to November 2007, a total of US\$ 636 million in foreign direct investments was channelized towards development of hotels and tourism.

Conclusion

The paper mainly deals with overview of tourism, its historical development which indeed helps in the improved communication system. The different aspects of modern tourism and its significant effect in social phenomenon aims at providing adequate and healthy tour. The major problem and challenges of Indian tourism are also highlighted and to overcome the government has initiated, initiatives like LTC and extension of 5 years tax holidays at specific destination, up gradation of the regional airports and construction of recreational facilities at regional level.

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