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## Comparison Of Price Competitiveness In Tourism Of Ayodhya And Prayagraj

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### Abstract

The present work was conducted at two tourist destinations i.e., Prayagraj and Ayodhya districts of Uttar Pradesh. This work aims to find out the price competitiveness and tourism experience. This study is based on primary data using a sample of 100 tourists on 10 different factors of price competitiveness and tourism experience together. The Price competitiveness in lodging, in restaurants, goods in stores, sports and recreation and Tourism experience in sightseeing, natural beauty, closeness to nature, cultural heritage and tranquil atmosphere were listed in questionnaire. Data obtained from tourist response for price competitiveness and tourism experience in Prayagraj and Ayodhya were analyzed and compared. According to the data it was observed that Tourists were found more satisfied with the price competitiveness in respect to restaurants, to lodging, to transport, to goods in stores and to price competitiveness in sports and recreation in Prayagraj than in Ayodhya.

**Keywords:** Tourism, destinations, competitiveness, tranquil atmosphere, lodging, price competitiveness

### Introduction

"Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes."

Tourism is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes".

Tourism can be domestic (within the traveler's own country) or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. The tourism industry, as part of the service sector, has become an important source of income for many regions and even for entire countries. The Manila Declaration on World Tourism of 1980 recognized its importance as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies, and on their international relations."

Management of the tourism sector should encompass all the principles of administration that define the morals

of the community, social values, and environmental sustainability to empower visitors/travelers to enjoy their tourism undertakings. In the process, it benefits the local community both in terms of economic, social, and political development (Astawa *et al*, 2018).

Tourism in India is important for the country's economy and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated ₹13.2 lakh crore (US\$170 billion) or 5.8% of India's GDP and supported 32.1 million jobs in 2021. Even though, these numbers were lower than the pre-pandemic figures; the country's economy witnessed a significant growth in 2021 after the massive downturn during 2020. The sector is predicted to grow at an annual rate of 7.8% to ₹33.8 lakh crore (US\$ 420 billion) by 2031 (7.2% of GDP) (India's travel and tourism 2022). Tourism brings large amounts of income into a local economy in the form of payment for goods and services needed by tourists. It also generates opportunities for employment in the service sector of the economy associated with tourism. Tourists are major assets of any country as well as state. The active role they play towards a countries' economic growth cannot be underestimated. As a result, equipping these unique assets with effective management strategies becomes imperative in order to maximize their presence. The hospitality industries which benefit from tourism include transportation services (such as airlines, cruise ships, trains and taxicabs); lodging (including hotels, hostels, homestays, resorts and renting out rooms); and entertainment venues (such as amusement parks, restaurants, casinos, shopping malls, music venues, and theatres). This is in addition to goods bought by tourists, including souvenirs.

Ayodhya is a city situated on the banks of holy river Saryu. It is also known as Saket, an ancient city of India. It is mainly known for the birthplace of Bhagwan Shri Ram and setting of the great epic Ramayana. The 'ritual landscape' is result of maintenance of sacredness and of reciprocal and interfacing relationship between human faith and landscapes in the trajectory of 'time-space-ritual' routines through variety of rituals and performing functionaries. Ayodhya being an old city catering huge volume of inbound tourism, infrastructure improvisation and upgradation is of prime importance. India has been a focal point of attraction.

Prayagraj is one of the oldest cities in India. It is crowned in ancient scriptures as 'Prayag' or 'Teertharaj' and is considered the holiest of pilgrimage centers of India. It is the most populous district of Uttar Pradesh contains many historical monuments, sangam and many other places of religious significance. Kumbh mela is celebrated at one of the four different locations in India namely Prayagraj, Nasik, Ujjain, and Haridwar in a cyclic manner after every 3 years (Verma & Sarangi, 2019).

Tourism is the activities of societies traveling to and residing in places outside their usual atmosphere for not more than one successive year for relaxation, business and other commitments not related to the application of a movement waged from within the place stayed. These are among the most emerging tourist destinations for both Indians and non-Indians. Prayagraj is known among Hindu faithful as Tirtharaj, the king of all pilgrimage places, where the Ganga, Yamuna, and the Saraswati rivers converge to form the triveni sangam (literally, the intertwining braid of three). Bathing in the confluence of these rivers is thought to cleanse one of all sins; as such, bathing is the core religious activity for pilgrims coming to Prayagraj. Bathing at the triveni is an ancient practice that is believed to deliver various rewards, including freedom from all sins. The junction of the two rivers makes a stunning landscape, as noted by Tulsidas in the sixteenth century. Ayodhya and Prayagraj have the potential for tourism development is enormous. The capability of tourism industry in contribution to the national income, economic development, and generation of employment and foreign exchange earnings is also highly significant. Therefore, a various tourism development plans and programmes have been launched through both government and private sectors.

## REVIEW OF LITERATURE

### **Dhamija, A. (2020) The Increasing Significance of Religious Tourism: A Case from Uttar Pradesh, India**

He reported that the increased speed of international tourist which has surpassed that of domestic tourists in recent years (2014-18). The contribution of religious tourists in the overall tourist numbers in the state has gone up considerably with time thus, indicating that one can do well by concentrating on this religious segment of tourists. Uttar Pradesh is one such state for India which, on the virtue of its diversity, population and geographical size, has been at the forefront of attracting tourists from not only the country but globally. There has been a consistent shift in the profile of visiting tourists as they have displayed a marked change from those seeking recreational activities to those who visit a tourist destination owing to its religious significance. It is important to understand overall tourism as well as religious tourism to arrive at various results which could be utilised by stakeholders like government agencies, religious bodies & shrines, hospitality industry players and other concerned entities.<sup>20</sup>

### **Singh, G. (2020) Hospitality Services impacting Uttar Pradesh's Tourism Industry**

He concluded that Investment in tourist infrastructure boosts economic development, catalyses income and job generation, which in turn contributes to more development in tourism demand, which induces a corresponding investment cycle within a virtuous ring. Tourism has been crucial to social progress as well as an important tool throughout human history to extend socio-economic and cultural interaction. This encourages international connections, markets expanding, broad-based jobs and income production, as a source and effect of economic growth. The tourist sector is a major contributor to many nations 'gross national products. This is among the world's fastest-growing sectors.<sup>21</sup>

### **Jaswal, S. S (2014) Role of Tourism Industry in India's Development**

He examined the impact of India's economic growth on tourism, Contributors to economic growth, Role of Tourism industry in India's GDP, Foreign versus Domestic Tourists. They study the contribution to the generation of national income, expansion of employment opportunities, rising of tax revenue, generation of foreign exchange and transformation of regional economy. The sector is predicted to grow at an average annual rate of 7.9% from 2013 to 2023. This gives India the third rank among countries with the fastest growing tourism industries over the next decade. India has a large medical tourism sector which is expected to grow at an estimated rate of 30% annually to reach about 95 billion by 2015.<sup>22</sup>

### **Munshi, S., Banerjee, S., Chakraborty, I., 2022: Capacity Building for Urban Tourism Development of Ayodhya Municipal Limits**

They focus on issues of Solid waste management and Transportation in the region of Ayodhya that accommodates the religious and historical tourist destinations. Thus, there is a need for capacity building for the infrastructure impacted by tourism, which also result in the upgradation of the lifestyle of the urban/peri-urban area residents. They concluded to put forward the implementation model and suggested recommendations for policy formulation focusing on the urban area to support the tourism potential of the region of Ayodhya.<sup>23</sup>

### **Ahamad , S., Joseph, S. T. & Brako, P., (2019) A comprehensive study on religious tourism in uttar Pradesh**

They highlighted the religious tourism in Uttar Pradesh, its current policy and framework which is based on religious sites of Uttar Pradesh. They showed how religious tourism industry generates revenue to the state by providing religious services, transport facilities, accommodation service, etc. but it can't be ignored that due to lack of proper understanding, inadequate policy, proper management, proper infrastructure, absence of rules and regulation and proper environmental and cultural sustainability at place of religious tourism destination religious tourism industry is lacking behind.<sup>24</sup>

**Kumar, Sarvesh and Singh, Rana P.B. 2015. Cultural-Heritage Tourism in Ayodhya- Faizabad: Scenario and Prospects.**

Ayodhya is famous for pilgrimage, salvific quality, and holy tradition of Hindus. Of course, it is scared and religious place for Hindus, where also exists religious sites of Muslims, Jains, Buddhists, and Sikhs. Like other holy cities, Ayodhya too enumerates unique and variety of cultural heritagescapes, like tradition, faith, festivities, pilgrimages, folklore, custom, artefacts, historical building monuments, and other tangible and intangible cultural heritage that attract the tourists. Since 1992 Ayodhya has been suffered from the religious contestation, as exemplified by Babari mosque and Ramajanmabhumi temple; such type of contradiction obstacles the tourism development, however pilgrimage-tourism has been the main force in the city.<sup>25</sup>

**Seema Yadav (2021): An analysis of attractions inventory in Prayagraj district**

Seema yadav provides detailed information about Prayagraj District's tourism attractions. Ecotourism is a relatively new idea and sub-sector of the tourism industry. It is one of the service sector's fastest-growing industries. It is also considered necessary to have tourism linked to the environment because environmental conservation is fast becoming one of the contemporary challenges. The Uttar Pradesh government announced its ecotourism Policy in 2014 to create jobs, restore the environment, and foster local economic growth. They emphasizes the primary tourist destinations that might be transformed into perspective ecotourism demand centres in the future.<sup>26</sup>

**Sharmaa, Ritesh (2021). Pilgrimage Tourism Satisfaction with Reference to Prayagraj and Varanasi: An Empirical Study**

They find out the relationship between the tourists and pilgrims visiting Prayagraj and Varanasi under consideration of various temples and the facilities. They identified and explore Pilgrims inclination towards Spiritual Tourism Development in these places. They discover visitor's inclinations, recognition & fulfillment with different type of services accessible at Varanasi and Prayagraj and also to find out the degree of fulfillment of pilgrims related to nourishment, transport offices, darshan/seva accessibility, books, etc. They used factor analysis to filter out the main variables and also to find the fundamental scope of pilgrim's total satisfaction.<sup>27</sup>

**Papadopoulou, G. (2020) Management Models of Tourism Industry: The Case of Greece**

He established that the management model supported by positive government policies affects the tourism industry and attracts more visitors, growth, and competitiveness. Management has been the focus of studies in the field of tourism and hospitality and other related sectors. The management models affect the success, productivity, and effectiveness of firms in the sector and should focus on the sustainability of the ecosystem and economy. The management model adopted by Greece has not been effective in improving its level of competitiveness compared to other European nations.<sup>28</sup>

**Singh, A., Sahu, P., Dubey G. M. (2022) Tourism and Sustainability in Times of Covid-19: the Case of Uttar Pradesh**

The outbreak of COVID-19 brought social and economic life to a standstill. They discussed the impact of the Coronavirus/COVID-19 crisis on Uttar Pradesh Tourism. They focused on assessing the impact on affected sectors, such as aviation, tourism, employment. They discussed about the role of Uttar Pradesh Tourism in Indian Economy. They collected the secondary data through extensive literature reviews. They recommended that government in preventing and stopping decrement demand in tourism industry. The Government needs to introduce some policies or incentives for the tourism industry. They also showed some of the remedial measures that must be taken care of so that there is a boost in the economy.

## RESULT AND DISCUSSION

Data and information related to economic aspects namely price competitiveness, sustainable demand, foreign exchange earnings, employment generation, balanced economic development, improvement of living standard, diversification of economy, brand value and image of the state were collected

### Contribution of tourism in Price Competitiveness in Lodging

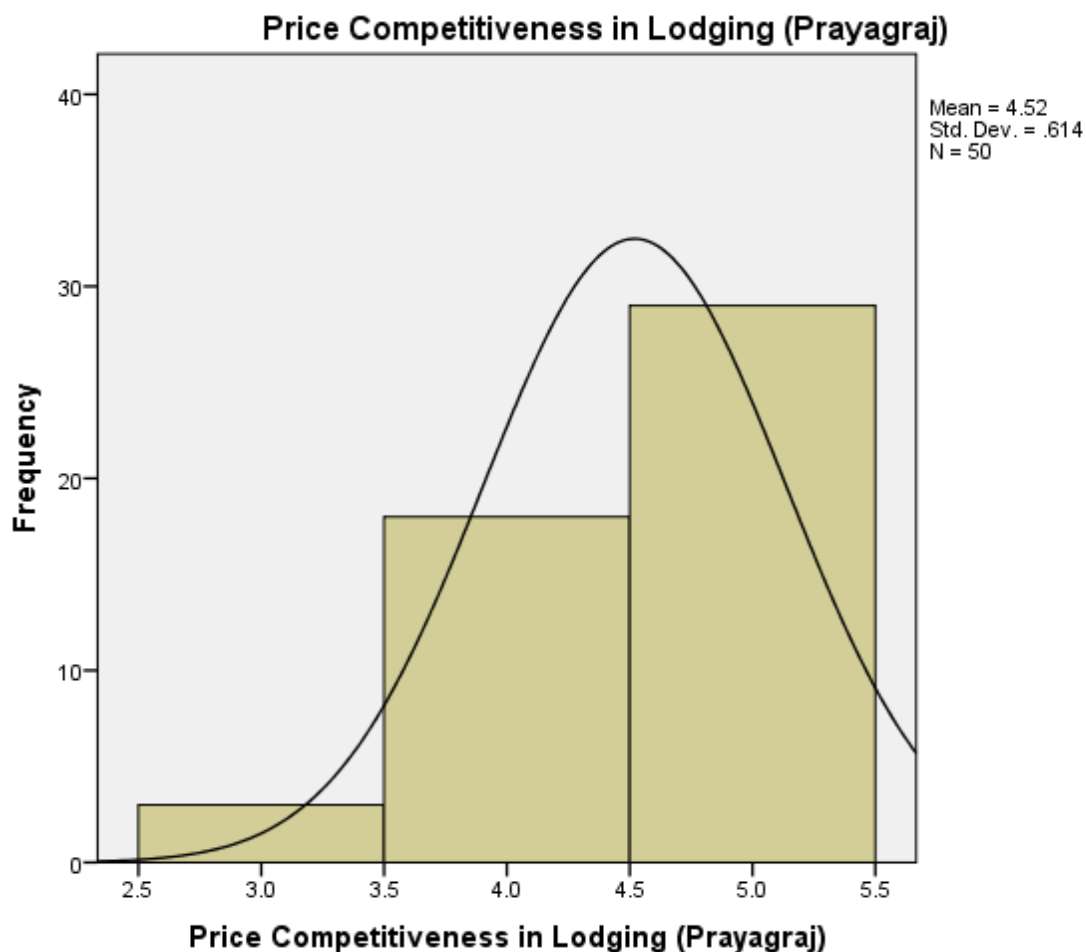
50- 50 respondents from Ayodhya and Prayagraj were selected from hotel sector. Their opinion relating to the contribution of tourism in increasing price competitiveness among hotels was collected.

**Table: 1:** Price Competitiveness in Lodging (Prayagraj):

	N	Minimum	Maximum	Mean	Std. Deviation
Price Competitiveness in Lodging (Prayagraj)	50	3	5	4.52	.614
Valid N (listwise)	50				

### Price Competitiveness in Lodging

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	3	6.0	6.0	6.0
Satisfied	18	36.0	36.0	42.0
Fully Satisfied	29	58.0	58.0	100.0
Total	50	100.0	100.0	





**Interpretation:** It is clear from above table that about 6% of respondents are neutral, 36% of respondents are satisfied and about 58% of respondents are fully satisfied with price competitiveness in lodging. It clearly shows that most of respondents are thinking that there is price competitiveness in lodging in Prayagraj.

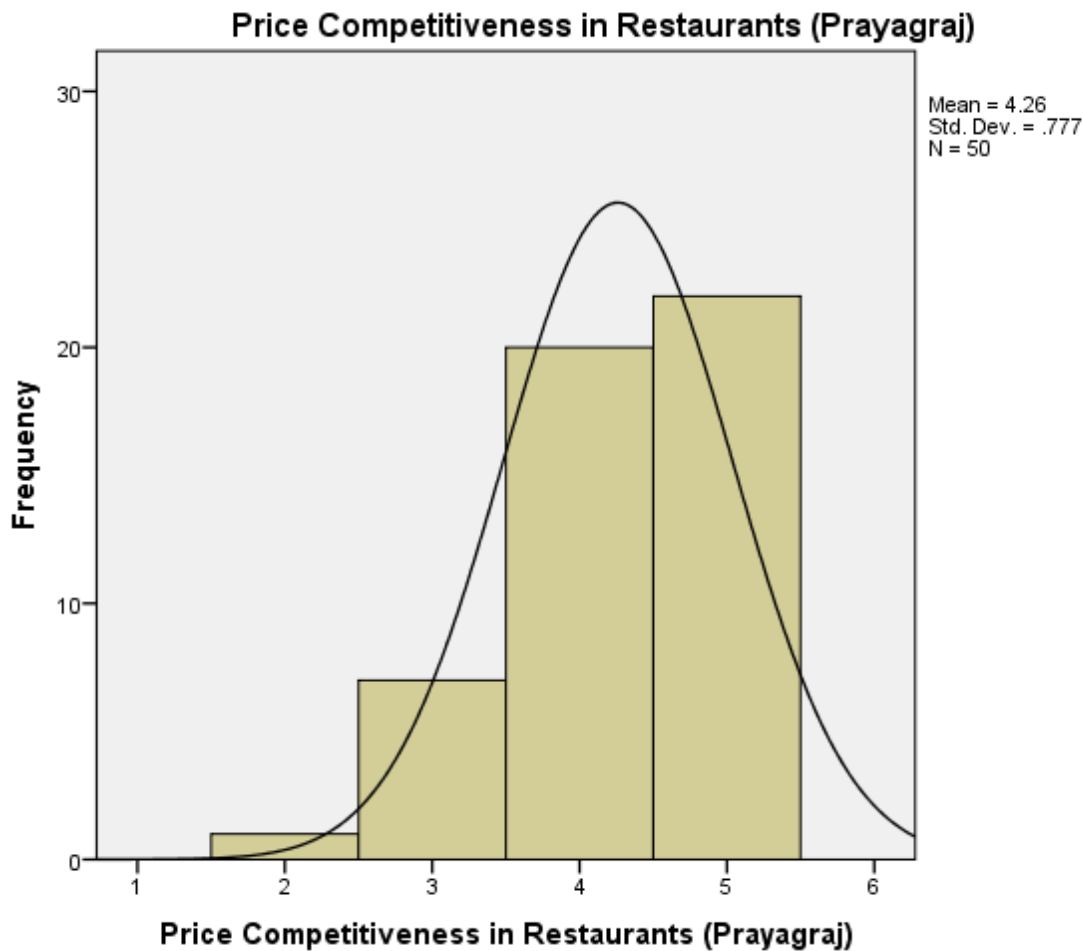
**Table: 2:** Price Competitiveness in Restaurants (Prayagraj):

	N	Minimum	Maximum	Mean	Std. Deviation
Price Competitiveness in Restaurants (Prayagraj)	50	2	5	4.26	.777
Valid N (listwise)	50				

**Price Competitiveness in Restaurants**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	1	2.0	2.0	2.0
	Neutral	7	14.0	14.0	16.0
	Satisfied	20	40.0	40.0	56.0
	Fully Satisfied	22	44.0	44.0	100.0
	Total	50	100.0	100.0	





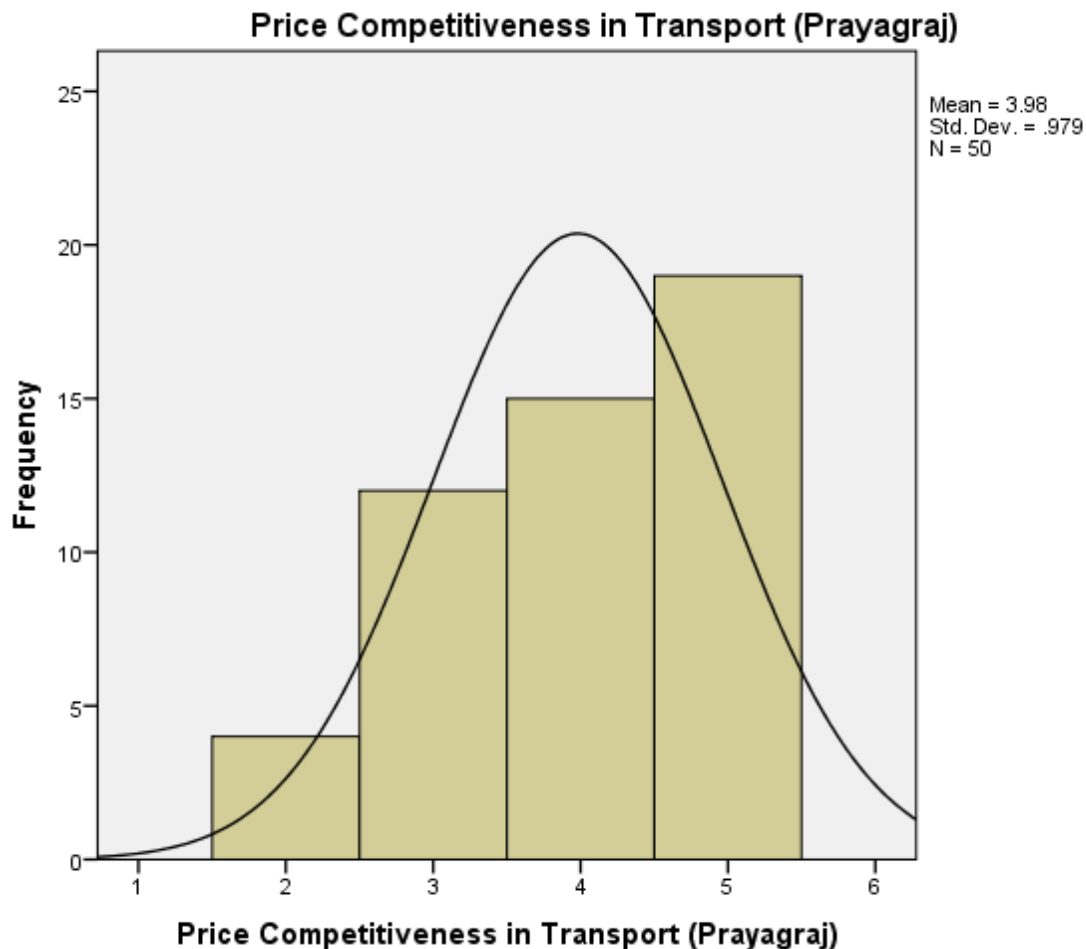
**Interpretation:** It is clear from above table that about 14% of respondents are neutral, 40% of respondents are satisfied and about 44% of respondents are fully satisfied with price competitiveness in Restaurants. It clearly shows that most of respondents are thinking that there is price competitiveness in Restaurants in Prayagraj.

**Table: 3: Price Competitiveness in Transport (Prayagraj):**

	N	Minimum	Maximum	Mean	Std. Deviation
Price Competitiveness in Transport (Prayagraj)	50	2	5	3.98	.979
Valid N (listwise)	50				

**Price Competitiveness in Transport**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	4	8.0	8.0	8.0
	Neutral	12	24.0	24.0	32.0
	Satisfied	15	30.0	30.0	62.0
	Fully Satisfied	19	38.0	38.0	100.0
	Total	50	100.0	100.0	



**Interpretation:** It is clear from above table that about 24% of respondents are neutral, 30% of respondents are satisfied and about 38% of respondents are fully satisfied with price competitiveness in Transport. It clearly shows that most of respondents are thinking that there is price competitiveness in Transport in Prayagraj.

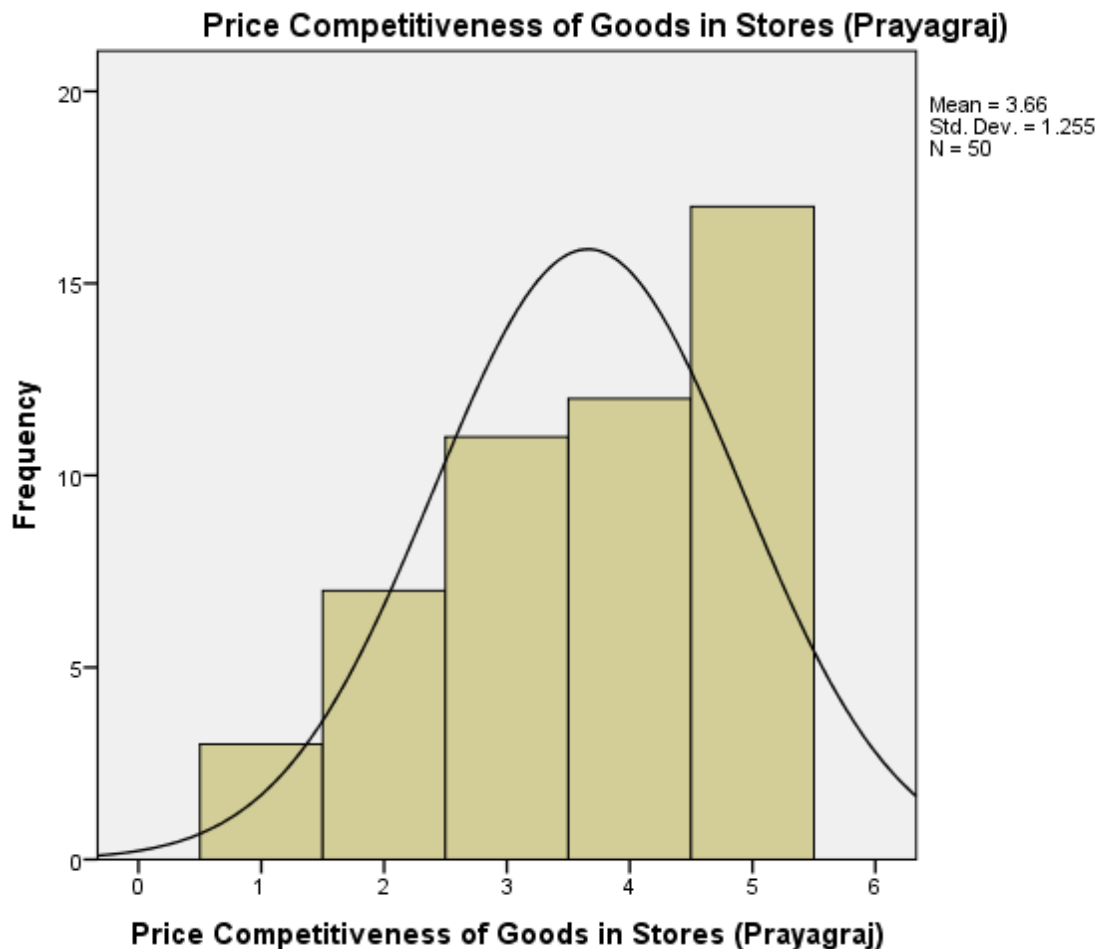
**Table: 4: Price Competitiveness of Goods in Stores (Prayagraj):**

	N	Minimum	Maximum	Mean	Std. Deviation
Price Competitiveness of Goods in Stores (Prayagraj)	50	1	5	3.66	1.255
Valid N (listwise)	50				

**Price Competitiveness of Goods in Stores**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Fully Dissatisfied	3	6.0	6.0	6.0
Dissatisfied	7	14.0	14.0	20.0
Neutral	11	22.0	22.0	42.0
Satisfied	12	24.0	24.0	66.0
Fully Satisfied	17	34.0	34.0	100.0
Total	50	100.0	100.0	





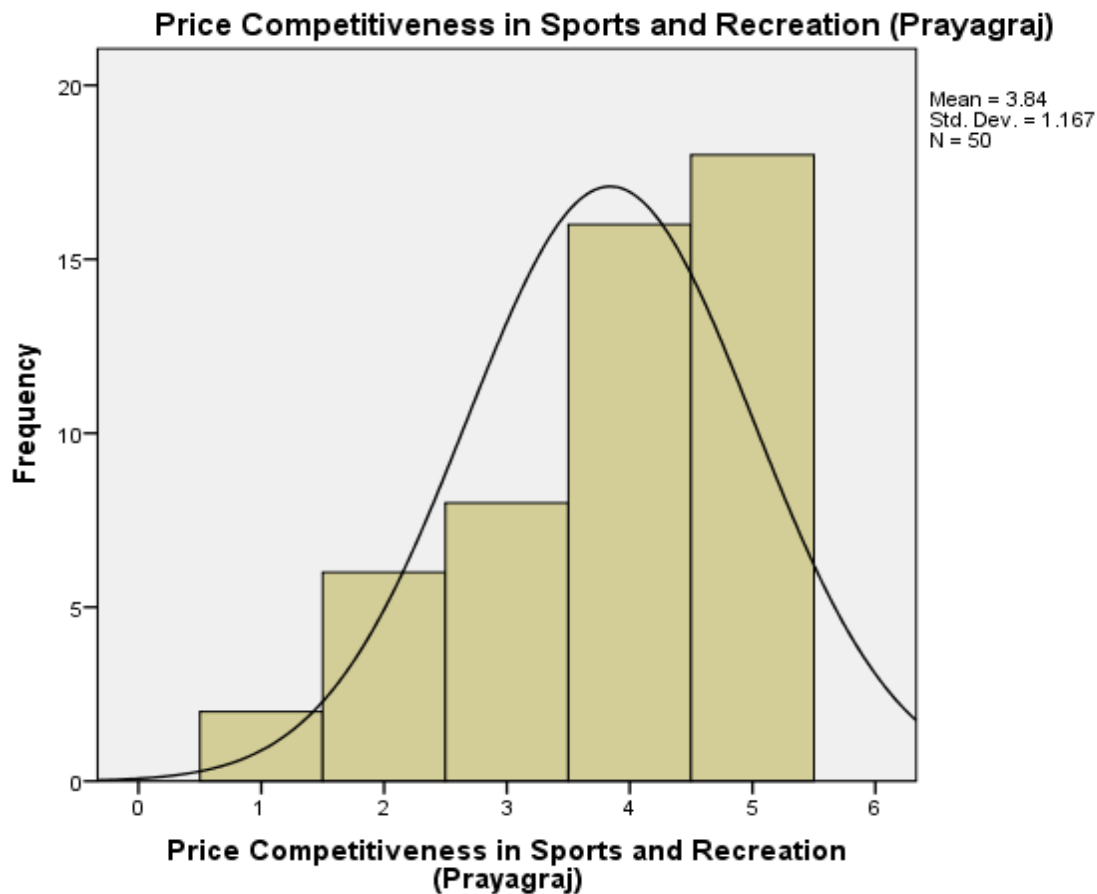
**Interpretation:** It is clear from above table that about 22% of respondents are neutral, 24% of respondents are satisfied and about 34% of respondents are fully satisfied with price competitiveness of goods in stores. It clearly shows that most of respondents are thinking that there is price competitiveness of goods in stores in Prayagraj.

**Table: 5: Price Competitiveness in Sports and Recreation (Prayagraj):**

	N	Minimum	Maximum	Mean	Std. Deviation
Price Competitiveness in Sports and Recreation (Prayagraj)	50	1	5	3.84	1.167
Valid N (listwise)	50				

**Price Competitiveness in Sports and Recreation**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Fully Dissatisfied	2	4.0	4.0	4.0
Dissatisfied	6	12.0	12.0	16.0
Neutral	8	16.0	16.0	32.0
Satisfied	16	32.0	32.0	64.0
Fully Satisfied	18	36.0	36.0	100.0
Total	50	100.0	100.0	



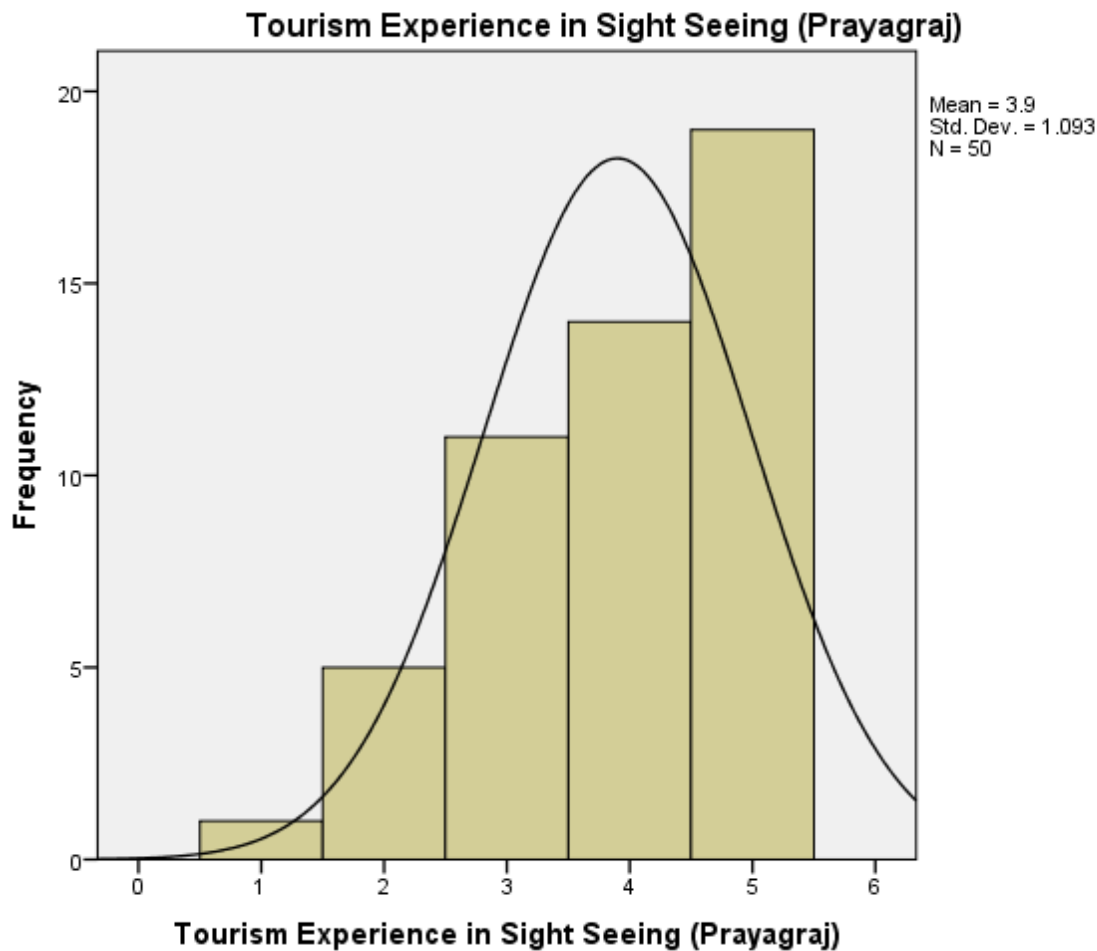
**Interpretation:** From above table it can be clearly seen that about 16% of respondents are neutral, 32% of respondents are satisfied and about 36% of respondents are fully satisfied with price competitiveness in sports and recreation. It clearly shows that most of respondents are thinking that there is price competitiveness in sports and recreation in Prayagraj.

**Table: 6:** Tourism Experience in Sight Seeing (Prayagraj):

	N	Minimum	Maximum	Mean	Std. Deviation
Tourism Experience in Sight Seeing (Prayagraj)	50	1	5	3.90	1.093
Valid N (listwise)	50				

**Tourism Experience in Sight Seeing**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Fully Dissatisfied	1	2.0	2.0	2.0
Dissatisfied	5	10.0	10.0	12.0
Neutral	11	22.0	22.0	34.0
Satisfied	14	28.0	28.0	62.0
Fully Satisfied	19	38.0	38.0	100.0
Total	50	100.0	100.0	



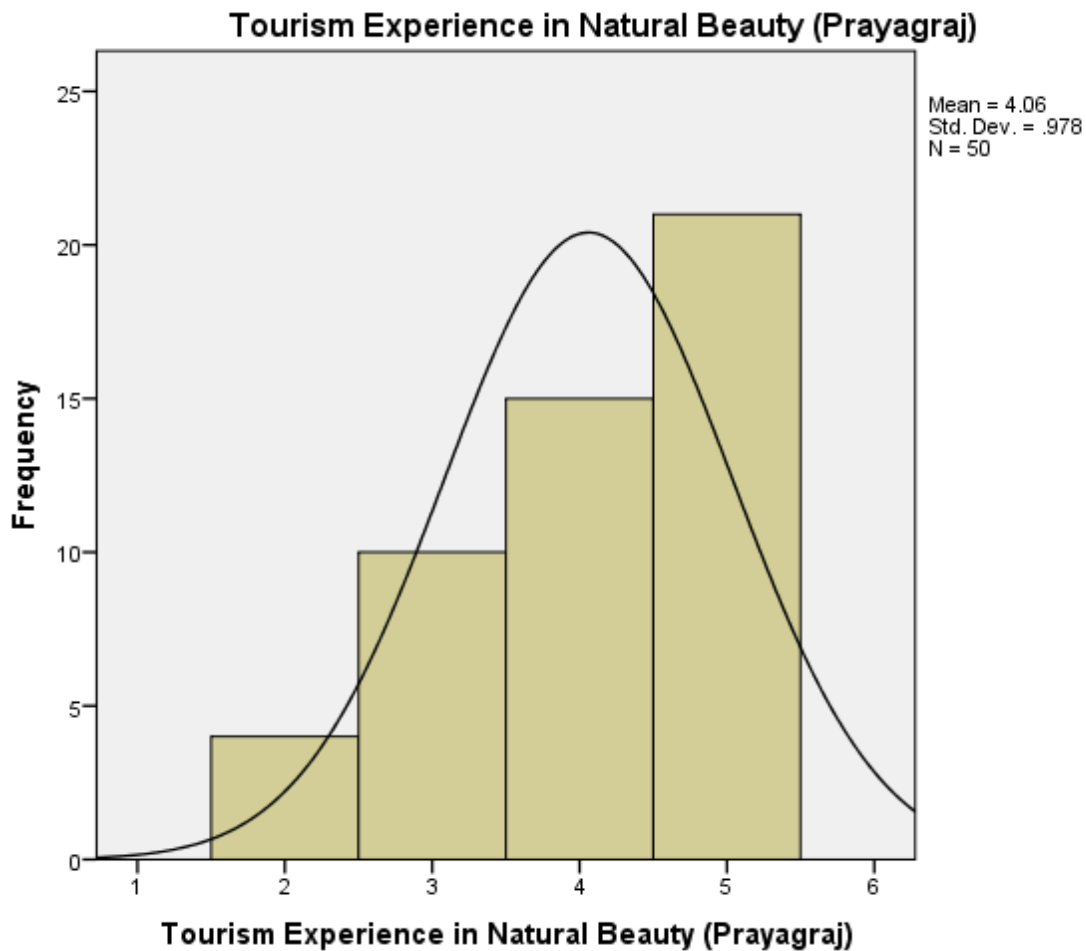
**Interpretation:** From above table it can be clearly seen that about 22% of respondents are neutral, 28% of respondents are satisfied and about 38% of respondents are fully satisfied with the experience in sightseeing. It clearly shows that most of respondents highly satisfied in sightseeing in Prayagraj.

**Table: 7:** Tourism Experience in Natural Beauty (Prayagraj):

	N	Minimum	Maximum	Mean	Std. Deviation
Tourism Experience in Natural Beauty (Prayagraj)	50	2	5	4.06	.978
Valid N (listwise)	50				

**Tourism Experience in Natural Beauty**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Dissatisfied	4	8.0	8.0	8.0
Neutral	10	20.0	20.0	28.0
Satisfied	15	30.0	30.0	58.0
Fully Satisfied	21	42.0	42.0	100.0
Total	50	100.0	100.0	



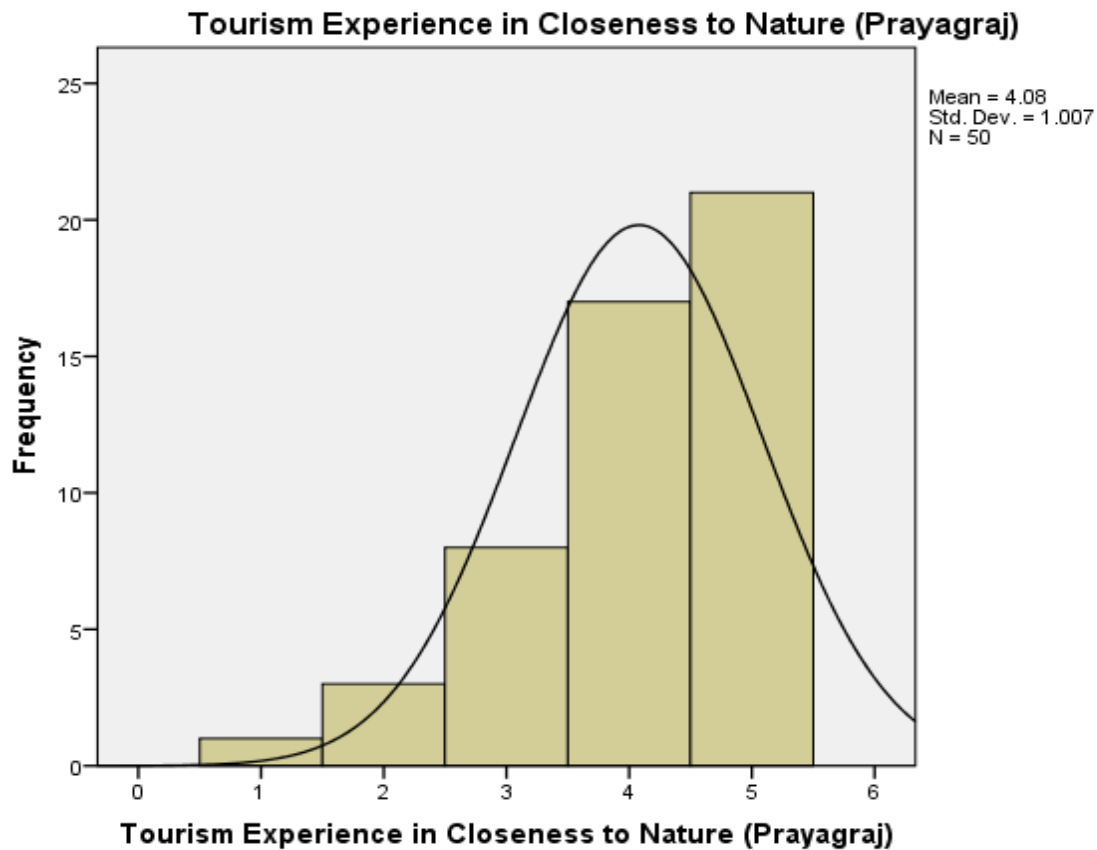
**Interpretation:** From table No. 7, it can be clearly seen that about 20% of respondents are neutral, 30% of respondents are satisfied and about 42% of respondents are fully satisfied with their experience in natural beauty. The above interpretation clearly shows that most of respondents have highly satisfied experience in natural beauty in Prayagraj.

**Table: 8:** Tourism Experience in Closeness to Nature (Prayagraj):

	N	Minimum	Maximum	Mean	Std. Deviation
Tourism Experience in Closeness to Nature (Prayagraj)	50	1	5	4.08	1.007
Valid N (listwise)	50				

**Tourism Experience in Closeness to Nature**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Fully Dissatisfied	1	2.0	2.0	2.0
Dissatisfied	3	6.0	6.0	8.0
Neutral	8	16.0	16.0	24.0
Satisfied	17	34.0	34.0	58.0
Fully Satisfied	21	42.0	42.0	100.0
Total	50	100.0	100.0	



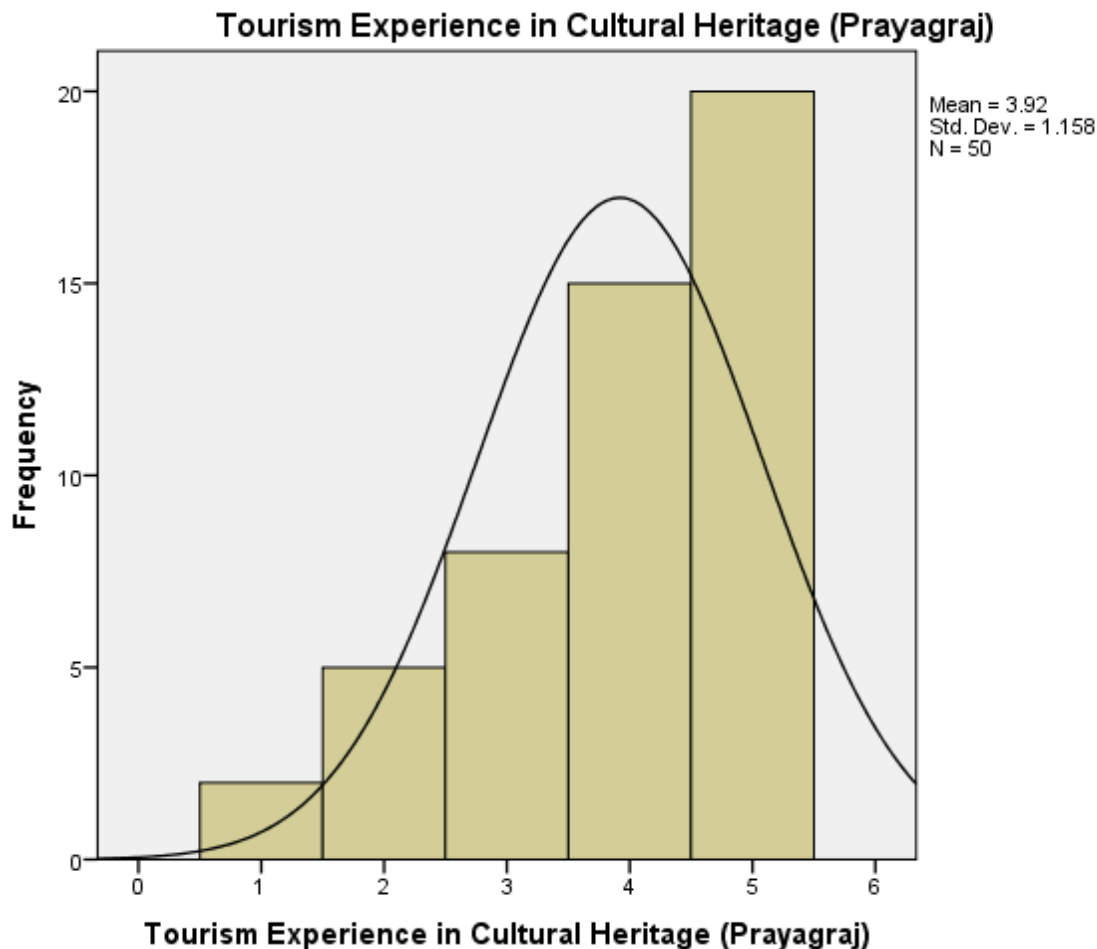
**Interpretation:** From the above table it can be clearly seen that about 16% of respondents are neutral, 34% of respondents are satisfied and about 42% of respondents are fully satisfied with their experience in closeness to nature. The above interpretation clearly shows that most of respondents felt highly satisfied and extremely close towards nature in Prayagraj.

**Table: 9:** Tourism Experience in Cultural Heritage (Prayagraj):

	N	Minimum	Maximum	Mean	Std. Deviation
Tourism Experience in Cultural Heritage (Prayagraj)	50	1	5	3.92	1.158
Valid N (listwise)	50				

**Tourism Experience in Cultural Heritage**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Fully Dissatisfied	2	4.0	4.0	4.0
Dissatisfied	5	10.0	10.0	14.0
Neutral	8	16.0	16.0	30.0
Satisfied	15	30.0	30.0	60.0
Fully Satisfied	20	40.0	40.0	100.0
Total	50	100.0	100.0	



**Interpretation:** From the above table it can be clearly seen that about 16% of respondents are neutral, 30% of respondents are satisfied and about 40% of respondents are fully satisfied with their experience towards cultural heritage. The above interpretation clearly shows that most of respondents felt highly satisfied towards their experience in cultural heritage in Prayagraj.

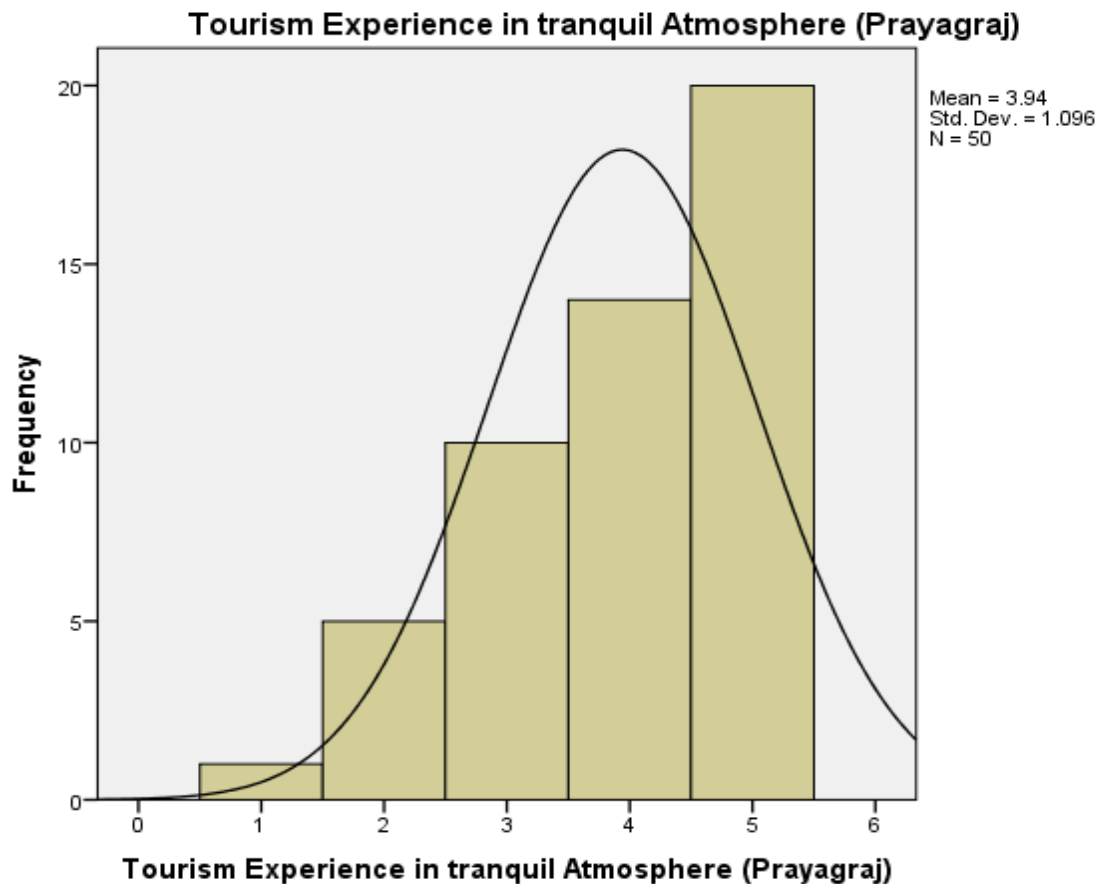
**Table: 10:** Tourism Experience in tranquil Atmosphere (Prayagraj):

	N	Minimum	Maximum	Mean	Std. Deviation
Tourism Experience in tranquil Atmosphere (Prayagraj)	50	1	5	3.94	1.096
Valid N (listwise)	50				

**Tourism Experience in tranquil Atmosphere**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Fully Dissatisfied	1	2.0	2.0	2.0
Dissatisfied	5	10.0	10.0	12.0
Neutral	10	20.0	20.0	32.0
Satisfied	14	28.0	28.0	60.0
Fully Satisfied	20	40.0	40.0	100.0
Total	50	100.0	100.0	





**Interpretation:** From the above table it can be clearly seen that about 20% of respondents are neutral, 28% of respondents are satisfied and about 40% of respondents are fully satisfied with their experience towards their experience in tranquil atmosphere. The above interpretation clearly shows that most of respondents observed tranquil environment throughout their tourism in Prayagraj.

### SUMMARY AND CONCLUSION

Tourists were found more satisfied with the price competitiveness in respect to restaurants, to lodging, to transport, to goods in stores and to price competitiveness in sports and recreation in Prayagraj than in Ayodhya.

### SUGGESTIONS ON THE BASIS OF RESEARCH FINDINGS:

Tourism is highly effective for maintaining price competitiveness among different units and keeping the economy balanced in favor of customers. Tourism activities should be promoted for establishing more price competitiveness in economy.

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