1. **Review of Literature**

The study of tourism & recreation as a field of geographic study were introduced in India quite late. Therefore, the literature on various aspect of tourism is quite meager. But literature on the various aspects of travel tourism and recreation is found on a considerable scale especially in the American and European countries. Many scholars have written books and articles dealing with various issues on tourism.

Khariat and Maher (2012) conducted a study titled “Integrating sustainability into tour operator business: An innovative approach in sustainable tourism”. The study was aimed at examining the actual experience of tour operators who adopted sustainability practices in their business. Thirty two tour operators were investigated to reflect their experiences with implementing sustainable policies in their business. The results of the study concluded that Supply Chain Management was the main priority for tour operators during the implementation of sustainable practices. They observed that building positive public image was the main reason that encouraged tour operators to integrate sustainability in business. The research also concluded that although the principles of sustainable tourism were beneficial, their implementation in tour operator business was a difficult task to achieve since there is a major gap between strategy and implementation. Results of the study indicate that the main obstacles faced by tour operators were weakness of stakeholders’ Support, complexity due to numerous parties & partners and obligation of setting aside funds for environmental or social activities.

Ralf (2012) conducted a study titled “Sustainable tourism: Research and reality”. Social and environmental impacts, responses and indicators were reviewed for the mainstream tourism sector worldwide, in five categories viz; population, peace, prosperity, pollution and protection. Out of the 5000 relevant publications reviewed, very few attempted to evaluate the entire global tourism sector in terms which reflected global research in sustainable development. The researcher feels that the industry is not yet close to sustainability. The main driver for improvement is regulation rather than market measures. He observes that some tourism advocates still use political approaches to avoid environmental restrictions, and to gain access to public natural resources.
Cannas (2012) studied the phenomenon of seasonality in tourism. According to him seasonality is a “congenital” characteristic of tourism which consists of temporal and spatial variations of demand during the year that can be observed in many and different destinations of the world. He feels that causes of seasonality depend on natural and “institutionalized” factors. He argues that seasonality is a phenomenon that has received much attention in the past, until the last decade, but in recent years appears a secondary issue in tourism analysis, perhaps because seasonality has been implicitly absorbed in the flourishing field of events and festivals.

Rahman, Muhammad Sabbir (2012) conducted a study titled “Exploring tourists’ perception: The case of Bangladesh” The aim of the research was to test the tourist’s perception in the choice of selection of a destination under the perspective of Bangladeshi tourism environment. The results showed that most of the tourists perceived that selection of a destination highly depend on destination brand image, internet adoption followed by customer’s satisfaction. The research, he believes, will assist the operators of tourism industry in Bangladesh to understand the influential factors which influence tourist’s perception to choose a destination that is unexplored previously by the past researchers.

Raut Aditi and Bhakay Jayashree (2012) conducted study on wine tourism in Maharashtra. The study reviewed the existing problems with respect to wine tourism, and identified areas for growth. They made certain recommendations with respect to an action plan that would develop wine tourism in Maharashtra. They observed that the policies that lie behind the development of the wine industry in Maharashtra and Maharashtra Tourism Policy 2006 have important implications for the development of the wine tourism industry.

Alexandros Apostolakis & Dave Clark (2011), in their study Tourism activity and economic conditions in Britain, examined the impact of tourism activity on local business and economic conditions in local economies in Britain. They observed that that tourism exerted positive benefits to local economies in the form of entrepreneurship.

Ikechukwu O. Ezeuduji & Wolfgang Rid (2011) conducted a study on rural tourism offer and local community participation in Gambia. They used in-depth and focus group interviews to identify and analyse the internal and external driving forces that influence rural tourism development in Gambia. They suggest that locals should be encouraged to stage events that will
lead to establish unique rural tourism experience which could in turn lead to securing a brand identity in the rural tourism marketplace.

Surabhi Srivastava (2011), studied the economic potential of tourism with respect to the city of Agra. The study evaluated the reasons of lacking in economic benefits from tourism and also analysed the problems faced by the tourists in Agra. Among the suggestions offered by the researcher are - construction of an airport of international standards, promotion science through various measures like developing of a museum or a zoo, increasing the number of budget hotels and creating an awareness among local population so that the tourists feel at home in Agra.

Mishra et. al (2011), conducted a research titled “Causality between Tourism and Economic Growth: Empirical Evidence from India” Their study used popular time series models for the period spanning from 1978 to 2009, and provided evidence of long-run unidirectional causality from tourism activities to economic growth of the country. As a part of the policy implications they suggested that all wings of the central and state governments, private bodies and voluntary organisations should be active partners in the endeavour to attain sustainable growth in tourism and overall economy as well.

ChiuShu-Pin and Lin Shih-Yen (2011), in their research paper titled “Study on risk perceptions of international tourists in India” examined the survey data of 156 international tourists during their visit to India in January 2010. It was discovered that harassment, fraud and larceny are crimes that tourists experience the most. It was also observed that in comparison to business tourists, sightseeing tourists are more likely to become victims in India. Regression analysis verified that there is a negative relationship between perception of travel victim risk and visiting decision. Moreover, travel risk awareness and travel information have interactive effects on perceptions of victim risk and visiting decision.

Jovicic (2011), studied the role of Environmental Management Systems (EMS) in tourism. He analyzed the principles, tasks, good practices experiences, advantages, disadvantages and perspectives of EMS. Jovicic feels that although application of environmental management in tourism is a relatively recent phenomenon, the potentialities of the EMS are huge and they can significantly contribute to putting tourism on a sustainable path.
Murphy (2011) presented a paper titled exploratory study of global issues impacting the future of tourism impacting Aruba. In the paper he has presented the discussion leaders of the tourism industry who had gathered for a series of think tank forums. The general goal of these forums was to identify and describe the forces driving change, competitive methods and core competencies that will impact the Aruban tourism industry in the next ten years. The results of the forums demonstrated that there is a distinct link between environmental forces and the impact that those forces have on tourism businesses located in Aruba. They observed that the tourism industry in Aruba is facing major challenges in a rapidly changing environment. Participants also acknowledged the increasing difficulty associated with maintaining a competitive advantage in the tourism industry and asserted that it would be necessary to engage in creative new competitive methods as an investment in the future of Aruba.

Ritchie and Hudson (2009) undertook a research titled “Understanding and Meeting the Challenges of Consumer/Tourist Experience Research.” Their study proposed a framework that would help identify and better understand the major challenges that is faced in consumer/tourist experience research. These challenges, according to them, have both theoretical and managerial dimensions.

Rathod (2008) carried out a research study on the pilgrimage tourism aspect of Pohradevi, Maharashtra. Feedback was obtained from pilgrims and local residents. The findings revealed that the frequency of state transport was very low and there was no railway route to the area. The pilgrims however were satisfied with the existing facilities. Shopping facilities and safety measures were satisfactory. It was however suggested that lodging facilities should be available nearby the shrine for the convenience of the pilgrims.

Konecnik and Gartner (2007) conducted a study titled “Customer-based brand equity for a destination.” The study applied the concept of customer-based brand equity to a tourist destination. The theoretical model which was empirically verified complemented previous research findings on a destination's evaluation from the tourist's perspective. The researchers felt that an image plays a vital role in evaluation but is not the only brand dimension that should be considered. According to them, for a more complete evaluation, the dimensions of awareness,
quality, and loyalty should also be examined. Results of the study also revealed that brand equity differed between the markets according to their evaluation of brand dimensions.

Bowen (1998) terms tourism as an activity through which personal identity can be constructed autonomously and authentically. He also mentions that travel and tourism industry has entered a postmodernist era.

Chopra, Suhita, (1991) conducted a study on potential of tourism in Khajuraho, the world famous temple, and remote tourist resort in Madhya Pradesh. This study has assessed various impact on tourism viz; physical, economic and socio-cultural impacts. This study has been a guideline for impact assessment studies on tourism.