



Study of Tourism Development in India

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Introduction

The tourism as a modern activity has attracted the entire world. Tourism also makes contribution to the improvement of social and political understanding. Travel between the countries fosters a better rapport between populations. Political ideologies and cultural misconceptions are minimized. Communications are established in many instances to better political understanding. Tourism is thus an important means of promoting cultural exchanges international co-operations. This paper focuses on the tourism development in India and Amravati District.

Keywords : Tourism development, promotion, transportation

Introduction

The tourism as a modern activity has attracted the entire world. The development of communication and transportation has made different places practically accessible to wider segments of population around the world. It provides an opportunity to millions to enjoy the prospect from moving one country to another in a matter of hours. Tourism as a socio-economic phenomenon has become the world's largest and fastest growing industry in terms of revenue and the number of people involved.

Generally people leave their homes to enjoy their vacations in distant places. People in the developed countries of the world, the annual holiday tour are an accepted way of life. 'Many countries reorganizing the economic benefits that will acquire from tourism, have as a result, established programmes promote international travel and have assisted in the better physical provision of facilities for the accommodation of tourists. In over many countries tourism has become one of the top export items in their national economy' (Maneet Kumar,1992). Tourism has become one of the fastest growing industry in the world. It has become the main sector of the economy while in others it serves to provide major sources of income for development purpose in some countries. In either case it is a major source of earning foreign exchange. Tourism is also being regarded as a source of employment. Besides, providing employment to a large number of people, tourism can be the instrument of a regional policy aimed at achieving an equitable balance between major industrial area and the rest of the country.

Practically every country in the world is now looking positively towards tourism. Tourism also makes contribution to the improvement of social and political understanding. Travel between the countries fosters a better rapport between populations. Political ideologies and cultural misconceptions are minimized. Communications are established in many instances to better political understanding. Tourism is thus an important means of promoting cultural exchanges international co-operations. So, it is very clear that tourism has its impact on national economy, social and cultural life and an international understanding. Tourism is today becoming increasingly crucial because of the growing size of the tourist market. As stated earlier tourism today is the world's largest and fastest growing industry in terms of revenue and the number of people involved. Many countries in the world live by tourism.



Tourism is an integral part of human life. It is a situation where person from one country, or region to other region and country for a short run period, is included in the concept of tourism. Now-a-days the tourism industry has a greater importance. India has a great heritage of historical place like the TajMahal, Various Forts, Natural sites etc. Since 2000 tourism industry has been giving number of benefits to India. The number of foreign tourist visited to India which has given foreign exchange earning to the Country. Here, we have focused the growth and performance of the Indian tourism industry. We have also analyzed the causal analysis of the Indian tourism industry for overall development of the Indian economy. National tourism policy 2002 and its implications are important in this context.

Tourism Development

Tourism has developed into a truly worldwide activity that knows no political, ideological, geographic, or cultural boundaries. For a long time, tourism was disparate and fragmented, but as this industry has continued to grow and mature, a sense of professional identity has emerged. It has formed lobbying groups such as the World Travel and Tourism Council (WCTT), which includes executives of airlines, hotel chains, and travel agents among its members and concentrates on making the case for tourism's global importance and economic value. The future prospects for tourism are brighter than ever as people continue to travel for work or pleasure. "Given its historical performance as a luxury good during expansions and a necessity during recessions, travel and tourism's future economic prospects look quite bright". As we will see later, the growth and popularity of tourism activities have not been accidental. Growth projections indicate that tourism will support almost 350 million jobs worldwide by 2025. This will be an increase of over 70 million jobs when compared to 2015.

Tourism has become more than just another industry; it has developed into an important part of the economic fabric of many communities, regions, and countries. Tourism activities have historically demonstrated a general upward trend in numbers of participants and revenues. Tourism is one of the few industries that is sensitive to economic ups and downs, and yet at the same time rebounds quickly from any negative economic conditions or other environmental impacts. Even in the face of a dramatic credit crunch, an economic slump, and political uncertainty, the impact on international tourism was not as severe as the downturn experienced in foreign trade and industrial production. "Over the past six decades, tourism has experienced continued expansion and diversification, to become one of the largest and fastest-growing economic sectors in the world"

Tourism :

As tourism-related activities have grown and changed, many different definitions and ways of classifying the industry have emerged. Use of the term tourism has evolved as attempts have been made to place a title on a difficult-to-define group of naturally related service activities and participants.

We can define tourism as "the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs." As our definition shows, tourism includes a wide array of people, activities, and facilities, and most people would agree that it is a unique grouping of industries that are tied together by a common denominator—the traveling public. We can describe tourism in your own words? Take a moment to think about this question. We might find it easy to answer this question in general terms, but more difficult to answer if you were asked to provide specific details. In fact, we

might find ourselves facing a task similar to the one depicted in Figure Tourism is much like the elephant: diverse and sometimes hard to describe, but, just like the elephant, too big to be ignored.

Specific segments of tourism, such as air transportation, theme parks, eating and drinking establishments, lodging and accommodations, and museums, have their own industrial classification codes in every industrialized country. However, the overall grouping of related activities and organizations that come together to create the more comprehensive tourism industry does not have its own distinctive industry code. To address this concern organizations such as the WTTC and the United Nations World Tourism Organization (UNWTO) have spearheaded efforts to highlight the breadth and economic impact of tourism. Even though tourism may not be classified as a distinct industry, it is generally agreed that “[t]ourism’ appears to be becoming an acceptable term to singularly describe the activity of people taking trips away from home and the industry which has developed in response to this activity.”

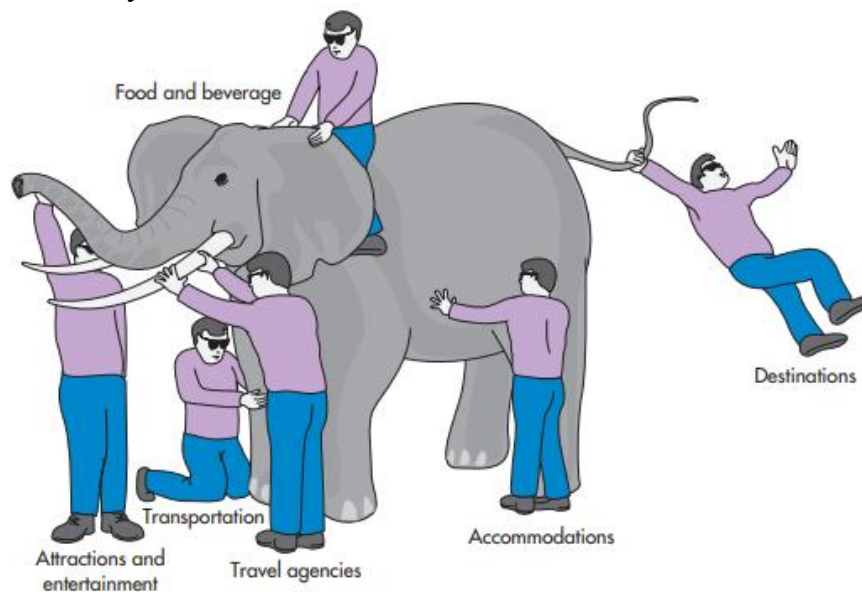


Figure 4.1 : The blind man and tourism

Table 4.1 : Components of the Tourism Industry

Both the WTTC and UNWTO track and report tourism statistics to highlight the size, scope, and impact of tourism-related businesses. Comparable data from around the world is made possible through the use of a common definition of tourists or visitors. As defined by UNWTO, tourism is a social, cultural, and economic phenomenon, which entails the movement of people to countries and places outside their usual environment for personal or business/professional purposes. These people are called visitors . . . and tourism has to do with their activities, some of which involve tourism expenditure. The U.S. Travel Association has taken the commonly agreed upon definition of tourism and restricted its scope by defining these activities as trips away from home of 50 miles or more, one way, or trips that include an overnight stay in paid accommodations.

By using a common umbrella definition, data can be collected and analyzed for each of the industry subgroupings shown in Table 1.1 in Tourism Satellite Accounts. Even as the debate continues for a common definition, it has been suggested that the definition be expanded to include the concept of displacement. This inclusion would expand the definition to capture, “the decision of tourists to leave the familiar behind in order to participate in something

new”. Because definitions conjure up different meanings and can be used for different purposes, some critics have suggested using a term other than tourism to describe the industry. One of these suggestions has been to use a more inclusive and descriptive term such as “visitor-service industry.”

World Tourism Model

The tourism model is described in the Figure 4.2. It was developed to highlight important participants and forces that shape the tourism industry. The model, like a photograph, provides a picture that begins to capture the dynamic and interrelated nature of tourism activities. This model can be used as a reference throughout the entire text. Although many of the terms in our tourism model may not be familiar at this time, you will be learning more about in the further section.

As you study our tourism model, notice its open nature and how each of the segments is related to the others. Let’s begin our study of tourism by looking at travelers (tourists), who serve as the focal point for all tourism activities and form the center of our model. Radiating from this focal point are three large bands containing several interdependent groups of tourism participants and organizations.

Individual tourists may deal directly with any of these tourism service suppliers, but they often rely on the professional services provided by tourism promoters shown in the first band of our model. Tourism promoters, such as travel agencies and tourist boards, provide information and other marketing services. Moving to the next band of our model, we see key tourism suppliers who provide transportation, accommodations, and other services required by travelers.

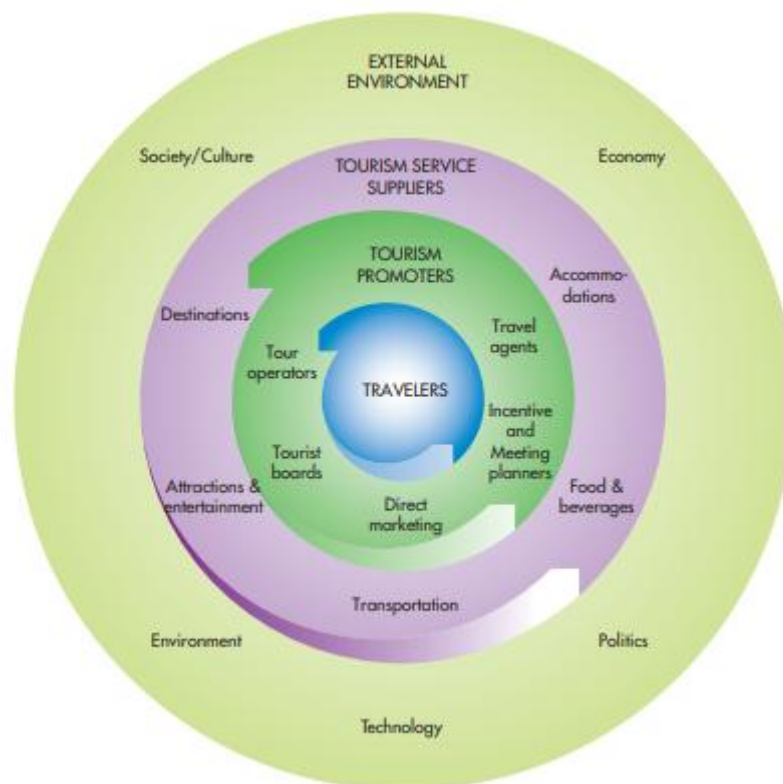


Figure 4.2 : An intergrated model of tourism

Tourism suppliers may provide these services independently; they may compete with each other; and, at times, they may work together. For example, airline, bus, railroad, cruise ship,



and car rental companies may compete individually for a traveler's business. However, they may also team up to provide cooperative packages such as fly-ride, fly-cruise, and fly-drive alternatives. Or, as airlines have discovered, they must establish strategic alliances with many other carriers to provide seamless travel across states, nations, and continents. Hotels and resorts may also compete against each other for the same traveler's patronage yet cooperate with transportation providers to attract tourists to a specific location. Service providers representing all segments of the tourism industry may often work together to develop promotional packages designed to attract tourists to destinations.

How closely these individuals and organizations work together is ultimately influenced by the forces shaping the face of tourism activities. As our model shows, the tourism industry does not operate in a vacuum. All of the participants, either individually or as a group, are constantly responding to a variety of social/cultural, political, environmental, economic, and technological forces. These forces may range from subtle changes, which are noticeable only after many years, to more dramatic changes, which have immediate and visible impacts. Examples of these forces can be found all around us.

Gradual changes may be noticed in destinations that were once fashionable but eventually faded in popularity, such as Niagara Falls on the Canadian/U.S. border and Brighton in England. Similar shifts can also be seen in transportation. Steamship passage across the North Atlantic was eclipsed by the faster and more efficient airplane, which opened new horizons for travelers. Immediate impacts can be seen in sudden shifts brought about by currency devaluations, wars, fuel shortages, natural disasters, and economic conditions. Rapid adoption of new technologies such as the Internet can have immediate and far-reaching impacts on tourism activities and service providers. A country that was once avoided may suddenly become a popular tourism destination because it is more affordable or accessible. Conversely, a once-popular destination may be avoided because of a recent natural disaster or political upheaval.

The number of travelers from and to nations also varies dramatically due to political and economic changes. Through the year 2020, Europe will continue to see the largest number of tourist arrivals followed by East Asia and the Pacific and then the Americas. At the country level, China will be the largest tourist receiving country by 2020, surpassing France, and the United States. Now that China has developed a sizable middle class due to its economic growth, it has become the biggest Asian nation in terms of outbound travelers and a domestic market that is growing 15% to 20% a year.

Let's look at how our model might work. Suppose you (a tourist) want to visit a sunny beach or a snow-covered mountain. You might begin planning your trip by browsing the websites of different airlines, condominiums, hotels, and/or resorts (tourism service suppliers) searching for possible flight schedules and accommodation options. You could simply call a travel agent (tourism promoter) who would search out the best alternatives to meet your needs, rather than spending time and money contacting each supplier. Another option would be taking a "virtual trip" to your desired destination by browsing offerings on the Internet. Finally, you could contact your preferred destinations' local chambers of commerce or visitors' bureaus to learn more about their offerings.

The specific features of our model are learning more about each component and how it interacts with other components of the tourism industry. We will begin our journey into the study of tourism by looking back in time to discover the origins of these activities and the foundations they laid for tourism as we know it today.



Current State - Maharashtra Tourism

Maharashtra is a nation within a Nation-- the third largest state - in terms of population and area - in the country. It is also the world's second-most populous sub-national state (112 mn people). Mumbai, its capital, is among the world's largest and most vibrant cities in the world. It is also the financial and entertainment capital of the country. Nagpur is Maharashtra's second capital, which also is its winter capital.

Tourism being regional, Maharashtra is creating its own special packages to sell its advantages as tourism. Among states it tops in foreign tourist arrivals (20.8%) and is counted among leading states for domestic tourists (7.2%). Offers a variety of destinations for its tourists-- business, cultural, historical, geographical and religious etc. Ancient and medieval Maharashtra included the empires of the Satavahana dynasty, Rashtrakuta dynasty, Western Chalukyas, Mughals and Marathas. It has several popular Hindu places of pilgrimage such as Pandharpur, Dehu, Alandi, Hazur Sahib Gurudwara at Nanded, Sai Baba shrine at Shirdi and Dikshabhumi at Nagpur. The state's rich history, tradition and cultures evident in its ancient forts, monuments and cave temples. Ajanta Caves in Aurangabad district of Maharashtra state of India are about 30 rock-cut Buddhist cave monuments which date from the 2nd century BCE to about 480 or 650 CE. Ellora caves in Maharashtra are about 29 kilometres (18 miles) northwest from the city of Aurangabad, 300 kilometres (190 miles) east-northeast from Mumbai, and about 100 kilometres (62 miles) west from Ajanta Caves. Maharashtra's incredible historical and cultural sites merit world heritage status. Besides, it is blessed with a long coastline of 720 kilometers along the lush green Konkan region. Western Ghats and Sahyadri mountain range with attractive hill stations and water reservoirs. Vidarbha region of Maharashtra and its dense forests house several wild life sanctuaries and nature parks. Aurangabad, the second most urbanized state in India, is considered the tourism capital of Maharashtra. Maharashtra's urban centers include Mumbai, Pune, Nashik, Aurangabad, Nanded and Nagpur.

Maharashtra has ambitious plans to boost tourism as evident from its 2016 Tourism Policy. Mumbai is the only metro in the world that has wildlife, seashore, mangroves and migratory birds. Major industries include chemical products, electrical and non-electrical machinery, textiles, petroleum and allied products. Maharashtra is the wealthiest and one of the most developed states in India, contributing 25% of the country's industrial output and 23.2% of its GDP. The 2016 Budget provided support to the tourism industry when tourism got 70% rise in budget to focus on infrastructure development and promotion and publicity initiatives. Growing significance of technology in tourism industry is visible. Despite government going all out to promote India becoming a digital economy, the country and the state lack proper infrastructure that can usher an efficient digital economy.

Maharashtra's share in total domestic tourist arrivals in India is 3.6%. Out of the total tourist visiting tourist destination in Maharashtra, about 1520% tourists are from other Indian states. The majority in Maharashtra contains domestic tourists from within the state,

Maharashtra's Tourism Policy

Most visionary states including Maharashtra, Rajasthan, Gujarat, Madhya Pradesh, Telangana and Kerala have become aggressive in promoting tourism. This has led to competition among states. Maharashtra has formulated a well formulated 'The Tourism Policy of Maharashtra - 2016'.

Highlights of the 2016 Policy:

1. Designate Tourism as a priority sector to usher in economic development and generate high employment opportunities in Maharashtra.
2. Create 1 mn additional jobs in the tourism sector by 2025



3. Achieve tourism sector growth of 10% per annum and share of 15% in GSDP through tourism and tourism related activities.
4. Generate fresh investments in the tourism sector to the tune of INR 30,000 crore by 2025.
5. Incentivize tourism units in the state by linking it to the Package Scheme of Incentives, 2013 of Industries, Energy and Labour Department or any modifications thereafter. Incentives under this policy are designed as per the needs of the tourism sector in the state.
6. Key strategic interventions are identified and special incentives for respective intervention have been laid out.
7. Importantly, strengthening of tourism infrastructure especially in the form of PPP model, special tourism infrastructure Tourism Infrastructure development fund, CSR, etc. are defined in this policy.
8. Adequate attention paid to Implementation Plan and Institutional & Governance Mechanism.

Maharashtra's Tourism Strategy :

For achieving sartorial growth of 10% p.a. and share of 15% in GSDP

1. Encouraging Mega Project investments especially in less developed tourism zones with high potential
2. Monetization of existing land bank with MTDC
3. Improving tourism infrastructure throughout the state by various concerned departments;
4. Investor facilitation and ease of doing business.

For creating 1 million additional jobs in the tourism sector

1. Increased focus on Mega and MSME tourism units.
2. Offer additional incentives to employment-intensive Mega units.
3. Leverage state and central skill development schemes.
4. Consider Agro & Rural, Adventure sports, events based tourism activities etc. as a thrust sector.
5. Promotion of tourism as an attractive sector for employment.

Institutional & Governance Mechanism a three-tier institutional & Governance mechanism will be created through

1. High Powered committee under the Chief Secretary for approval of the Mega Projects and for status review of the tourism strategy
2. A steering committee under the chairmanship of the Principal Secretary (Tourism) for the implementation of the Maharashtra tourism policy – 2016 and facilitating investments in the state. The Principal Secretary (Tourism) will also supervise the single window clearance for the Hospitality industry and live events in Maharashtra and Events and Exhibitions Board will be created to facilitate events and promote MICE in the state.
3. A District Tourism Promotion Committee (DTPC) to be formed Development of Special Tourism Districts/Zones
 1. The districts of Nagpur, Aurangabad and Sindhudurg will be earmarked as special tourism districts.
 2. In addition, the state will notify other special tourism zones/estates as when required.
 3. These regions will be given additional incentives and incentive period.
 4. In addition, special marketing assistance will be given to them to promote them as major tourism destinations of the state.



Development of Tourism Growth Corridors

1. Classify the state into separate tourist cities, tourist clusters and tourist corridors which will be promoted through identified themes.
2. Employ a pilot project along a major highway and on its successful returns, replicate the process along five major highways in the state.

Public Private Partnership Model for growth in Tourism Sector

The Department of Tourism, Government of Maharashtra will Identify and develop shelf of projects and undertake these projects through the PPP/JV mode.

Five Step Approach for marketing and promotion

1. Develop an integrated 360 degree marketing plan.
2. Participation in international road shows/ fairs/ G2B meetings etc.
3. Develop a world class website for Maharashtra tourism.
4. Develop brand equity of the state through theme based tourism.
5. Special incentives to media which promote Maharashtra tourism.

Maharashtra's Tourism Infrastructure

Maharashtra Tourism's new initiative - Maharashtra Unlimited - is an umbrella programme to boost tourism infrastructure. As part of the initiative, Mumbai-Lonavla-Pune circuit and Mumbai-Igatpuri-Nashik circuit will be developed as tourist stretches where tourism events will be promoted and roads and 5-star hotels will be developed. A heritage policy on 450 forts in the state is also in the pipeline. The upkeep and development of the forts has been the focus of the tourism department since long. Sambhaji Raje, descendant of Chhatrapati Shivaji Maharaj and social reformer Rajarshi Shahu Chhatrapati Maharaj of Kolhapur has been selected as the brand ambassador for the same. Plans are afoot to develop the government area around forts by introducing tourist amenities like tents and hotels. The state also plans to develop Konkan coast on the lines of amenities and tourist facilities as developed in other coastal regions like Goa and Kerala. Wellness centres in Lonavla and Igatpuri are in order. A boating competition in Mumbai on the lines of 'Boat Grand Prix' is planned.

Views and Comment

a) Beneficial economic benefits of tourism include –

1. Contribution to GDP
2. Generation of foreign exchange
3. Creation of new job and employment opportunities
4. Stimulation of trade, income and entrepreneurship – especially in the service and SME sectors
5. Building of new infrastructure for non-tourism use
6. Inclusive regional development – particularly in undeveloped isolated areas
7. Greater tax revenues resulting in more government spending or reduced taxes on other activities
8. Multiplier effect of new money not only in Maharashtra but other states as well.

b) Government has rightly identified Tourism as a pillar of growth. With improved road infrastructure, regional air connectivity and better budget accommodation, this sector is expected to get unlocked making India's share of the global tourism market to improve.



c) One of the major concerns is increase in tax disparity in independent travel purchase viz-a-viz holiday packages; for example, the consumer has to pay the tax on flight tickets, but combined with a holiday package, they will also have to pay tax on the overall package as well, thus travel getting costlier for the consumer. 2017 budget should end such disparities and work towards a lenient tax structure to further promote tourism.

d) Infrastructure development is a pre-requisite for providing the much-needed impetus for the industry's growth. Additional incentives should be provided for infrastructure investments in the travel and tourism sector. A lower tax rate for hospitality business and the lower rate of interest for real-estate development can ensure opening up of nascent branded budget hospitality sector.

e) Today, the tourism sector offers far more diversified services than ever before. It has become imperative to incorporate all such services in the mainstream industry.

f) Indian tourism in comparison to well-known tourism centers of the world suffers from poor governance of facilities, which are not only inefficient, but also unreliable and least cost effective.

For providing state of the art tourism infrastructure, the state needs to attract private sector participation for infrastructure development projects and access the operational expertise of private companies under public private partnerships (PPPs) model for implementing infrastructure projects efficiently. For this, identification of suitable private partners for projects in the state is a must. Structures and mechanisms need to be created to provide advice on project marketing and deal structuring, Transaction Advisory Services for the public sector to engage private investors, bid management services for Investors, identify optimal capital structures and financing strategies for PPP projects, assist clients in packaging projects in order to raise capital through various debt or equity structures and instruments, create business plans, secure financing for infrastructure projects as per the safety standards, valuation and business modelling, divestitures and carve-outs and Feasibility Studies.

In Maharashtra, the primary government agency responsible for tourism growth and development is Maharashtra Tourism Development Corporation (MTDC). MTDC has been from its year of incorporation is working to boost the tourism industry in the state. Some of the initiatives in tourism development in Maharashtra by MTDC are given hereunder.

With the main thrust, to market Maharashtra as a premier global tourism destination, thereby generating employment and enhancing productivity through tourism, the award-winning promotion campaign – 'Maharashtra Unlimited', has been created by MTDC. It aims to highlight the unlimited potential of the state.

MTDC has commissioned many master plans for various regions on Maharashtra, including Sindhudurg, Vidarbha, Ajanta-Ellora and forts being some of them.

Tourism Development in Amravati District

Amravati district in Maharashtra is one of the prominent region for tourism development. It is equipped with rich culture and environment, historical and religious background. It has the only hill station in Vidharbha, District has one of the National Park, Tiger Reserve. This makes Amravati district a potential tourist destination. It has all tourism types and opportunity to build economy through tourism destination development. Hence to understand the condition requirement of tourist destination attributes and its impact on tourism development is needed.

Famed as the abode of Lord Indra and an important pilgrimage spot in Maharashtra, Amravati is popular as the Land of Immortals. Evidently, the city is thronged by a large



number of Hindu devotees but it has also caught eye of the wildlife lovers as it is situated close to Melaghat Wildlife Reserve. Offering a unique combination of spirituality and wildlife thrill, Amravati is indeed a significant place for a holiday in Maharashtra.

Amravati is a city located in Maharashtra and it is the eighth largest city in the state of the state It is situated at a height of 1125ft above sea level and is also known as the 'land of the Immortals'. The city is also famous as the abode of Lord Indra and is a favourite amongst tourists for its temples. The city is the administrative division of the Amravati and also an important pilgrimage spot in Maharashtra.

It used to be the seat of Marathi SahityaSammelan, the conference on Marathi literature that is held twice a year. The travel guide to Amravati is filled with historical references for the city. Legend has it that Lord Krishna had used a tunnel from Ambadevi temple to elope with Rukmini from her wedding. It is said that the tunnel is still in existence. Many attempts have been made to search for the tunnel but to no avail.

The pious city is an important pilgrimage centre for Hindus and hence it hosts many important festivals. The festival of Goddess Durga's conquest over evil is celebrated twice a year as Navratri all over India and is celebrated with grand pomp in the city as well. The festival is celebrated for nine days to worship nine different forms or avataars of the Goddess Durga. There is a fair that is held during these nine days and artisans come to sell their wares. One can buy handicrafts from different states in the fair or maybe take part in the energetic and mesmerizing colourful Garba or Dandiya dance. Apart from this all the other festivals like Id-ul-Zuha, MakaraSankrati and Deepawali are also celebrated with much enthusiasm in Amravati.

Amravati has a rich history and is an important city both from historical aspects. As per the legend, the city was the abode of Goddess Amba. The shrine of Goddess Amba is a most popular tourist attraction in Amravati. The city also has beautiful temple of Lord Krishna and ShriVenkateswara.

There are other sightseeing places in and around Amravati too. You can take a day trip to Melaghat Tiger Reserve which is a paradise of natural beauty and ideal destination for wildlife tour. You can also visit the two museums situated in Chikaldhara near Amravati or the Hurricane Point which will leave you breathless with its lush greenery and majestic views.

Famous as a Hindu pilgrimage destination in Maharashtra, Amravati is offers oodles of sightseeing places and things to do for the visitors. Apart from exploring its numerous temples and religious sites, the city renders an option to relish a rich wildlife in the nearby Melaghat Tiger Reserve. And for the nature lovers, Amravati is a treat to eyes with plenty of places with lush greenery.

This chapter focuses on Tourism Development in Amravati District. The next chapter deals with the information of Amravati District.



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