



## Promoting Tourism for Growth: An Empirical Study of Odisha

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### Abstract

*A few years back, one of the tourism ministers of Australia made a jovial but economically correct remark that they earn as much from a Japanese honeymoon couple holidaying in Australia for a week as they do from selling 50 tons of coal. To this the New Zealand minister claimed that a five day visit by a businessman from Australia adds as much to kiwi economy as the export of ten thousand lamb chops. Such comments and comparisons are enough to suggest how important the tourism industry is for these economies. It goes without saying that the tourism industry makes a major contribution in terms of providing employment, foreign exchange earnings and tax revenues for developing regions. The industry as a whole generates economic activity ranging from developing infrastructure to supply of consumer goods along with providing services of hospitality. Tourism is likely to make a robust Impact for low income countries to expand their economic activities and ignite the growth process.*

*Although world has witnessed an increase in political turmoil, terrorism, medical scares, wars, economic and energy crises and so on, the international trade in tourism services has grown immensely subsequently since 1970s. In 2012, the international tourist arrivals worldwide reached 1.035 billion with roughly over half of these to be on leisure trips and their spending, direct and indirect, accounted for nine percent of the world's GDP and six percent of its exports.*

**Key words:** *Tourism, growth, foreign and domestic tourist inflow*



## **I. Background: Tourism in India**

India is one of the promising emerging economies but has two shades of high income areas growing at a faster pace and low income areas growing at a much slower pace. India is also one of the emerging tourist destinations for the world, particularly, religious tourism; Ayurveda; yoga and so on. India has come to be the land of Gods all over the world now.

This is an opportunity for us as a country to develop tourism in regions that show poor growth when compared with the national average. And Odisha is one such state. It is rightly termed as a melting pot of cultures mixed with a zing of tradition but is backward in terms of economic performance. The GDP contribution of the state shows a declining trend over the years when compared to other agriculture rich states of India, for example, Punjab and Haryana. The reasons for this may be many but Odisha has a chance to develop itself into a preferred tourist destinations. The present paper makes an attempt to assess

## **II. Review of literature**

An Empirical Study by Dr. Suratha Kumar Das was conducted on Growth and Prospects of Odisha Tourism, Odisha Review, September 2013, and he suggests that unique tourism arteries have gained momentum in last few years in the form of health tourism (medical tourism), religious tourism, sports tourism, educational tourism, agri-tourism etc. With proper government incubation, tourism sectors are gaining more and more importance due to employment generation, rural development and profitability. The growth rate of tourism sectors can be sustained through innovations and also have a value addition and can accelerate further growth and thereby is concluded that the growth and prospect of tourism in Odisha is bright.

A paper by Dr. Kabita Kumari Sahu in International Journal of Humanities and Social Science Invention titled Growth and Prospects of Tourism in Odisha (2013) cited various problems on the growth prospects of tourism in Odisha and concluded that To make Odisha a tourist hub what we need most is a well-developed transport and communication facilities, development of tourist spots, creation of eco-tourism and adventure tourism spots and to have a realistic look at the tourism policy.

A paper by by Leenakakkar and Sapna Dev Samaj College for Women, Ferozepur City in International journal of marketing, financial services & management research vol.1 no. 4, April 2012, studied the potential and performance of India's tourism industry to gauge in terms of its



socio- economic magnitudes. The paper 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 and concluded that tourism in India was promoted by events like 20/20 IPL Cricket matches, Commonwealth Games, visit of President Obama and Michelle of USA.

Paper by Dr. Anupama Sharma et al, in International Journal of Advanced Research in Management and Social Sciences, 2012 concluded that tourism industry is expanding day by day and contributing a lot towards the economic development of society by providing employment opportunities and huge increase in foreign exchange earnings. Though it has some negative sides too but this problem can be eliminated by the joint efforts of government, tourism organizations, media, and of course local communities.

A paper by D. Amutha Joseph, St. Mary's College, June 2012, suggested that promotion of sustainable tourism, through the development of policy tools, capacity building and awareness-raising programmes with local involvement, guidelines for good practice and actual implementation remain essential goals for sustainable tourism. This should aim to directly support poverty eradication and sustainable production and consumption. Making progress on a larger scale will be a fine balancing act and will require a massive "sea-change" in approach from the entire Travel and Tourism industry but it is an approach that is clearly worthy of support from all stakeholders interested and involved in the industry.

### **III. Objectives of study**

The present work has been initiated with the following objectives:

1. To study the inflow of foreign and domestic tourists in Odisha in last five years
2. To compare the inflow of tourists in Odisha vis a vis the whole of India in the same period
3. To study the inflow and tourist spending with respect to policy changes made by the Government of Odisha in the said period

### **IV. Hypotheses**

Various secondary sources were used for the purpose of data collection and the primary source was "Odisha Statistics Bulletin: 2009-13". Data analysis was done with the following hypotheses



1. There is no relationship between the number of domestic tourist inflow to the GDP of Odisha
2. There exists a relation between the number of domestic tourist inflow to the GDP of Odisha
3. There is no relation between the numbers of foreign tourist inflow to the GDP of Odisha.
4. There exists a relation between the numbers of foreign tourist inflow to the GDP of Odisha.

### V. Data analysis

The time series data has been analyzed to study the background of Odisha and to get a clear picture of the tourist inflow trends there.

**Table 1: India's Share in World Tourist Arrivals**

YEAR	WORLD (In Millions)	INDIA (In Millions)	Share
2009	894.0	5.10	0.58
2010	952.0	5.78	0.61
2011	996.0	6.31	0.64
2012	1035.0	6.65	0.64
2013	1087.0	6.97	0.64

SOURCE: Odisha Statistics Bulletin 2009-2013

The table above shows the true picture of India's share in world tourist Arrivals. In last few years even though the total tourist arrival has increased in India from 6.31 million in 2011 to 6.97 million in 2013 its overall share in comparison to world tourist arrivals has remained the same. With the rising tourism industry across the world, India seems to be unable to tap the benefits.

**TABLE 2: Odisha's share in World Tourist Arrivals**

YEAR	WORLD	INDIA	ODISHA
2009	894.0	5.17	0.04
2010	952.0	5.78	0.05
2011	996.0	6.31	0.06
2012	1035.0	6.65	0.06
2013	1087.0	6.97	0.07

SOURCE: Odisha Statistics Bulletin 2009-2013



Table 2 depicts share of Odisha in world tourist arrivals. This shows an increasing trend from 0.04 in 2009 to 0.07 in 2013. It is very typical that even though India's share in total world tourist arrival has remained the same i.e 0.64, the number of tourist arrivals in Odisha has been on rise, almost doubling itself from 0.04 to 0.07, indicating thus that as compared to other tourist destinations in India, Odisha has been able to attract mote tourists.

TABLE 3: Odisha's Share in National Tourist Arrival

YEAR	INDIA (In Nos.)	ODISHA (In Nos.)	Share
2009	51,67,699	45,684	0.89
2010	57,75,692	50,432	0.87
2011	63,09,222	60,722	0.96
2012	65,77,745	64,719	0.97
2013	69,67,601	66,675	0.96

SOURCE: Odisha Statistics Bulletin 2009-2013

The Table 3 brings out the total national tourist arrivals in various destinations in India in general and in Odisha in particular. India's share in national tourist arrivals was 51,67,699 in 2009, that increased to 69,67,601 in the year 2013. The growth of national tourist arrivals in India has been stable and increasing over the years. On the other hand Odisha's share has also been seen to increase from 45,684 in 2009 to 66,675 in 2013. Odisha has also witnessed a stable and increasing growth rate pattern in terms of National Tourist Arrivals. Odisha share in Total National Tourist Arrivals has not seen any significant change in recent years.

TABLE 4: Growth in nominal GDP

State/union territory	2009-10 (₹ Crore)	2010-11 (₹ Crore)	2011-12 (₹ Crore)	2012-13 (₹ Crore)	2013-14 (₹ Crore)
India	6,108,903	7,248,860	8,391,691	9,388,876	10,472,807
Odisha	162,946	197,530	214,583	255,459	288,414

SOURCE: [planningcommission.nic.in](http://planningcommission.nic.in)

The table 4 shows annual growth of India & Odisha's nominal GDP for the years 2009 to 2014. In the year 2009-2010 Odisha's GDP was 162,946 (₹ Crore) which has increased overtime to 214,583 (₹ Crore) in 2011-2012 to 288,414 in 2013 -2014 that around 31 percent rise.



TABLE 5: Tourist visits in Odisha

	2009	2010	2011	2012	2013
(a) Visits during the whole year	69,37,194	76,42,047	83,31,979	91,17,805	98,66,810
* Increase/decrease	5,34,783	7,04,853	6,89,932	7,85,826	7,49,005
* Change in Percentage	8.35%	10.16%	9.03%	9.43%	8.21%
(b) Visits during January-June	32,08,254	35,51,604	38,75,416	42,36,566	46,60,812
* Increase/decrease	2,46,329	3,43,350	3,23,812	3,61,150	4,24,246
* Change in percentage	8.31%	10.70%	9.12%	9.32%	10.01%
(c) Visits during July-December	37,28,937	40,90,443	44,56,563	48,81,239	52,05,998
* Increase/decrease	2,88,451	3,61,506	3,66,120	4,24,676	3,24,759
* Change in percentage	8.38%	9.69%	8.95%	9.53%	6.65%
(d) Visits during January-March & October-December (Peak Period)	40,54,236	45,19,543	49,64,691	54,68,883	58,86,281
* Increase/decrease	3,26,214	4,65,307	4,45,148	5,04,192	4,17,398
* Change in percentage	8.75%	11.47%	9.85%	10.15%	7.63%
(e) Visits during April-September (Lean Period)	28,82,955	31,22,504	33,67,288	36,48,992	39,80,529
* Increase/decrease	2,08,566	2,39,549	2,44,784	2,81,634	3,31,607
* Change in percentage	7.79%	8.31%	7.84%	8.36%	9.09%

SOURCE: Odisha Statistics Bulletin 2009-2013

The above table 5 shows the total tourist visits in Odisha during the whole year, during January – June, during July –December, during Peak periods i.e. January – march & October – December, & during April – September which is the lean period. It can however be seen that the total tourist inflow has increased irrespective of the time of the year.

There has been an increase in tourist inflow in both the peak periods and the lean periods. The inflow of tourists in peak period is almost double to that of increase of inflow of tourists in the lean periods. Now if the tourist inflow is planned to be increased there should be arrangements in that regard in terms of civic amenities, transportation facilities, availability of accommodation and so on. If these are not up to the mark the tourist inflow cannot swell further and will eventually fall.



The overall change in percentage of inflow of tourist in Odisha over the years is about 8-10% approx., whereas in peak periods it ranges from 8-11% and in lean period it ranges from 7-9% change over the span of the 5 years taken into consideration.

**TABLE 6: Foreign Tourist Visits in Odisha**

	2009	2010	2011	2012	2013
(a) Visits during the whole year.	45,684	50,432	60,722	64,719	66,675
* Increase/decrease	1,718	4,748	10,290	3,997	1,956
* Change in percentage	3.9%	10.39%	20.4%	6.58%	3.02%
(b) Visits during January-June	22,623	24,935	30,061	31,038	31,957
* Increase/decrease	(-) 1119	2,312	5,126	977	919
* Change in percentage	(-) 4.71%	10.22%	20.56%	3.25%	2.96%
(c) Visits during July-December	23,061	25,497	30,661	33,681	34,718
* Increase/decrease	2837	2436	5,164	3,020	1,037
* Change in percentage	14.02%	10.56%	20.25%	9.85%	3.08%
(d) Visits during January-March & October-December (Peak Period)	28,091	31,195	37,354	41,317	42,387
* Increase/decrease	(-) 953	3,104	6,159	3,963	1,070
* Change in percentage	(-) 13.28%	11.05%	19.74%	10.60%	2.59%
(e) Visits during April-September (Lean Period)	17,593	19,237	23,368	23,402	24,288
* Increase/decrease	267	1,644	4,131	34	886
* Change in percentage	17.89%	9.34%	21.47%	0.15%	3.79%

SOURCE: Odisha Statistics Bulletin 2009-2013

The above table shows the total Foreign tourist visits in Odisha during the whole year, during January – June, during July –December, during Peak periods i.e. January – march & October – December, & during April – September which is the lean period.



The data describes that the total foreign tourist inflow has seen a fluctuating trend over the years. It has ranged from (-) 953 in peak period in 2009 to 6,159 in 2011 and then again dropping to 1,070 in 2013. It needs to be further established if there was any specific reason for the sudden rise in the number of tourists in the year 2010 and 2011.

This is probably because every destination has certain capacity of entertaining the tourists, domestic or otherwise. If the civic amenities and other tourist requirements are not up to the mark, the number of tourists would eventually fall and the same might have happened in this case as well. The percentage change witnessed a fluctuating trend sometimes booming upto 21% then suddenly falling down to 0.15%.

**TABLE 7: Domestic Tourist Visits in Odisha**

	2009	2010	2011	2012	2013
(a) Visits during the whole year	68,91,510	75,91,615	82,71,257	90,53,086	98,00,135
* Increase/decrease	5,33,055	7,00,105	6,79,642	7,81,829	7,47,049
* Change in percentage	8.38%	10.16%	8.95%	9.45%	8.25%
(b) Visits during January-June	31,85,631	35,26,669	38,45,355	42,05,528	46,28,855
* Increase/decrease	2,47,448	3,41,038	3,18,686	3,60,173	4,23,327
* Change in percentage	8.42%	10.7%	9.04%	9.37%	10.06%
(c) Visits during July-December	37,05,879	40,64,946	44,25,902	48,47,558	51,71,280
* Increase/decrease	2,85,617	3,59,067	3,60,956	4,21,656	3,23,722
* Change in percentage	8.35%	9.69%	8.88%	9.53%	6.68%
(d) Visits during January-March & October-December (Peak Period)	40,26,145	44,88,348	49,27,337	54,27,566	58,43,894
* Increase/decrease	3,27,167	4,62,203	4,38,989	5,00,229	4,16,328
* Change in percentage	8.84%	11.48%	9.78%	10.15%	7.67%
(e) Visits during April-September (Lean Period)	28,65,365	31,03,267	33,43,920	36,25,520	39,56,241
* Increase/decrease	2,05,898	2,37,902	2,40,653	2,81,600	3,30,721





* Change in percentage	7.74%	8.30%	7.75%	8.42%	9.12%
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SOURCE: Odisha Statistics Bulletin 2009-2013

The table 7 shows the total Foreign tourist visits in Odisha during the whole year, during January – June, during July –December, during Peak periods i.e. January – march & October – December, & during April – September which is the lean period.

The domestic tourist inflow in Odisha has witnessed a substantial increase in the number of the tourists visiting the place in the whole year. The figures have risen to 98,000,135 from 68,91,510 in domestic tourists category in the year 2009.

Increase is seen both in Peak and Lean periods. Per year the total tourist inflow has increased & the change in percentage per year ranges from 8 to 10%. This data shows that domestic tourists has a major share in the total tourist visit to Odisha

**TABLE 8: Tourist Visits in Odisha Calendar Year (January to December)**

Year	Domestic	% Change	Foreign	%Change	Total	% Change
2009	68,91,510	8.38	45,684	3.9	69,37,194	8.35
2010	75,91,615	10.16	50,432	10.39	76,42,047	10.16
2011	82,71,257	8.95	60,722	20.4	83,31,979	9.03
2012	90,53,086	9.45	64,719	6.58	91,17,805	9.43
2013	98,00,135	8.25	66,675	3.02	98,66,810	8.21

SOURCE: Odisha Statistics Bulletin 2009-2013

Table 8 summarizes the information obtained from TABLE 5,6 & 7. From the table it can be seen that the number of Domestic tourists have risen from 68,91,510 in 2009 to 98,00,135 in 2013. This increase is about 29,08,625 in the 5 years span. Domestic tourists have witnessed an increasing trend. The % change per year of domestic tourists is about 8-10%. Foreign tourist inflow has also shown an increasing trend. It has increased from 45,684 tourists in 2009 to 66,675 tourists in 2013. The % change in inflow of foreign tourists is highly fluctuating ranging from 3.02 to 20.4 percent. However, overall the Total Tourist inflow has seen an increasing trend rising from 69,37,194 in 2009 to 98,66,810 tourists in 2013.

Since domestic tourists form the major part of the total tourist inflow of Odisha the percentage change is same as that of domestic tourist.



TABLE 9: Financial Year (April-March)

Year	Domestic	% Change	Foreign	%Change	Total	% Change
2008-2009	64,82,213	4.37	42,303	-2.32	65,24,516	4.32
2009-2010	71,04,079	9.59	47,105	11.35	71,51,184	9.6
2010-2011	77,70,741	9.38	53,212	12.96	78,23,953	9.4
2011-2012	84,72,208	9.03	62,816	18.05	85,35,024	9.09
2012-2013	92,91,734	9.67	65,522	4.3	93,57,256	9.63
2013-2014	1,00,64,072	8.31	67,400	2.87	1,01,31,472	8.27

SOURCE: Odisha Statistics Bulletin 2009-2013

The table 9 gives the total tourists visits as per the financial years, which is from April to March. It can be clearly made out that the figures have now mounted to 1,01,31,472 tourists from earlier 93,57,256 in 2012-2013, that comes out to be a change of about 8.27%. Both the domestic and foreign tourist inflow have contributed to this increase. The domestic tourists grew from 92,91,734 in 2012- 2013 to 1,00,64,072 in the year 2013-2014 and this change is about 8.31%. The Foreign tourists also increased from 65,522 tourists in 2012-2013 to 67,400 in 2013-2014 and the change is about 2.87%

**Table 10a: Calculating Linear regression and karlpearsons correlation between Nominal GDP of Odisha's domestic tourist inflow**

NOMINAL GDP (In crores)	DOMESTIC TOURISTS (in absolute numbers)
162,946	68,91,510
197530	75,91,615
214583	82,71,257
255459	90,53,086
288414	98,00,135

Compiled by the authors

Linear regression has been run taking Nominal GDP [as 'Y'] as dependent variable and Domestic Tourist Inflow [as 'X'] as independent variable.



**Table 10b: Summary Output**

Regression Statistics	
<b>Multiple R</b>	0.996047316
<b>R Square</b>	0.992110255
<b>Adjusted R Square</b>	0.98948034
<b>Standard Error</b>	5039.170384
<b>Observations</b>	5

Compiled by the authors

R square is found to be 0.992110255, showing thereby that there is quite a significant degree of relation between the dependent variable Y i.e. Nominal GDP and dependent variable X i.e. Inflow of Domestic Tourists. Thus the researchers reject the null hypothesis.

**Table 10c: Coefficients and t-statistics**

	<b>Coefficients</b>	<b>Standard Error</b>	<b>t Stat</b>	<b>P-value</b>
Intercept	-129936.3314	18350.74417	-7.080711832	0.005792992
X Variable 1	0.042506983	0.002188523	19.4226781	0.000298136

Compiled by the authors

**Table 10d: Karl Pearsons'  
Correlation**

	Column 1	Column 2
Column 1	1	
Column 2	0.996047316	1

Compiled by the authors

## VI. Findings

The Correlation Coefficient has come out to be 0.996047316 which shows that the two variables i.e. nominal GDP and tourists inflow are positively correlated. The value of t-stat has come out to be -7.080711832 and the P-value has come out to be 0.005792992. The value of t-stat is less than the p-value and therefore the null hypothesis has been rejected and it can be said that the



number of Domestic tourist inflow and Odisha's GDP are significantly correlated.

The Regression Statistics calculated shows that R Square is 0.992110255 which indicates that there exists a high degree of relation between the number of foreign tourists inflow and Odisha's GDP. All the Karl Pearsons' coefficient value is coming out to be 0.996047316, which also confirms that the two variables are positively correlated.

**Table 11a: Calculating Linear regression and karlpearsons' correlation between Nominal GDP of Odisha's foreign tourist inflow**

<b>NOMINAL GDP (In crores)</b>	<b>FOREIGN TOURISTS (absolute numbers)</b>
162,946	45,684
197530	50,432
214583	60,722
255459	64,719
288414	66,675

*Compiled by the authors*

Again Linear regression has been run taking Nominal GDP [as 'Y'] as dependent variable and Foreign Tourist Inflow [as 'X'] as independent variable.

**Table 11b Summary Output**

Regression Statistics	
Multiple R	0.941635851
R Square	0.886678076
Adjusted R Square	0.848904101
Standard Error	19097.85221
Observations	5

*Compiled by the authors*

The value of R square in this case has come out to be 0.886678076, thus showing a significant degree of relation between the dependent variable Y i.e. Nominal GDP and independent variable X i.e. Inflow of Foreign Tourists. However, the degree of relation for foreign tourists is lower to that of the domestic tourist inflow in the state of Odisha.



**Table 11c: Coefficients and t-statistics**

	Coefficients	Standard Error	t Stat	P-value
Intercept	-67138.70957	60651.80747	-1.106953154	0.349097179
X Variable 1	5.046717741	1.04165133	4.844920365	0.01677699

*Output: calculated by the authors*

The value of the t-stat has come out to be -1.106953154 and the P- value is 0.349097179. The value of t-stat is less than the P-value and therefore the null hypothesis has been rejected thus concluding that the number of foreign tourist inflow and Odisha's GDP are significantly correlated.

**Table 11d: Karl Pearsons' correlation**

	Column 1	Column 2
Column 1	1	
Column 2	0.941635851	1

*Output: calculated by the authors*

The Correlation Coefficient is also 0.941635851 which shows that the two variables that are, nominal GDP and foreign tourist inflow are positively correlated.

## VII. Conclusion and Recommendations

After carrying out a rigorous analysis with the available data it has been found that the tourist inflows have come to affect the GDP of Odisha, may it be foreign or domestic tourist inflow. This brings to a conclusion that a relatively backward region can be pushed into the virtuous circle of development by developing tourism there and this would have a positive impact upon GDP. However, a sudden rise in tourists would put a sudden pressure on the public amenities and if due care is not taken in this regard, it might lead to fall in tourist inflow. Therefore, it is recommended that certain policy initiatives that may help in furthering the same should be initiated by the Governments of the regions where tourism is developed. These policy initiatives may be in the form of developing infrastructure for the tourism industry on a fast track basis, enacting special laws for the safety of the tourists, creating world class airports, roadways, five and seven star hotels, special ferries for nearby places and other innovative ideas like creating a rural environment and continuing to carry on with these apprehending the increase in the number of tourists each year.



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