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World Wide Tourism: A Review

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** *Sarang Shankar Bhola*

Abstract

The present study presents a detailed review of papers published on tourism from across the world. We referred to a number of studies to check the impact of tourism, tourism policies and governance, analyzed techniques in tourism research, examined concepts of tourism, demand indicators, and many others. The purpose of the present study is to highlight the way developed and developing countries probe into tourism subjects and market their destinations. The present paper, with respect to worldwide tourism development, starts with analyzing the existing tourism situation, followed by tourism product development with a new approach. The next step is to measure the effects of tourism on the local economy as well as on the other sectors. For strategic decision-making, focus needs to be placed on statistical tools, which could be used for qualitative analysis in the tourism industry. After that, the focus of the study shifts to the importance of tourism in handling social issues. Next, the paper discusses the psychology of the consumers and the level of quality tourism services expected by them. The present paper could be utilized as a guideline for tourism development in a developing nation like India. In India, tourism development is in a nascent stage, where we are looking at basic tourist infrastructural facilities, where as in the developed countries, they look at the psychographic profiles of the tourists. Development of newer tourism products and management profiles of such products need to be designed.

Keywords: accessible tourism, volunteering tourism, indigenous tourism, altered tourism, tourism research, sustainable tourism

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In the present study, we present a detailed review of papers published on tourism from across the world. We referred to a number of studies to check the impact of tourism, tourism policies and governance, analyzed techniques in tourism research, examined concepts of tourism, demand indicators, and many others. Some of the reviewed studies highlighted the importance of sports activities to attract a large number of spectators. The purpose of the present study is to highlight the way developed and developing countries probe into tourism subjects and market their destinations.

Tourism Management

No single activity delivers tourism products ; it comprises of various activities. Thus, the delivery of tourism products requires proper co-ordination to work efficiently. There is a need for coordination across states, regional, and local levels of sub government agencies and authorities. It means coordination for tourism is required both horizontally and vertically, rather than this occurring at a state or regional level . Coordination can be developed at a destination level by involving public and private sector agencies and interested “attentive public” groups (Wray, 2009).

Responsibility of tourism management lies not only with the tourism providers, but also with the society and the individuals. The local governing body plays a crucial role in the promotion of tourism development, provided they have good governance. Good governance depends on actors and groups involved in the network, their aspirations, values, and their decisions. Issues such as accountability, transparency, participation, communication, knowledge sharing, efficiency, and equity constitute good governance. Different types of networks can be more or less

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