

## **DEVELOPMENTAL COMPETENCE MAPPING OF UTTARAKHAND AS A TOURIST DESTINATION IN INDIA: A CRITIQUE**

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### **ABSTRACT:**

In the present times the tourism industry across the globe is the sector which has the topmost growth rate. This sector has seen miraculous advancement in the revenues and profits for various economics throughout the world. This paper focal point is on the ranking of the state of Uttarakhand in relation to India and also to evaluate its competitiveness in the national context and thereby be in a position to give suggestions for increasing the inflow of domestic and foreign tourists to various tourist destinations of the state. The figures are mainly based on secondary data collected from the publications and various other means of the Ministry of Tourism, Government of India, Uttarakhand Tourism Development Board, Government of Uttarakhand, United Nations World Trade Organization reports and various other research reports, papers and books. The paper concludes that Uttarakhand ranking is very poor in India and is not a priority destination for tourists. Additionally the destination competitiveness of the state is negatively influenced by a number of factors. In order to improve the ranking and image of the state great number of efforts should be made in specific directions. In this manner Uttarakhand will be in a position to use its natural, cultural and heritage resources and this will increase the domestic and foreign tourists to the state.

**KEYWORDS:** Tourism, Development, Competitiveness, Destinations, Initiatives.

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## **INTRODUCTION**

Tourism over the last few years has become an important social process with great economic potential. For countries around the globe it has become an industry which has contributed enormously by creating jobs and is also an important source of income generation. The matter of fact is that tourism has attained the status of the largest industry in the world and in addition to that an industry that has created the most jobs in the recent times. Today most of the economics see this industry as an area where they can generate the valuable and precious foreign currency. Tourism as an industry over the last few years has potential to generate jobs for employment, helps in the upgrading and developing the country's infrastructure and this in turn helps in the overall growth and development of that particular destination.

Since the ancient times tourism as an industry has being growing and flourishing, but over the last few years it has been received the attention it rightly required as in addition to being a smokeless industry it also has the potential to generate huge rate of returns from the different means and ways in this sector. The return in this sector is enormous when it is compared to the little investment that is required. Tourism over the last few decades has emerged as a vital industry as it helps with direct and indirect employment it gives to the different sections of the population. This sector has emerged as an alternative to the agriculture and the manufacturing sector because the investment that is required is much less as it comes under the service sector of the economy. The tourism industry also helps a lot of other services that are vital to the success of this industry.

Uttarakhand has often been described as Dev Bhumi which means the "Land of the Gods" in the various religious texts. For most of the tourists the name Uttarakhand is often synonym for tourism as the state has many destinations that have the potential to attract visitors. Uttarakhand as a tourism destination has the unique character of offering something to every tourists for any age group which includes pilgrimage, adventures, trekking, recreation, meditation, leisure to name a few. On the other hand this sector has far reaching impact of the economy of this hill state. According to an estimate of a business study, the state of Uttarakhand had managed to earn about ₹ 250 billion in the financial year 2013-14 from the activities that were directly or indirectly related to the tourism industry and needless to say that millions of jobs are depended

upon this industry. The government of the state along with its various agencies are making efforts to increase the revenue from this sector.

### **OBJECTIVES OF THE STUDY**

The main objectives of the study are as follows:

- To ascertain the initiatives taken by the government.
- To evaluate the competitiveness of Uttarakhand tourism in relation to the country.
- To suggest measures to increase the footfall of foreign and domestic tourists in the state.

### **REVIEW OF LITERATURE**

A.K. Bhatia in his research article titled “Tourism in India” outlines the attractions of India as a tourist country and traces the development of its tourist industry. International tourism in India generates over one million direct jobs and about three times as many indirect jobs. The ratio between investment and employment in hotels and several other tourism-oriented industries is much greater than in manufacturing. According to a study by the Indian Institute for Applied Economic Research, the employment multiplier effect of tourism in the case of India was 3.2 minimum at the least, so that each foreign tourist is creating one job. If the employment potential of domestic tourism is taken into account, the number of jobs provided by the travel industry is estimated to be about 4 million. Taking advantage of a fairly efficient infrastructure, the diversified tourist attractions and the size of the country, the Department of Tourism has projected a target of 2.5 million tourist arrivals by the year 1990, as compared with 1.2 million in 1984.

KashedulTuhi and TofaelMajumder in their research “An Appraisal of Tourism Industry Development in Bangladesh” state that tourism is considered as the world largest and rapid growing industry of modern business world. It has a vital influence on economic development of a country. Bangladesh is a new tourist destination on the map of the world. Bangladesh has enormous potential to develop tourism because of its attractive natural beauty and rich cultural heritage. Tourism can add value in the Bangladeshi economy if proper marketing plan and strategy can be built and implemented for this purpose. However, this industry fails to reach its destination due to adequate marketing practices. This paper aims to show the present scenario of

tourism industry in Bangladesh, identifies the constraints, and suggests remedial measures accordingly. The study also suggests that government should formulate a tourism policy immediately for the development of this industry. Both public and private level investment is required in the tourism sector and regional cooperation can bring benefits for Bangladesh.

Akansha Tyagi, Rajib Dhar and Jyoti Sharma in their study “Police Culture, Tourists and Destinations: A Study of Uttarakhand, India” examines the quality of service provided by police officials at tourist sites in the Uttarakhand region, India and its impact on the level of tourists' confidence in the police. The study also investigates the role that police culture plays in determining quality of service and the effect of leader behavior in moderating the relationship between them. A survey method was used for data collection from the police officials and the onsite tourists. Data analysis was carried out using CFA and an SPSS macro named PROCESS. Results showed that police organizational culture has a direct influence on tourists' confidence in the police and police service quality partially mediates the relationship between the two; also leader behavior positively moderates between police culture and service quality. This study adds to the literature on tourists' confidence in the policing of tourist sites, police culture, leader behavior, and police service quality.

Bihu Wu, Hong Zhu and Xiaohuan Xu in their research paper “Trends in China’s Domestic Tourism Development at the Turn of the Century” state that China’s domestic tourism has developed quickly in the past 20 years. This research briefly reviews the scale of expansion in domestic tourism in China and summarizes three important factors contributing to that great change. In search of development trends, the article examines the main products of domestic tourism and government policy changes that influence tourism development. The conclusion is that China’s domestic tourism has shifted to the 3H (high input, high risk and high output) pattern. Besides intermediate-long-haul sightseeing and business tourism, domestic tourists frequently take medium-short-distance sightseeing trips and short-distance weekend vacations, which forms ReBAM (Recreational Belt Around Metropolis), a new tourist spatial pattern.

Siriporn McDowall and Youcheng Wang in “An Analysis of International Tourism Development in Thailand: 1994–2007” state that tourism serves as a means for Thailand to receive foreign currency, increase international reserves, stimulate production and maximize the use of resources

from other related sectors, which in turn enhance the country's economic status. The importance of tourism is inspiring Thailand to strive to become a major international tourist destination in Southeast Asia and the world. The continued success of international tourism and the future direction of tourism development in Thailand can be enhanced through a historical analysis of the tourism industry and a critical and thorough SWOT (strengths, weaknesses, opportunities and threats) analysis. This paper provides a historical overview of international tourism development in Thailand from 1994 to 2007, assesses the performance of the Thai tourism industry in this period, provides a SWOT analysis of the Thai tourism industry, and offers recommendations for the future success of Thailand as a competitive tourist destination.

Vishwambhar Prasad in his research titled “Tourism Practices and Approaches for its Development in the Uttarakhand Himalaya, India” examines tourism practices and evaluates its possible future development in the Uttarakhand Himalaya. The various modes of tourism are discussed broadly and suggestions are given suitably for the sustainable tourism development. This study reveals that the pilgrimage tourism that has been practicing here for the centuries may play a promising role in the socio-economic development of the region. In addition, natural and adventurer tourism – mountaineering, trekking, skiing, and river rafting has the tremendous potential as it is already being practiced here. The tourism practices have a significant impact on the economy as many of the small towns, along the roads and at the tourism potential sides, have emerged as the major service centres, providing a rise to the economic development. Meanwhile, it has an adverse impact on the environment of the tourist places, pilgrimage centres particularly. Data were gathered from the primary and secondary sources and through observation after rapid visits of the tourist places.

### **RESEARCH METHODOLOGY**

The figures in this research paper are mainly based on secondary data collected from the publications and various other means of the Ministry of Tourism, Government of India, Uttarakhand Tourism Development Board, Government of Uttarakhand, United Nations World Trade Organization reports and various other research reports, papers and books. In addition to this numerous recommendations and suggestions have been proposed in this research paper for

the various stakeholders working in the travel and tourism sector in the state of Uttarakhand so that they can identify the factors responsible in developing the tourism sector in the country.

### **UTTARAKHAND TOURISM: A SNAPSHOT**

Tourism is a prominent universal recreation movement. Worldwide tourism is striking new achievements year after year. In spite of the confronting circumstances, worldwide tourism is a real paramount exercise because of the fact that it provides roughly five percent of the world's GDP and six percent of the comprehensive exports and engages one out of twelve people in the developed and the developing economics. World Economic Forum's Travel and Tourism Competitiveness Index 2011 has specified the dynamic movements on International Tourist Arrivals (ITAs) from developed economics to developing economics. Over the last few years the state of Uttarakhand has been one of the rapidly flourishing tourism zones in India. This is the one of the main intentions for choosing this area for the determination of my research work. If the direction of inbound tourism is noticed it can be observed that in spite of its various tourism destinations Uttarakhand is still not a preferred tourism destination for Foreign Tourist Arrivals (FTAs) and Domestic Tourist Arrivals (DTAs). Additionally in the line-up of top ten tourism sites and states Uttarakhand does not stand anywhere and not even one percent of domestic or foreign tourist visit the state. It discloses that a considerable number of tourists prefer to skip the state for the purpose of tourism and other related activities. Even though Uttarakhand is such a tourism station which has rare, diversified and ample tourist allures but still it has not been able to fascinate FTAs and DTAs. The movement of FTAs is much less than their inflow of in rest of the country. Even the flow of DTAs is very less the national average of the country. In addition to the above figures it has been observed that the state of Uttarakhand has not been able to make itself top priority tourism destination either in terms of Foreign Tourist Arrivals (FTAs) or Domestic Tourist Arrivals (DTAs). These figures were recorded before the unfortunate events that took place in the state in the year 2013 and needless to say that these unfortunate events had an adverse effort on the overall tourism industry of the state. Uttarakhand as a state has numerous destinations which are still not received the attention of the domestic tourists or the foreign tourists in any aspect of tourism industry. The primary reason behind is the lack of the effort on the part of the various stakeholders related to the travel and tourism industry to promote the various destinations of the state to the tourists. The state in the years to come has to make a

lot of efforts to increase its acceptability among the domestic tourists and the foreign tourists. This is clear from the subsequent table which outlines the visits of Foreign Tourist Arrivals (FTAs) and Domestic Tourist Arrivals (DTAs) to India in the year 2013 and the ranking of various states and Union Territories:

**Table 1.1**

**Percentage Share and Rank of Different States/Union Territories In FTAs and DTAs for 2013**

| Sl. No. | State/UT                  | No. of Tourists |         | Percentage Share |         | Ranking 2013 |         |
|---------|---------------------------|-----------------|---------|------------------|---------|--------------|---------|
|         |                           | Domestic        | Foreign | Domestic         | Foreign | Domestic     | Foreign |
| 1       | Andaman & Nicobar Islands | 243703          | 14742   | 0.02             | 0.07    | 30           | 25      |
| 2       | Andhra Pradesh            | 152102150       | 223518  | 13.28            | 1.12    | 3            | 14      |
| 3       | Arunachal Pradesh         | 125461          | 10846   | 0.01             | 0.05    | 32           | 27      |
| 4       | Assam                     | 4684527         | 17638   | 0.41             | 0.09    | 21           | 24      |
| 5       | Bihar                     | 21588306        | 765835  | 1.88             | 3.84    | 11           | 8       |
| 6       | Chandigarh                | 936922          | 40124   | 0.08             | 0.20    | 24           | 22      |
| 7       | Chhattisgarh              | 22801031        | 3886    | 1.99             | 0.02    | 10           | 30      |
| 8       | Dadra & Nagar Haveli      | 481618          | 1582    | 0.04             | 0.01    | 28           | 33      |
| 9       | Daman & Diu               | 819947          | 4814    | 0.07             | 0.02    | 25           | 29      |
| 10      | Delhi                     | 20215187        | 2301395 | 1.77             | 11.5    | 14           | 3       |
| 11      | Goa                       | 2629151         | 492322  | 0.23             | 2.47    | 22           | 10      |
| 12      | Gujarat                   | 27412517        | 198773  | 2.39             | 1.00    | 8            | 16      |
| 13      | Haryana                   | 7128027         | 228200  | 0.62             | 1.14    | 20           | 13      |
| 14      | Himachal Pradesh          | 14715586        | 414249  | 1.28             | 2.08    | 16           | 11      |
| 15      | Jammu & Kashmir           | 13642402        | 60845   | 1.19             | 0.30    | 17           | 19      |
| 16      | Jharkhand                 | 20511160        | 45995   | 1.79             | 0.23    | 13           | 20      |
| 17      | Karnataka                 | 98010140        | 636378  | 8.56             | 3.19    | 4            | 9       |
| 18      | Kerala                    | 10857811        | 858143  | 0.95             | 4.3     | 18           | 7       |
| 19      | Lakshadweep               | 4784            | 371     | 0.00             | 0.00    | 35           | 35      |
| 20      | Madhya Pradesh            | 63110709        | 280333  | 5.51             | 1.41    | 6            | 12      |
| 21      | Maharashtra               | 82700556        | 4156343 | 7.22             | 20.84   | 5            | 1       |
| 22      | Manipur                   | 140673          | 1908    | 0.01             | 0.01    | 31           | 32      |
| 23      | Meghalaya                 | 691269          | 6773    | 0.06             | 0.03    | 26           | 28      |
| 24      | Mizoram                   | 63377           | 800     | 0.01             | 0.00    | 33           | 34      |
| 25      | Nagaland                  | 35638           | 3304    | 0.00             | 0.02    | 34           | 31      |

|    |               |           |         |       |       |    |    |
|----|---------------|-----------|---------|-------|-------|----|----|
| 26 | Odisha        | 9800135   | 66675   | 0.86  | 0.33  | 19 | 18 |
| 27 | Puducherry    | 1000277   | 42624   | 0.09  | 0.21  | 23 | 21 |
| 28 | Punjab        | 21340888  | 204074  | 1.86  | 1.02  | 12 | 15 |
| 29 | Rajasthan     | 30298150  | 1437162 | 2.65  | 7.20  | 7  | 5  |
| 30 | Sikkim        | 576749    | 31698   | 0.05  | 0.16  | 27 | 23 |
| 31 | Tamil Nadu    | 244232487 | 3990490 | 21.34 | 20.00 | 1  | 2  |
| 32 | Tripura       | 359586    | 11853   | 0.03  | 0.06  | 29 | 26 |
| 33 | Uttar Pradesh | 226531091 | 2054420 | 19.78 | 10.30 | 2  | 4  |
| 34 | Uttarakhand   | 19941128  | 97683   | 1.74  | 0.49  | 15 | 17 |
| 35 | West Bengal   | 25547300  | 1245230 | 2.23  | 6.24  | 9  | 6  |

**Source:** Ministry of Tourism, Government of India.

Table 1.1 represents numbers concerning Foreign Tourist Arrivals (FTAs) and Domestic Tourist Arrivals (DTAs) in the various states and Union Territories of India. This data bring out the fact that out of the total tourist's inflows in the country, Uttarakhand share is only 1.74% in terms of DTAs and mere 0.49% in regards to FTAs. The state stands at 15<sup>th</sup> position for DTAs in the country. In terms of FTAs the state's position is 17<sup>th</sup>. This discouraging scenario for the hilly state of Uttarakhand has to drive the state government and its various agencies to formulate strategies to increase the footfalls of the tourists in the state. The various stakeholders should study the domestic tourism sector of Uttarakhand in relation to the country of India with regards to various tourism destinations and its competitiveness from the viewpoint of the visitors.

**Table 1.2**

**DTAs and FTAs in Top 10 Monuments of India for the year 2013**

| 10 Most Popular Monuments for DTAs In 2013 |                      |                 |         | 10 Most Popular Monuments for FTAs In 2013 |                       |                 |         |
|--|----------------------|-----------------|---------|--|-----------------------|-----------------|---------|
| Ran k                                      | Name of the Monument | No. of Visitors | % Share | Rank                                       | Name of the Monument  | No. of Visitors | % Share |
| 1  | Taj Mahal, Agra      | 5139640         | 11.90   | 1  | Taj Mahal, Agra       | 695702          | 23.20   |
| 2  | QutubMinar, Delhi    | 2980710         | 6.90    | 2  | Agra Fort, Agra       | 363823          | 12.10   |
| 3  | Red Fort, Delhi      | 2736699         | 6.40    | 3  | QutubMinar, Delhi     | 307043          | 10.20   |
| 4  | Sun Temple, Konark   | 2334556         | 5.40    | 4  | Humayun's Tomb, Delhi | 276641          | 9.20    |
| 5  | Agra Fort, Agra      | 1794737         | 4.20    | 5  | FatehpurSikri,        | 255129          | 8.50    |

|    |                             |          |       |    | Agra                                |        |       |
|----|-----------------------------|----------|-------|----|-------------------------------------|--------|-------|
| 6  | Golconda Fort, Hyderabad    | 1471232  | 3.40  | 6  | Red Fort, Delhi                     | 141498 | 4.70  |
| 7  | Charminar, Hyderabad        | 1397000  | 3.20  | 7  | Mattancherry Place Museum, Kochi    | 104717 | 3.50  |
| 8  | Ellora Caves, Aurangabad    | 1336367  | 3.10  | 8  | Western Group of Temples, Khajuraho | 89511  | 3.00  |
| 9  | Bibi-Ki-Maqbara, Aurangabad | 1276206  | 3.00  | 9  | Excavated Site, Sarnath             | 85991  | 2.90  |
| 10 | Gol-Gumbaz, Bijapur         | 1064265  | 2.50  | 10 | Group of Monuments, Mamallapuram    | 70840  | 2.40  |
|    | Others                      | 21488586 | 50.00 |    | Others                              | 604957 | 20.20 |

**Source:** Ministry of Tourism, Government of India.

Table 1.2 concedes the fact that out of the ten most popular monuments in India visited by Foreign Tourist Arrivals (FTAs) and Domestic Tourist Arrivals (DTAs) during the year 2013 none of these were located in the Himalayan state of Uttarakhand. Even the earlier figures of the previous years reveal the same old story. This is one of the primary reasons for Uttarakhand not being in the top five or ten positions for FTAs and DTAs in India. The state of Uttarakhand does not have much in terms of monuments but still there are a number of natural sites that can be converted into spots from the tourism point of view but as of now no concrete steps have been carried out in this direction. In India the historical cities of Agra and Delhi top the chart in terms of inflows for foreign and domestic tourists for the year 2013. The state has not made much of efforts to make its monuments a priority for the tourists.

### **INITIATIVES TO PROMOTE TOURISM IN UTTARAKHAND**

In Uttarakhand the tourism industry got a late start when compared to the rest of the country. After the creation of the state in the year 2000 the government initiated a number of plans to formulate and promote the various tourist destinations that were spread all over the state. In the present times the tourism sector of the state is in that position in which it can be helpful in the development of the state. The government is mainly focusing on developing the infrastructure

and encouraging private and foreign investment in this sector. The various initiatives taken by the government are:

- Strategies for the balanced advancement of the state with assistance from the tourism sector in those places where no kind of industries dwell.
- The government has started single window system to boost capital in the travel and tourism sector of the state.
- Formulation of policies for conservation of heritage, eco-system and culture at various destinations so that the tourist footfall increase in these stations.
- Improvement and expansion of infrastructure to satisfy the requirements of the visitors.
- Increase the train frequency to base stations so that more tourists can reach the various destinations of Uttarakhand.
- KMVN and GMVN offices have set up in major cities of the country to promote and attract tourists from every nook and corner of the country.
- UTDB acted in perfect sink with KMVN and GMVN in order to yield better results.
- Initiated various schemes to draw more visitors especially to those destinations in which the tourist inflow is less when compared to popular destinations.
- Initiated plans to develop tourist circuits to facilitate the visitors of different places.
- Tie up of IRCTC with UTDB for promotion of tourism especially projecting the state as a yoga destination.

### **SUGGESTIONS TO INCREASE TOURISTS FOOTFALL**

The following suggestions are stated to the various agencies working for the upliftment of the travel and tourism sector of the state.

- The government should act in a proactive manner in regard for the promotion of the various destinations as a tourist brand in various states of the country as well as in overseas locations.
- The public transport services should be expanded so that more tourists can visit the state and the concept of suitable tourism is promoted.
- The accommodation services should be enhanced with better facilities and at moderate prices.

- The sanitation facilities should be provided at tourist stations.
- The state should invest in healthcare and disaster management facilities so that in case of an emergency the tourist lives can be saved.
- The local products of the society should be promoted and a platform be given to these peoples.
- The man made creations for providing leisure to the tourists should be improved as this will encourage the visitors to stay for long durations in these stations which will increase the revenue for the tourism industry.
- The banking facilities especially ATMs should be increased in and around the tourist destinations of the state.
- The government should encourage local artists to perform at tourist festivals and at major tourists destinations as this will indirectly provide employment to these people.
- The government should initiate plans for the sustainable tourism development of the state.
- The government agencies should involve professionals for understanding the issues of the tourism sector and for providing solutions for these problems.
- The government should design different types of packages for different types of tourists.
- The various stakeholders should bring in effective mechanize for making sure that the safety of the tourists is not at risk.
- Development of far flung areas so that the problem of migration of local people can be stopped as it has become a major problem for the state government.

## **CONCLUSION**

The tourism industry in the state has a wide range of natural and heritage reserves to attract tourists from very part of the world. The endeavours of the different governmental agencies as well as the private players have been there in increasing the tourist footfall to the various destinations of the state. Having said that there is still tremendous amount of sphere to for increasing the visitors flow to the state. These days the tourists across the world are not only attracted by natural beauty but there need a whole lot of facilities for visiting a particular destination. In terms of ranking the state of Uttarakhand does not occupy a place in the top ten destination of the country. Additionally the destination competitiveness of the state is negatively

influenced by a number of factors. In order to improve the ranking and image of the state great number of efforts should be made in specific directions. In this manner Uttarakhand will be in a position to use its natural, cultural and heritage resources and this will increase the domestic and foreign tourists to the state.

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