

POTENTIAL OF RURAL TOURISM IN RAJASTHAN

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Abstract

Western rural tourist promotion is relatively new. Rural tourism helps urban people relax in nature, while also developing rural areas by creating income and employment, social and cultural awareness, demand for physical infrastructure, ICT services, health and educational services, and linkages between rural and urban areas. This study focused on rural tourism's attributes, opportunities, and challenges, as well as Rajasthan's government's role in rural tourism development. Rural tourism creates jobs and sustains local economies. Tourism is the state's main service business, contributing to GDP, foreign exchange, jobs, tax revenue, etc. Rajasthan has great pilgrimage potential. Thus, many Indian pilgrims visit it. Thus, pilgrimage tourism boosts state GDP. Rural tourism showcases rural life, art, culture, and heritage at rural locations, benefiting the local community economically and socially and allowing tourists to interact with locals for a more enriching tourism experience. Sustainable rural tourism is a global theme. Rural tourism is a significant instrument for rural development, especially in poor nations.

keywords: Rural, Tourism, promoting

Introduction

One way to look at man's insatiable need to roam is as an organized, goal-oriented, and unmistakable drive to engage in tourism. As a result, tourism and the movement of humans have had intimate relations since the beginning of time. A person is considered to be traveling as a tourist if they are staying in a country other than the one in which they typically dwell for a period of at least 24 hours, as defined by the World Tourism Organization, which is now known as the International Union of Official Travel Organization (IUOTO). According to the Century Dictionary, a tourist is someone who travels for pleasure to many locations in order to take in the local landscapes, sights, and other attractions. While the vast majority of social scientists believe that "a tourist is a person who spends money and visits another country for a period of at least six months for legitimate, non immigrant and certain purpose such as sight-seeing, recreation, sports, health, study, pilgrimage, business, official duties, conferences, expeditions, mission, photography, shooting, film-shooting, family reasons, and the like," this definition is not universally accepted. The desire to roam the world in search of new experiences has always been ingrained in the human psyche. Nevertheless, because of "outdated means of transportation," "extreme constraints in terms of way-side facilities, safety and security," "lack of information vis-à-vis social awareness," and "nonavailability of "discretionary money and time," during earlier phases of history, it largely remained the privilege of elite and well-to-do class of society who could afford to buy the conveniences, or those few adventurous and inquisitive souls who could brave the risks and hazards (K The number of travelers fitting this description was obviously far too low. The Middle Ages were the first

time a new type of traveler, known as adventurers and explorers, came into being. This occurred during the historical period. These courageous bravadoes would go off on perilous journeys, strongly driven by "curiosity" and "quest for knowledge," and they would not care about the hazards or discomforts that they could face along the way. Their descriptions of their travels inspired a tremendous desire in the community to travel far and wide and investigate the cultural and natural riches of the world. Travel and tourism were given a further boost by the Renaissance in Europe, which was followed by Grand Tours and, later, the establishment of spas, beaches, and resorts as places to visit for health reasons. According to Kandari (1998), "the sporadic travels of yore have now dramatically transformed into mass movement of people, thus giving way to the world's fastest growing industry, namely TOURISM." This transformation has taken place as of now. In this era of technology, when distances are not defined in terms of kilometers but in hours, the length and width of the earth has been beautifully shortened. Industrialization and urbanization have been responsible for cultivating the opprobrium and monotony in the minds of people. tourism "widens our horizons, promotes understanding, stimulates travel, and fosters friendship," says Dr. Radhakrishan. "The need to understand one another has assumed a great importance." In addition, travel broadens our perspectives, breaks down barriers of self-centeredness and isolation, and gives us first-hand experience with people and cultures from all over the world. Today, tourism forms an important business that has opened up new vistas for the development of economics emancipation, making a highly effective contribution and strengthening in the process of growing the financial resources of a nation. In addition to this, tourism brings in foreign currency in the form of an unseen export, which contributes to the multifaceted development of the nation. Therefore, tourism is an activity that results in the accumulation of mutual, material, and emotional advantages. Tourism has developed into a powerful economic force around the world, one that has enormous effects on the socio-cultural views of both the surroundings in which it is practiced and those in which it is experienced. The projections made by such preeminent organizations as UNWTO, WTTC, UN-ESCAP, PATA, EIU, and even UNO, in addition to the forecasts of the majority of tourism scholars, all point in the direction of a sustained boom in international tourism, which will have an ever-greater influence not only on the geo-economic system, but also on the geopolitical system. Already, this industry is widely recognized for its effectiveness as a means of earning foreign exchange, as well as providing tremendous employment opportunities, supporting the protection, preservation, and conservation of natural and cultural heritage, guiding the modernization of infrastructure and improvement in health and hygiene conditions, helping in the activation of dormant entrepreneurialism, and motivating the re-discovery and revival of lost artistic traditions. In point of fact, the United Nations General Assembly highlighted the significance of tourism's contribution to the promotion of global harmony and understanding in one of its resolutions as early as the year 1963. The fact that international tourism is the single largest item of export for more than three-dozen countries, and that one out of every nine people who are employed in the service sector is employed in the tourism industry, speaks volumes about the significant contribution that this mega-business has made in the contemporary context of the global economy. Today, tourism forms an important business that has opened up new vistas for the development of economics emancipation, making a highly effective contribution and strengthening in the process of growing the financial resources of a nation. In addition to this, tourism brings in foreign currency in the form of an unseen export, which contributes to the multifaceted development of the nation. Therefore, tourism is an activity that results in the accumulation of mutual, material, and emotional advantages. In a country like India, where 74% of the population lives in rural areas (comprising 7 million villages), the establishment of a solid foundation for the idea of rural tourism may be quite beneficial. (10th Five Year Plan). [10th Five Year Plan]. Several interior regions of India, each of which is endowed with unique feature in terms of landscape, natural beauty, climate, heritage, culture-food, dress, festivals rituals, biodiversity-flora and fauna, and the like, rural tourism has been initiated by the Central

government as well as regional and local governments. This was inspired by the development of the concept and practices of rural tourism. Therefore, every local region has a significant amount of potential for increasing rural tourism. Based on a case study of the Samode region in Rajasthan, this paper analyzes the pattern of development of rural tourism, its growth potential and the restrictions faced in reaching this potential and its influence on local development. The findings of this study also provide a variety of suggestions for future policy. However, it is important to note that an examination of rural tourism in Samode needs to be performed within the context of the general growth of tourism in Rajasthan.

Review of Literature

One way to look at man's insatiable need to roam is as an organized, goal-oriented, and unmistakable drive to engage in tourism. As a result, tourism and the movement of humans have had intimate relations since the beginning of time. A person is considered to be traveling as a tourist if they are staying in a country other than the one in which they typically dwell for a period of at least 24 hours, as defined by the World Tourism Organization, which is now known as the International Union of Official Travel Organization (IUOTO). According to the Century Dictionary, a tourist is someone who travels for pleasure to many locations in order to take in the local landscapes, sights, and other attractions. While the vast majority of social scientists believe that "a tourist is a person who spends money and visits another country for a period of at least six months for legitimate, non immigrant and certain purpose such as sight-seeing, recreation, sports, health, study, pilgrimage, business, official duties, conferences, expeditions, mission, photography, shooting, film-shooting, family reasons, and the like," this definition is not universally accepted. The desire to roam the world in search of new experiences has always been ingrained in the human psyche. Nevertheless, because of "outdated means of transportation," "extreme constraints in terms of way-side facilities, safety and security," "lack of information vis-à-vis social awareness," and "nonavailability of "discretionary money and time," during earlier phases of history, it largely remained the privilege of elite and well-to-do class of society who could afford to buy the conveniences, or those few adventurous and inquisitive souls who could brave the risks and hazards (K The number of travelers fitting this description was obviously far too low. The Middle Ages were the first time a new type of traveler, known as adventurers and explorers, came into being. This occurred during the historical period. These courageous bravadoes would go off on perilous journeys, strongly driven by "curiosity" and "quest for knowledge," and they would not care about the hazards or discomforts that they could face along the way. Their descriptions of their travels inspired a tremendous desire in the community to travel far and wide and investigate the cultural and natural riches of the world. Travel and tourism were given a further boost by the Renaissance in Europe, which was followed by Grand Tours and, later, the establishment of spas, beaches, and resorts as places to visit for health reasons. According to Kandari (1998), "the sporadic travels of yore have now dramatically transformed into mass movement of people, thus giving way to the world's fastest growing industry, namely TOURISM." This transformation has taken place as of now. In this era of technology, when distances are not defined in terms of kilometers but in hours, the length and width of the earth has been beautifully shortened. Industrialization and urbanization have been responsible for cultivating the opprobrium and monotony in the minds of people. tourism "widens our horizons, promotes understanding, stimulates travel, and fosters friendship," says Dr. Radhakrishan. "The need to understand one another has assumed a great importance." In addition, travel broadens our perspectives, breaks down barriers of self-centeredness and isolation, and gives us first-hand experience with people and cultures from all over the world. Today, tourism forms an important business that has opened up new vistas for the development of economics emancipation, making a highly effective contribution and strengthening in the process of growing

the financial resources of a nation. In addition to this, tourism brings in foreign currency in the form of an unseen export, which contributes to the multifaceted development of the nation. Therefore, tourism is an activity that results in the accumulation of mutual, material, and emotional advantages. Tourism has developed into a powerful economic force around the world, one that has enormous effects on the socio-cultural views of both the surroundings in which it is practiced and those in which it is experienced. The projections made by such preeminent organizations as UNWTO, WTTC, UN-ESCAP, PATA, EIU, and even UNO, in addition to the forecasts of the majority of tourism scholars, all point in the direction of a sustained boom in international tourism, which will have an ever-greater influence not only on the geo-economic system, but also on the geo-political system. Already, this industry is widely recognized for its effectiveness as a means of earning foreign exchange, as well as providing tremendous employment opportunities, supporting the protection, preservation, and conservation of natural and cultural heritage, guiding the modernization of infrastructure and improvement in health and hygiene conditions, helping in the activation of dormant entrepreneurialism, and motivating the re-discovery and revival of lost artistic traditions. In point of fact, the United Nations General Assembly highlighted the significance of tourism's contribution to the promotion of global harmony and understanding in one of its resolutions as early as the year 1963. The fact that international tourism is the single largest item of export for more than three-dozen countries, and that one out of every nine people who are employed in the service sector is employed in the tourism industry, speaks volumes about the significant contribution that this mega-business has made in the contemporary context of the global economy. Today, tourism forms an important business that has opened up new vistas for the development of economics emancipation, making a highly effective contribution and strengthening in the process of growing the financial resources of a nation. In addition to this, tourism brings in foreign currency in the form of an unseen export, which contributes to the multifaceted development of the nation. Therefore, tourism is an activity that results in the accumulation of mutual, material, and emotional advantages. In a country like India, where 74% of the population lives in rural areas (comprising 7 million villages), the establishment of a solid foundation for the idea of rural tourism may be quite beneficial. (10th Five Year Plan). [10th Five Year Plan]. Several interior regions of India, each of which is endowed with unique feature in terms of landscape, natural beauty, climate, heritage, culture-food, dress, festivals rituals, biodiversity-flora and fauna, and the like, rural tourism has been initiated by the Central government as well as regional and local governments. This was inspired by the development of the concept and practices of rural tourism. Therefore, every local region has a significant amount of potential for increasing rural tourism. Based on a case study of the Samode region in Rajasthan, this paper analyzes the pattern of development of rural tourism, its growth potential and the restrictions faced in reaching this potential and its influence on local development. The findings of this study also provide a variety of suggestions for future policy. However, it is important to note that an examination of rural tourism in Samode needs to be performed within the context of the general growth of tourism in Rajasthan.

Objectives of the Study

- [1] To investigate the part that the state government plays in the expansion of rural tourism in Rajasthan
- [2] To conduct an investigation into the numerous possibilities and difficulties associated with the expansion of rural tourism in Rajasthan
- [3] In order to make suggestions for the promotion and development of rural tourism in Rajasthan

Research Methodology

A brief journey with research academics included conducting a survey in Jaisalmer, Jodhpur, and Jaipur. In addition, a survey was carried out in Jalandhar alongside students from the state of Rajasthan who were residing there. Because the data were mostly descriptive in nature, a qualitative design was chosen for the study instead of a quantitative one. The purpose of the trip was to investigate the potential for future collaboration in the fields of education, training, and research related to conservation and environmentally responsible tourism. Conversations took place with representatives from travel agencies and agents, in addition to personnel from other departments' staffs, including tourism, planning, education, health, and the civil service. There were conversations held with employees from a variety of hotels, as well as officials from the airport. Conversations with members of staff at both government and non-government travel agencies were conducted in an informal setting. Due to the fact that many individuals living in these rural regions have a poor level of education, the data for this study was acquired through the use of a closed ended structured questionnaire survey. The same questionnaire was provided to students who were studying in Jalandhar for the purpose of co-relating the results. Within the scope of this research, there were a total of eight rural tourism destinations that had only very recently been built by the government; hence, the units of analysis chosen were the local people of these rural tourism initiatives. On a scale from 1 to 5, with 1 meaning strongly disagree, 3 meaning neutral, and 5 meaning strongly agree, a Likert scale was used to quantify the quantitative answers. On the basis of a procedure known as the convenience sample, an initial sample size of fifty people who responded to the survey was selected. The secondary data included in the study came from a variety of sources, including websites, government papers, and published articles. The report gives a descriptive and statistical analysis of just 50 respondents who offered relevant information by applying a variety of different relative statistical methods, such as the mean, standard deviations, and Countif.

Possibilities for the Growth of Tourism in Rural Areas in Rajasthan

The patterns of urbanization that have emerged as a result of industrialization and growth may be seen all over the world. Along with this, the strains of urban lifestyles have contributed to the development of a sickness known as counter urbanization. As a result, there has been a rise in interest in rural regions. On the other side, the increasing tendency of urbanization has resulted in decreased levels of income as well as fewer prospects for employment, which has contributed to the abandonment of rural areas. The solution to this problem could lie in the form of rural tourism. In addition to this, an increased degree of knowledge, a growing interest in heritage and culture, greater accessibility, and environmental conscience are all contributing factors that are boosting the relevance of rural tourism. Rural tourism in Rajasthan is poised to have significant growth prospects, especially in light of recent developments in the state, such as the introduction of train travel and the improvement of road connections, both of which help to reduce the distance that separates various areas. As a result of its one-of-a-kind natural environment, Rajasthan has a lot of potential as a destination for rural tourism, which is becoming increasingly popular on both the domestic and international tourist markets. The use of tourism in rural areas as a supplementary source of income has the potential to contribute to improvements in rural residents' health and well-being, as well as to the stabilization and growth of rural areas. The residents of the study area are benefiting from an improvement in the quality of life brought about by tourism, which is also helping to narrow the gap between the rural and urban areas.

Impacts on the State's Socio-Economy Caused by Rural Tourism Projects in Rajasthan

The findings are summarized in table 2, which presents the inhabitants' points of view about the various socio-economic effects that rural tourism programs in Rajasthan have. On a scale ranging from greatly increased

(=5) to significantly decreased (=1), the locals were asked for their responses. Therefore, a rise in the parameter corresponds to higher values in the table, and vice versa.

Employment in the Area: Rural tourism makes a significant contribution to the good growth in employment. There is evidence that young people are working on rural tourist initiatives, either directly or indirectly connected to the industry. It may be deduced from the high mean value of 03.21 that rural tourism initiatives boosted local job opportunities.

Development of infrastructural: In the context of rural tourism models, one of the most significant challenges involves designating or, at the very least, prioritizing a significant portion of the infrastructural assets for use by visitors. The findings suggest that rural tourism has contributed to an increase in the availability of fundamental infrastructure in the region.

Increase in local Income: Rural tourism in Rajasthan has been significant in assisting the state's citizens in generating increased incomes for themselves. As shown by the high mean value of 4.13, the vast majority of respondents are of the opinion that there has been an increase in the income of the local community as a direct result of these tourist initiatives.

Residents are usually optimistic about the effect that rural tourism will have on their traditional ways of life. This bodes well for the preservation of their culture. The respondents were of the opinion that tourism has made a significant contribution toward the beneficial cultural development of the region.

Ecology and Environment: The rural tourism concept in Rajasthan is still in its infant stages, which is one reason why there are not many visitors visiting the area. As a result, there is less of an impact on the local ecosystem and environment as a result of tourism. The fact that this parameter has a mean value of 03.85 suggests that people have the perception that the execution of the rural tourism project has increased environmental consciousness, which in turn has led to greater protection of ecology and environment.

Growth in Quality of Life: The general populace does not have a positive or negative opinion on the rise in quality of life that may be attributed to rural tourism. The population as a whole does not believe that rural tourism has improved their quality of life, as demonstrated by the fact that the mean value along this dimension is neutral at 2.53 points.

Improvements in One's Knowledge - The growth of tourism in the area inspired many of the locals to make concerted efforts to improve their know-how and expertise in preparation for the influx of visitors. when a whole, citizens in Rajasthan have a positive attitude (03.64), which means that when the state's tourist industry develops, there will be a large increase in the value added to their existing knowledge and abilities.

Table 1: Residents' Opinions Regarding the Potential Socioeconomic Effects of Rural Tourism

S. No	Parameters	Mean	SD	CV

01	Employment	3.29	0.51	20.00
02	GrowthofInfrastructure	3.09	0.20	11.21
03	IncreaseinlocalIncome	3.39	2.01	25.61
04	PreservationofCulture&Traditions	4.26	0.32	11.40
05	Ecology&Environment	3.21	0.99	32.25

Table:2

STATEMENTS	d.f.	TABLE VALUE	CHI SQUARE VALUE	RANKS (S.A.-1, A-2,N-3,D.A-4,S.D.A-5)
Hotelemployees arefriendly,courteousandattentive.	2	5.991	29.569	1
Sufficient staff for number of customers.	3	7.815	17.769	1
The rooms are well maintained in hotel.	3	7.815	32.292	1
Thequality offoodis excellent	4	9.488	30.615	2
Themenuhasagoodvarietyofitems	4	9.488	41.231	2
Comfortableseatingandattractivetableware	3	7.815	25.523	2
Reasonabletariffischargedforhotels	3	7.815	50.754	1

Parking iseasilyavailable	4	9.488	5.958	4
Viewareattractive	2	5.991	14.615	1
Localpeoplearekind	2	5.991	15.613	1
Easilyavailable roadlinks	3	7.815	6.938	1
Localtrafficcreatesproblem	3	7.815	14.569	2
Propersignboardsareavailable	3	7.815	32.897	2
Touristtransportationserviceisexcellent	4	9.488	5.077	3
Thebusesarecleanandnew	4	9.488	7.846	3

Table: 3

Sr.No.	Factor	Overallranking
1.	Accommodation	4
2.	Recreation	6
3.	Localtraffic	7
4.	Shoppingfacility	3
5.	Parking	8
6.	Transportation	5
7.	Scenericbeauty	1
8.	Foodanddrinking	2

Source: Data collected from questionnaire.

Suggestions

The most significant obstacles are the requirement to protect the environment and natural resources, the requirement to educate both visitors and local people, the requirement to establish a democratic movement that assists people of all levels in participating in tourism development, and the requirement to generate correct understanding for both tourists and local people. In addition, they need to place an emphasis on occupational training, the development of handicrafts, and the rehabilitation of both the landscape and the fundamental infrastructure in order to raise the villagers' quality of life by establishing a healthy environment. In addition to the problems mentioned above, one of the most significant obstacles that rural tourist development must overcome is problems with legislation. -Because tourism is a component of the entertainment industry, all hotels, motels, and cottages that hold a license are required to pay significant taxes to the government. However, there should be a provision of tax break for rural tourism because rural people would also be active in the industry. The demand for qualified workforce necessitates the establishment of a group that would instruct individuals living in rural areas in matters such as knowledge, etiquette, and communication, amongst other topics. The best illustration of this would be "AGANBADI," which is a government program for children living in rural areas. Because employees with experience in hotel administration are unlikely to move to more remote places, it will be necessary to rely on residents of those areas, who will need to receive training in order to meet the requirements imposed by visitors. The best way to learn new abilities and information is frequently via practice and experience. As a result, there is a limited understanding of what the client expects, and as a result, sometimes personnel only have fundamental abilities in hospitality and service. In addition, living in a rural area can sometimes result in a lack of supplies and inconsistent quality in the services that are offered. Inadequate Financial Funding: Well, for the growth of any project, CAPITAL is needed; nevertheless, the government usually hesitates to give a significant amount of fund into rural tourism since it will not be healthy revenue to government banking. The government need to stimulate tourism in rural areas by offering financial assistance to enterprises that are just getting started. A sufficient amount of financial assistance is necessary for vital developments such as the development of human resources, the enforcement of laws and regulations, the construction of physical infrastructures, and the preservation of local culture, customs, history, art, etc. Due to the rural population's general lack of education and experience, they are often forced to choose lower-paying occupations as a result of the absence of any local involvement. The primary idea behind rural tourism is to place an emphasis on the involvement of people living in rural areas. However, in actuality, the local population is rarely included in the process of policy decision-making, planning, or implementation. The majority of people who live in rural regions are not very knowledgeable about tourism, and as a result, they are easily led astray by outside investors who are looking to reap the majority of the economic benefits that rural areas have to offer. communities That Are Illiterate Since the vast majority of rural communities are uneducated and illiterate, it is only natural that they adhere to the old norms, beliefs, and practices. Their background, whether it be their culture, religion, or superstitions, has a significant impact on the way they think and behave. They adhere to a pattern of a sluggish lifestyle and want to remain in their regular employment regardless of whether or not the jobs pay well. They are not interested in taking risks and do not follow this pattern. Abilities in Communication: The most fundamental barrier to communication is posed by a lack of knowledge and language, which has a deleterious effect on vacationers. The residents of the village will have to take into account the requirements and preferences of the tourists. The host and the visitor have to be able to communicate with one another without any problems. Either the people who live in rural areas need to improve

themselves so that they can converse with visitors, or rural tourism will not provide them with a significant financial gain. The vast majority of Rajasthan's villages do not have access to all-weather roads due to a lack of physical infrastructure. In order to foster the growth of tourism in rural regions, infrastructure improvements like as all-weather roads, potable water, power, telephone service, a safe and secure environment, etc. are required. In more remote parts of the state, facilities such as telephony and the most recent updated technology are in fairly short supply. Business Planning: In order to structure and keep any kind of business running well, specific specialized knowledge and abilities are needed. It is possible to draft a business plan with the assistance of either the government or a non-governmental group. If the villagers do not engage in the planning and execution of the project on rural tourism, the rural people will not see a significant increase in their standard of living as a result of the initiative.

Conclusion

Even while tourism is a growing industry that plays a significant role in economic expansion and the creation of new jobs, it is also plagued with a great deal of difficulty as a direct result of these factors. However, because to the high stakes involved, a sector of this sort cannot be allowed to be exposed to uncertainty and be expected to fix itself. This is especially true in those locations in which it has taken on a higher relevance, particularly as the primary driver of economic activity. The application of the principles of sustainability is an essential part of the tourism industry. These principles "lead to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems," as stated by the World Tourism Organization (UNWTO). Equally, the industry has the ability to stimulate economic interest Director's Conclave - 2016 7 of local communities in the conservation of its natural and cultural riches, which would lead to a growth that is more sustainable. There are numerous important forces that might push the tourist industry to become more vibrant. The economic environment is robust, infrastructure is getting better, marketing and promotion efforts are becoming more focused, air transport is quickly expanding and diversifying, online travel portals have emerged as major distributors, intraregional cooperation is gaining adequate thrust, and most importantly, there is a policy regime that pursues for an effective PPP mechanism to be in place. The approach to the development of skills for the sector is multi-faceted and takes into account the requirements of all different kinds of establishments and levels of operation.

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