



Role of Tourism Industry to Make India an Atmanirbhar Bharat

Dipankar Basak*

Assistant Professor

R.G.Baruah College

Guwahati, Assam, India

Email-deep30089@gmail.com

**Corresponding author*

Dr. Rajesh Deb Barman

Assistant professor

Bodoland university

Kokrajhar, BTR, Assam, India

How to Cite this Article:

Basak, D. (2026). Role of Tourism Industry to Make India an Atmanirbhar Bharat. International Journal of Creative and Open Research in Engineering and Management, <i>02</i></i>(03). <https://doi.org/10.55041/ijcope.v2i3.022>

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<https://doi.org/10.55041/ijcope.v2i3.022>

ABSTRACT

Tourism is the largest service industry in India. Government figures show tourism contributes 6.6 percent of GDP and accounts for 7.7% percent of jobs. The World Travel & Tourism Council has predicted that tourism in India will continue to sustain steady growth. The Ministry of Tourism is the primary driving force behind tourism development in India, and it manages many of the country's tourism enterprises. After the outbreak of covid-19 pandemic a wake up call has been initiated for the importance of being of being self reliant or Atmanirbhar as a much needed pre-requisites for the growth and sustenance of tourism industry in India. Self reliant Tourism Industry plays a very important role in the development of any nation. Tourism industry leads to the creation of capital as well led to the generation of many social benefits. The present paper tries to explore the positive contribution and opportunities available for the development of tourism industry in economic growth through which lead to an Atmanirbhar Bharat which will be an effective means of combating poverty and creating employment and income for large segment of population particularly for those segments affected by structural adjustments and economic.

Keywords: Tourism, Covid-19, Atmanirbhar Bharat, Self Reliant.



1.1 INTRODUCTION

India is a country with diversified culture and traditions. The natural beauty of India, festivals, dresses, heritage sites of India are very popular among tourists. These things fascinate travelers to come here. India has so many scenic blessed places like Assam, Kerala, Darjeeling, Goa, Kashmir, Shimla (I am just having few names) and Manali. These places are very popular. These places are prime attraction of travelers from across the world. There are also so many other places worth visiting, like Delhi Kutub Minar /Agra Tajmahal/Hyderabad Charminar and Salarjung museum /Chennai a city of fine arts / Bangalore., Known as the Garden City for its lush landscape, lakes and temperate climate, it aptly represents India's marriage of past and present./ Kerala known as God's own country/ Kolkata was arguably second only to London in administrative importance in the British Empire. The Government of India has established the Ministry of Tourism in order to boost Tourism in India. The Ministry of Tourism has undertaken many projects to showcase India as a perfect Tourist destination and create a visitor-friendly image of the country. The major steps taken by the Government were the Atithi Devo Bhavah Campaign which gave a widespread message of "honour your Guest as he is always equivalent to God" and the Incredible India Campaign which was incredibly successful in creating a colorful and a gorgeous image of our country.

Tourism has emerged as a key driver of economic growth. It is one of the fastest growing economic sectors and has significant impact on trade, job creation, investment, infrastructure development and social inclusion. Tourism is a major source of employment. It is a labour-intensive sector and has significant multiplier effect on employment in related sectors. Tourism has major impacts on the natural and built environments and on the wellbeing and culture of host populations. Tourism industry has led to pressure on fragile ecosystems and wildlife. It also puts considerable pressure on host communities and compete for the use of scarce resources, notably land and water. It has become a significant contributor to local and global pollution. It also contributes significantly to green-house gases emissions. Today, tourism in India has become an important part of the economy contributing substantially to the inclusive and sustainable development of the country. India has succeeded in becoming the most preferred destination amongst domestic and overseas travellers. Tourism exposes international travellers to India's philosophy of unity in diversity. Over years the tourism sector has been instrumental in generating foreign exchange, creating employment opportunities, and generating household income for Indians, as it has in many other developing economies. It has brought the opportunity of infrastructure development and helped in regional and economic development. Thus, the development of the tourism sector appears to have been as important as the development of other sectors of the Indian economy.

1.2 TYPES OF TOURISM IN INDIA

Adventure tourism - As a kind of tourism in India, adventure tourism has recently grown in India. This involves exploration of remote areas and exotic locales and engaging in various activities. For adventure tourism in India, tourists prefer to go for trekking to places like Ladakh, Sikkim, and Himalaya. Himachal Pradesh and Jammu and Kashmir are popular for the skiing facilities they offer. Whitewater rafting is also catching on in India and tourists flock to places such as Uttarakhand, Assam, and Arunachal Pradesh for this adrenalin-packed activity. Various kinds of adventure on water, land, and air can be enjoyed in India. The various kinds of adventure tourism in India are: Rock climbing, Skiing, Camel safari, Para gliding, Mountaineering, Rafting in white water, Trekking. As a kind of adventure tourism in India, rock climbing is relatively new. Due to the presence of climbing rocks in large numbers throughout the country, rock climbing as a kind of adventure tourism in India is taking off in a big way. The various places in India where tourists can go for rock climbing are Badami, Kanheri Caves, Manori Rocks, and Kabbal. Skiing in India as a kind of adventure tourism has become popular in the last decade. The country has a large number of hill stations which have excellent skiing facilities. This has given rise to skiing adventure tourism in India. The places in India where tourists can go for skiing are Manali, Shimla, Nainital, and Mussoorie.

Wildlife tourism- India has a rich forest cover which has some beautiful and exotic species of wildlife some of which are even endangered and very rare. This has boosted wildlife tourism in India. The places where a foreign tourist can go for wildlife tourism in India are the Sariska Wildlife Sanctuary, Keoladeo Ghana National Park, and Corbett National Park. **Medical tourism.** Tourists from all over the world have been thronging India to avail themselves of cost effective but superior quality healthcare in terms of surgical procedures and general medical attention. There are several medical institutes



in the country that cater to foreign patients and impart top-quality healthcare at a fraction of what it would have cost in developed nations such as USA and UK. It is expected that medical tourism in India will hold a value around US\$ 2 billion by 2012. The city of Chennai attracts around 45% of medical tourists from foreign countries.

Pilgrimage tourism - India is famous for its temples and that is the reason that among the different kinds of tourism in India, pilgrimage tourism is increasing most rapidly. The various places for tourists to visit in India for pilgrimage are Vaishno Devi, Golden temple, Char Dham, and Mathura Vrindavan.

Eco tourism - Ecotourism India has developed recently, for the concept itself is a relatively new one. Ecotourism entails traveling to places that are renowned for their natural beauty and social culture, while making sure not to damage the ecological balance. Ecotourism pertains to a conscious and responsible effort to preserve the diversity of a naturally endowed region and sustaining its beauty and local culture. Indians have been known since ages to worship and conserve nature. So the growth of ecotourism in India is but natural. Also, the government of India has set up the Ministry of Tourism and Culture to promote ecotourism in India alongside other types of tourism.

Cultural tourism- India is known for its rich cultural heritage and an element of mysticism, which is why tourists come to India to experience it for themselves. The various fairs and festivals that tourists can visit in India are the Pushkar fair, Taj Mahotsav, and Suraj Kund mela. Cultural tourism India is the predominant factor behind India's meteoric rise in the tourism segment in recent years, because from time immemorial, India has been considered the land of ancient history, heritage, and culture. The government of India has set up the Ministry of Tourism and Culture to boost cultural tourism in India. The ministry in recent years has launched the Incredible India! campaign and this has led to the growth of culture tourism in India.

Business Tourism - Business tourism can be defined as travel for the purpose of business. Business Tourism can be divided into three sections: Trading for goods to be resold on a wholesale basis Conduct business transactions e.g. visiting a client, contract negotiations Attending a conference, exhibition or event associated with their business.

1.3 SIGNIFICANCE OF THE STUDY

According to World Travel and Tourism Council (2014), the contribution of travel and tourism in world GDP is estimated to increase from 9.5% of GDP in 2013 to 10.3% of GDP in 2024 (WTTC, 2014). Tourism and hospitality industry contributes 6.8% of GDP of India, contributes 7.7% in total employment generated and provides foreign exchange of US\$18.13 billion (IBEF, 2014). The tourism and hospitality sector is the third largest source of foreign exchange for India (makeinindia, 2015). Market size of tourism and hospitality sector is estimated to increase from US\$ 122.1 billion in 2013 to US\$418.9 billion in 2022 (IBEF, 2014). The investment in tourism creates more jobs as compared to other sectors of economy. An investment of Rs. 10 lakh in tourism sector is estimated to create 89 jobs in hospitality industry as compared to 45 jobs in agriculture and 13 jobs in manufacturing sector (Planning Commission, 2007). Hotel industry generates revenues of US\$ 400-500 billion annually (IBEF, 2015). In India tourism and hospitality has emerged as a sunrise industry with rise in number of foreign tourists. The arrivals of foreign tourists in India have grown at a CAGR of 7.85% from 2005 to 2014. The contribution of tourism and hospitality to the GDP has also grown at a CAGR of 10% from 2006 to 2014. The consistent rise in contribution of tourism and hospitality shows the potential of the tourism industry to accelerate economic growth with a supportive policy framework, better infrastructure, and law and order situation. The foreign tourists are a good source of foreign exchange for the country. For a country like India with an adverse balance of payments, tourism plays a constructive role in enhancing foreign exchange reserves. The contribution of tourism and hospitality in foreign reserves has increased from US\$ 7.5 billion in 2005 to US\$ 18.1 billion in 2013 (IBEF, 2015)



1.4 STATEMENT OF THE PROBLEM

Tourism sector has a very definite and the global industry, such as the tourism and travel industry, is the main contributor to the service industry in worldwide. But last few years onwards there is very unconditional situation which effect on our GDP. The relationship and the factorial phenomena that regulates of the Indian tourism industry and the economics growth has decline which rationally impact on the national income and the development of the Indian country. Last three years Indian tourism drastically decline due to COVID-19 which affects on the employment and increase huge unemployment about 65 % of people had lost their job from the tourism sector.

1.5 REVIEW OF LITERATURE

- **Raina, A. K., & Agarwal, S. K. (2004)** studied the “multiplier effect” on tourism and its impact on tourism industry. From this study, it was found that tourism helped in moving finances from richer countries to developing countries thus rising latter’s export earnings and therefore increasing the economy.

- **Ajay Tanwar (2022)**, Role of Tourism Industry in Employment Generation in Rajasthan State in his study examines the Social and cultural Impact of Rural Tourism on the local culture and tries to investigate the role of rural tourism in the economic development of Shekhawati. The research is conducted in Rajasthan, the sample respondents comprising local residents, tourists and tourism professionals. The data would be collected to understand the market potential of rural tourism to evaluate its positive and negative impact on society especially in the area of economy and socio-culture and to see the development in Shekhawati region.

- **Alexandr Vetitnev, Galina Romanova, Natalia Matushenko and Ekaterina Kvetenadze(2013)** in their article factors affecting Domestic Tourists' Destination Satisfaction: The Case of Russia Resort examines the relationship between customer satisfaction, affecting factors and destination loyalty of tourists. The findings of the study indicated that factors, such as purpose of travel, source of payment for travel, choice of accommodation, holiday organization mode and tourists’ spending affected the level of satisfaction which in turn has a significant effect on tourists’ intentions to revisit.

- **Arti A.Parmar & Manoj Shah(2021)** Role Of Tourism Industry In Growth And Employment Generation Of India examined the changes in number of foreign tourist arrival from 2012-13 to 2016-17 as well as share of tourism industry in GDP and employment generation in India. As far as tourism is concerned, the year 2017 was a remarkable year for India as it received more- than 10 million tourists for the first time in history, registering 14% growth in 2017 over 2016 and registered CAGR of 8.02%over 2012-13 to 2016-17.It also witnessed a foreign exchange earnings of 23,785 million US\$ in the year 2016-17 over the year 2015-16 with a growth rate of 10.85% and having CAGR of 6.61% from 2012-13 to 2016-17It was also found out that although there is remarkable growth in FTAs and FEE the share of industry does not show increasing trend. The contribution to GDP from 2012-13 to 2015-16 is having negative CAGR of 8.91%.It was also observed that share in employment is also not increasing it reported CAGR of only 0.05% from 2012-13 to 2015-16

- **Das, D. (2012)**, Prospects and problems of tourism industry in Assam. In his article examine that the Assam is well blessed by Nature and it lays at the centre of one of the world’s richest biogeographic areas. It is the treasure house of various economic resources. It has a rich cultural and ethnic heritage that can easily make it a tourist-spot. Tourism has the greatest potential for generating income and employment opportunities in Assam because Assam is not only characterized by the blending of flora and fauna it is also exceptionally rich in bio-diversity. Moreover the wildlife sanctuaries at various places of Assam can attract the tourists all over the world. Further, tea tourism and golf tourism of Assam will attract the tourists. This paper makes an attempt to explore the potentiality from Assam which will maintain a bright prospect of economic development in terms of tourism industry in near future.

- **G.Singuah and Khursheed Ahamad Kar (2012)** in their study Tourism Entrepreneurs of Jammu and Kashmir: Challenges VS Opportunities analysed that in Jammu and Kashmir there is enough opportunities for entrepreneurs from the roadside vendor to big shopping mall holders. Tourism sector provide different types of employment opportunities also.



They can harness their Kashmiri products which are unique style of art and craft but there are some factors which is needed to be solved like economic slowdown, insurgency issue, safety and security issue if Jammu and Kashmir as a tourist place and there entrepreneur needs sustainable survival in the long run.

• **Haloi, D., & Deb Barman, R. (2010)** Eco-Tourism in Assam: A Swot Analysis. This paper will make a Strength, Weakness, Opportunities and Threats (SWOT) analysis of the Eco tourism in Assam. The main study is to know the strength of eco-tourism in Assam i.e., availability of tourist spot in Assam, to find out the weaknesses of the development of the eco-tourism in Assam, to explore the opportunist provided by the eco-tourism in Assam, and to find out the threats facing by the tourist industry in Assam.

• **Hanqun Song & Catherine Cheung(2010)** in his journal Factors Affecting Tourist Satisfaction with Theatrical Performances: A Case Study of The Romance of the Song Dynasty in Hangzhou, China identified four factors that affected tourist satisfaction: “Performance,” “Venue Environment,” “Service,” and “Stage Facilities.”. Among the four factors tourists have the highest satisfaction with “Stage Facilities” among all factors.

• **Iftikhar Hussain (2021)** in his article Eco Tourism and Local Resource Based Sustainable Livelihood: A case study of Kaziranga National Park examined about the extent of local people participation and awareness of local people in eco tourism related activities. Studies reveals that majority of local community have positive perceptions towards eco tourism and holds philosophy that eco tourism could help to improve the livelihood, foster community development, preserve local culture by providing opportunity for cultural and social exposure to the outside world.

1.6 OBJECTIVES OF THE STUDY

- To understand the opportunities in tourism industry in India.
- To know the positive impacts of Tourism industry in Indian Economy

1.7 METHODOLOGY OF THE STUDY

The present study is based on the secondary data published by various agencies and organizations. The present study makes use of data and information provided by, UNWTO, Ministry of Tourism, Ministry of Statistics and Programme Implementation, Newspapers, Magazines, Books, Economic journals and Internet etc.

1.8 OPPORTUNITIES OF TOURISM INDUSTRY IN INDIA

The current scenario looks very positive. We are optimistic that with the new government giving priority to tourism, there would be welcome steps to boost the sector. More international tourist arrivals can be expected and may reach 15 per cent growth, and thus help India achieve one per cent of the share of global tourism as projected by the Union Ministry of Tourism. The target is to achieve the 26-million-tourist mark by 2024. This will give a lot of opportunity to tour operators, tourist guides, hoteliers, and transporters. It will also give an opportunity to the government to collect more taxes. Medical Tourism is a great opportunity for India. Also, more and more conferences and conventions are taking place in India and the country has become an ideal location for MICE Tourism. Ecotourism, nature-oriented tours, etc., are catching up in various locations in India. With a growing number of young outbound travelers, transition from the middle class to upper middle class and desire to visit another country, the number of outbound tourists is ever growing, and so is the opportunity to serve them. More and more jobs will be created and opportunities of growth in Tier-II cities will be available. Travel and tourism play an important role in India's economy compared with other nations, India ranks 14th in the world in terms of its tourism sector's contribution to the GDP. Tourism creates jobs, both through direct employment within the tourism industry and indirectly in sectors such as retail and transportation. When these people spend their wages on goods and services, it leads to what is known as the "multiplier effect," creating more jobs. The tourism industry also provides opportunities for small-scale business enterprises, which is especially important in rural communities, and generates extra tax revenues, such as airport and hotel taxes, which can be used for schools, housing and hospitals. Tourism, particularly nature and ecotourism it helps promote conservation of wildlife and natural resources such as rain forests, as these are now regarded as tourism assets. It also helps generate funding for maintaining animal preserves and marine parks through entrance charges and guide fees. By



creating alternative sources of employment, tourism reduces problems such as over-fishing and deforestation in developing nations.

Table: 1 Foreign Tourist Arrivals (FTAs) in India, 2014-2021

Year	Number (millions)	% change
2014	7.68	10.2
2015	8.03	4.5
2016	8.80	9.7
2017	10.04	14
2018	10.56	5.2
2019	10.93	3.5
2020	2.74	-74.9
2021	1.52	-44.5
2022	6.59	305.4

Source:

India Tourism Statistics 2022, Ministry of Tourism, GOI

There has been a remarkable growth over the years in foreign tourist arrival to India due to the various efforts made, including promoting India through the “Incredible India” campaign in overseas markets. This global campaign had attracted the attention of tourism industry observers as well as tourists. Foreign tourist arrivals (FTAs) in India increased from 7.68 million in 2014 to 10.93 million in 2019. But due to covid-19 in the year 2020 and 2021 there is sudden decrease in Foreign Tourist arrivals in India but from 2022 again it is rising and it is clear from Table: 1

TABLE- 2

DOMESTIC TOURIST IN INDIA 2014-2022

YEAR	NO. OF DOMESTIC TOURIST No. In Millions
2014	1282.80
2015	1431.97
2016	1615.39
2017	1667.55
2018	1853.78
2019	2321.98
2020	610.22
2021	677.63
2022	1731.01

Source: India Tourism Statistics 2022, Ministry of Tourism, GOI

Domestic tourist arrivals in various states and UT increased from 1282.80 million in 2014 to 2321.98 million in 2019. But due to covid-19 in the year 2020 and 2021 there is sudden decrease in Domestic Tourist arrivals in India but from 2022 again it is rising and it is clear from Table: 2

Tourism Satellite Account provides the direct and indirect contribution of tourism in the employment of the country. According to 3rd TSA, the estimates of employment generated in the economy due to tourism during the year 2013-14, 2014-15, 2015-16, 2016-17 and 2017- 18 is provided in the following table:



TABLE-3

	2014-15	2015-16	2016-17	2017-18	2018-19
Share in Employment (in %)	11.90	12.09	12.38	12.19	12.38
Direct (in %)	5.19	5.27	5.40	5.32	5.40
Indirect (in %)	6.71	6.82	6.98	6.87	6.98
Employment (million)	67.2	69.6	72.3	75.9	81.1

Source: India Tourism Statistics 2022, Ministry of Tourism, GOI

Tourism creates jobs, both through direct employment within the tourism industry and indirectly in sectors such as retail and transportation. The tourism industry also provides opportunities for small-scale business enterprises, which is especially important in rural communities, and generates extra tax revenues, such as airport and hotel taxes, which can be used for schools, housing and hospitals. Tourism, particularly nature and ecotourism it helps promote conservation of wildlife and natural resources such as rain forests, as these are now regarded as tourism assets.

TABLE-4

Estimates of Foreign Exchange Earnings (FEEs) in Rs. Crore and in US\$ Million from Tourism in India, 2015-2022

YEAR	FEEs from Tourism in India (in Rs. Crores)	% change over the previous year.
2015	134843	12.03
2016	150750	11.80
2017	178189	18.20
2018	195312	9.61
2019	216467	10.83
2020	50136	-76.84
2021	65070	29.79
2022	134543	106.77

Source: India Tourism Statistics 2022, Ministry of Tourism, GOI

According to the government's provisional estimates, the foreign exchange earnings from tourism in the country increased from 2015 as ₹134843 crore to 2019 as ₹216467 crore and in 2021 as ₹65070 crores to ₹1,34,543 crore in 2022.

1.9 POSITIVE IMPACT OF TOURISM INDUSTRY IN INDIA

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 now working in the India's tourism industry.
2. **Source of Foreign Exchange Earnings:** Tourism is an important source of foreign exchange earnings in India. This has favourable impact on the balance of payment of the country. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate.
3. **Preservation of National Heritage and Environment:** Tourism helps to preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, Ajanta and Ellora temples, etc, would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.
4. **Developing Infrastructure:** Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers, in addition to the hotels and



high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.

5. **Promoting Peace and Stability:** Honey and Gilpin (2009) suggests that the tourism industry can also helps to promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment and promoting cross-cultural awareness. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption, etc. must be addressed if peaceenhancing benefits from this industry are to be realized.

6. **Direct Financial Contributions-** Tourism can contribute directly to the conservation of sensitive areas and habitat. Revenue from park-entrance fees and similar sources can be allocated specifically to pay for the protection and management of environmentally sensitive areas. Special fees for park operations or conservation activities can be collected from tourists or tour operators.

7. **Contributions to Government Revenues-** The Indian government through the tourism department also collect money in more far-reaching and indirect ways that are not linked to specific parks or conservation areas. User fees, income taxes, taxes on sales or rental of recreation equipment, and license fees for activities such as rafting and fishing can provide governments with the funds needed to manage natural resources. Such funds can be used for overall conservation programs and activities, such as park ranger salaries and park maintenance.

8. **Raising Environmental Awareness-** Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment. This confrontation heightens awareness of the value of nature among the community and lead to environmentally conscious behavior and activities to preserve the environment.

1.10 MAJOR HURDLES IN DEVELOPMENT OF TOURISM IN INDIA

1. Lack of infrastructural facilities is the major impediment for the development of tourism in India. The last-mile connectivity leading to all tourism destinations is an urgent need in the present context.

2. A proper mix of all four P's is essential while marketing the product. The new products of the tourism are to be introduced in proper time and the stakeholders are to be properly educated.

3. Long pending demands of the hoteliers in heritage places such as consideration of this sector under infrastructure category, treatment of electricity tariffs, post-sanction hassles faced by the hospitality sector with the government are also hindering the development of this sector.

4. Lack of institutional infrastructure is another impediment in the development of tourism in India.

5. Working of the single window system is not up to the expectations of the investors of the tourism sector.

6. **Inaccessibility** – There are many tourist destinations in the country, which are not accessible to poor, women and elderly because of the high cost of transportation, poor connectivity with cities and around 2% of the tourist cannot access many of the tourist spots in the country.

1.11 CONCLUSIONS

Tourism has become the world's largest industry, generating wealth and employment, opening the minds of both visitors and the visited to different ways of life. Tourism sector plays a very important role in the way of providing employment opportunities. It is one of the important foreign exchange earning industries has manifested great potential of growth under liberalized Indian economy. Today, tourism has become more inclusive of new concepts which require the support of the government to develop and flourish. There is a need to propagate these concepts with dedicated policies formed for the development of tourism. Effective implementation of the policies will help in the growth of the industry overall.



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