

## **Chapter-2**

### **Review of Existing Literature and Research Gap**

#### **Literature Review**

The literature review helps to understand the gap of previous work. The aim of this chapter is to give an account of the related literatures which has been reviewed in the areas of 'Development of Tourism Information System'. This enabled to identify the important variables which determine the tourism development system in a more meaningful way and this has also been explained in this chapter. Also the important variables for tourist satisfactions are identified through literature review explained in this chapter. The purpose of the literature review is to provide an in-depth analysis of previous Research about Development of Tourism Information System. Some researchers have paid due attention in this fields are given below-

#### **International**

The study of "Information needs of tourists about the Baltic Sea in Mecklenburg" revealed the need for action of Information about the Baltic Sea, which takes different groups of tourists into account, which is easily available and which serves the interests of tourists is necessary. Furthermore it is essential to inform about typical phenomena and species of the Baltic Sea which tourists presume to be dangerous. Regarding the competition with coastal resorts which are a great distance from the Baltic Sea, it is recommended to provide information to compare the features of the Baltic Sea resorts with the features of coastal resorts (Kessler 161-176)<sup>76</sup>.

The article “Analysis of Information Systems Applied to Evaluating Tourism Service Quality Based on Organizational Impact” studies mainly two key contributions for information system research applied to improving tourism service quality. On one hand, it provides a link between system quality, information quality, tourism service quality and organizational impact using comprehensive instruments; On the other hand, the research question for this study was whether system quality, information quality and tourism service quality impact organizational performance measures. Overall, the findings show the significance of direct or indirect organizational impacts of system quality, information quality, and the service quality. Therefore, the research on system information applied to tourism service quality based on organizational impact can improve the tourism service quality at last (Wei 599-607)<sup>118</sup>.

A Travel & Tourism Information System was concentrated on contribute decision support to the users on a three folds basis: i) access to real time, effective updated information, ii) access to travel and tourism information on the move, and iii) provision of customized information. The paper was to briefly present the system implementation sequence from the elicitation of the user requirements and the development of the corresponding functional specifications and info structure requirements to the real system design and implementation (Zografos and Madas)<sup>121</sup>.

The paper “Designing a Tourism Recommender System Based on Location, Mobil Device and User Features in Museum” explored certain recommended systems. Then, a model was suggested as a recommended system to offer visitors to visit a new location. Due to different types of visitors and their mobile device with variation of networks, for this purpose content personalization is essential. Location based Services

use GPS facility to track people based on the data derived about three concepts of user, location and activities in a certain site. Then, the suggested model can be used for tracking to visitors in practice (Sarkaleh et al. 13-21)<sup>102</sup>.

The paper “Tourism Guided Information System for Location Based Services” described a thin client/server information system for location based service. System was implemented in a small area. This paper serves as a case study tries to expose the potential of wireless technology to serve LBSs (Location Based Services). The future study focuses on an object-oriented database system capable for large spatial dataset (Jeong et al. 749-755)<sup>73</sup>.

The article namely “Beyond Traditional Tourism Information Systems-The Web-Based Approach TIS cover” stated that TIS cover, a system which fulfills not only the needs of tourists but also those of different tourism information providers in different regions and countries mainly because of the various possibilities of customizability as supported by the system. TIS cover allows for the management of high quality content in terms of comprehensiveness, accurateness and actuality, mostly because of its decentralized maintenance approach and the use of database technology. Convenient and powerful retrieval of tourism information and products along with an online booking facility is achieved by using different philosophies ranging from pure hypertext navigation over structured search on the basis of a common database schema to traditional full text search capabilities (Retschitzegger et al. 15-31)<sup>98</sup>.

The article “Information System and Tourism Marketing: New challenges for Tourism Business Sector in Egypt” highlights the most of the Egyptian tourism business sector have to develop their online application. Most of the companies that have online

application do not have marketing information applications or tourism marketing services in place to support online transactions. The Egyptian tourism business sector managers' attitudes toward the importance of IS applications in tourism are positive. This can help in improving the situation in the future (Eraqi and Ghada 1-13)<sup>63</sup>.

The work of this research study "Tourism Information Systems and Utilization within the semantic Web" was to developed grounded theory about the expansion to which the Semantic Web and associated technologies can support with the creation, capture, integration, utilization of accurate, consistent, timely, and up-to-date Web based tourism information services (Brooke)<sup>50</sup>.

The paper "An architecture for a self-adapting information system for tourists" provided the description about design of the architecture of the PALIO (Personalised Access to Local Information and services for tOurists) system and focusing on adaptation. The framework also provides a location about awareness information system for tourists, capable of delivering fully adaptive information covered wide range of devices including mobile ones. It's one of the open and expandable architecture that can integrate a variety of pre-existing or forthcoming services and retrieve information from a collection of different databases. It supports adaptability and dynamic adaptively, according to user and context characteristics, both in the content and the presentation of information (Zarikas et al.)<sup>120</sup>.

The paper "Tourism marketing information and destination image management" is identified in the brochures those destination features contributed which build a positive destination image and to compare and analyze the relationship between those features and the images. This study is based on previous research on the impact of tourist information

sources for promotion of destination, and argues that brochures provided as tourist information sources, which is important influence on destination image. It is based on previous theoretical discussion about image an empirical research was conducted here to test the proposed relationship. Finally it indicates the results that there is a relationship between information sources and destination image (Molina1 et al.)<sup>84</sup>.

The paper “Web based information system for tourism resort: A case study for side/Manavgat” explored that internet is more and more emerging as an essential tool of travelling for the tourist industry. It provides an easy platform that brings products and services to the customer. This study of the paper which is presented are started from the user’s need, interactive geographical tourist maps, planning for tourism, analysis, decisions making process and management using GIS technique and presenting the results on the internet (Duran et al.)<sup>62</sup>.

The paper “TIS cover-A Web-Based Tourist Information System” states that the Internet is more and more essential tools as some kind of travel agent. In tourist industry, it represents a perfect platform to connect products and services to the customer in a direct way. However, Web- based tourist information systems offer not only online brochures but rather to provide for both value and service. One of the first Web-based tourist information systems which have recognised this fact was TIS cover. TIS cover is tourist information and also all types of booking system based on Internet and database technology (Proll et al.)<sup>92</sup>.

The paper “Designing a knowledge-based tourism information system” defines and analyzes two types of processes: first, internalization process that is the integration of data into the knowledge-base and second, externalization process that the communication

of data from the knowledge base on a web portal. They explain the use of the knowledge acquisition techniques and inference services to alleviate tourism experts' annotation tasks and control the validity of the imported data into the knowledge base. Then, they also analyze the use of semantic data to provide targeted information and interactions so as to improve exploratory search on the web portal (Noel et al.1-17)<sup>90</sup>.

The paper "A safe or an unsafe tourism destination: A cross cultural comparison study" explore the little efforts have been devoted to measure how tourists perceive overseas travelling risks including terrorism, disaster, disease, weather, hygiene matters, etc. This paper defines that travelling risk and safety subject can be measured by seven major aspects that involve in transportation, Law and Order, Hygiene, Accommodation, Weather, Sightseeing Spot and Medical Support, which would affect travelling industry and tourist behavior. The data were collected from two locations, Taoyan international airport of Taiwan and Nova Scotia, Canada. This study investigated the safety awareness and travelling risk awareness and travelling risk awareness from the perspectives of international tourists and identified any significant different existing between tourists with Eastern and Western cultural backgrounds (Chang and Plavina 53-67)<sup>51</sup>.

The article "Making a job out of your passion: when sports people become entrepreneurs in the Tourism Industry" pointed out in the second half of the 20th century, companies in the non-profit sector have met important changes in the way they operate, which is putting their sustainability at risk. The leisure sector, an area that was initially and predominantly non-profitable and voluntary, has progressively changed towards private entrepreneurial structures, particularly in the tourism areas. Based on interviews and ethnographic observations carried out in a rural region of the south of France, this

study takes an interest in the careers of the business managers of outdoor sports activity companies, and more specifically in the process of converting an amateur activity, considered to be a passion into a profession in tourism activity (Terral and Dubois 35-45)<sup>117</sup>.

The study of the paper “Smart Tourism Challenges” state that gives clear definition about smart tourism. It is one of the tourism that supported by integrated efforts at the tourism destination to find out innovative ways to collect and aggregate data derived from physical infrastructure, government and organizational sources social connections, and also human minds. These are combined with the use of advanced media technologies to transform that data into enhanced experiences and business value propositions for clear focus on the efficiency and sustainability during the trip. It delineates smart tourism from general e-tourism and describes the experience of smart tourists are expected to have at smart destinations. The paper then discusses a series of challenges that are currently neglected in the practical smart tourism discussion agendas and the academic literature (Gretzel et al. 41-47)<sup>65</sup>.

The paper states that tourism is dependent on human activity that is sensitive and reacts rapidly to crime. The City of uMhlatuze KwaZulu-Natal in South Africa has experienced high levels of crime, which provide impact on tourism in the area. The study was conducted around the world to stop the crime in tourism industry by applying of different strategy and mechanism. The main objectives of the study are how many local communities are involved in the crime and how many local communities are involved in tourism activities. Provided findings of this paper indicate that the most of the respondents are also involved in crime in this area so that they do not get visit facilities

with their history of crime. Finally, respondents were not experience with the benefits of tourism in the context of crime (Nkosi 76-81)<sup>89</sup>.

The paper was investigated to study the status of health tourism information management system in the northwestern provinces of Iran. This descriptive cross-sectional study was conducted using the Science Direct, PubMed, Magiran, IRANDOC, IranMedex, SID, Google Scholar databases, and health tourism websites in 2016. The common components of the Health tourism Information management system include health of tourists, health tourism services, service providers, services location, government requirements and laws that were presented as a info graphic model. Registering and storing information of all patients admitted to hospital, setting up a international patients department, establishing a health village and contracting with private companies are one of the most important actions of the universities. In terms of the information systems and resources, there are shortcomings in all three provinces (Piri 45-51)<sup>91</sup>.

The paper states that innovative product must be a positive affecting and functioning of cities and regions in tourism business. Business tourism market's demand is still growing in the world. The main aim of this paper is to show the innovative products that is the influence of business tourism for many regions and cities. The author analyzes few historical facts and also studies on business tourism market. The success of destination of tourism business market depends on some factors i.e. satisfying customers' requirements, characteristics of business meetings, "local" and "external" co-operation, product management, local government's dedication for development of business tourism (Cieslikowski 26-33)<sup>54</sup>.



The paper is too carries out the evaluation of city tourism competitiveness. To achieve this goal the methods of qualitative and quantitative analysis were used, including expert's evaluation. The importance of environment factors (internal and external) were estimated in form of weight coefficients through the analysis of expert evaluation results (Cibinskiene 105-110)<sup>53</sup>.

The paper examines a possible impact of Chinese coastal tourism destination and its overview, in Lvshunkou District as an empirical example of comprehensive index of land use conflict. This paper also examines and analysis the mathematical model that measures the effect as a degree of land use conflict. In the past 10 years there have been attempts to stabilize land use through the implementation of comprehensive planning measures but even so the degree of land use conflict is increasing year by year. Land use conflict changes in the status in Lvshunkou District which are closely related to tourism resources development by changing in infrastructure, mode and intensity as well as the development of tourism industry. This is probably related to the attraction of dramatic tourism development (Wul 2-7)<sup>119</sup>.

The paper provides the information about evolution of the cruise tourism in World and their impacts on tourism destinations of this circle in travel industry. The study includes the discussion cruise overview impact i.e. economic effect, social effect, and environmental effect, cultural and political effects. The present data is to analyze and compare the performance of the main cruise destinations and cruise lines. It also describes different activities related to the cruise ship industry for identification of costs and benefits to different factors of the local economies (Brida and Aguirre 1-4)<sup>49</sup>.

The study examines the impacts of educational tourism on the local community of Gazimagusa, North Cyprus through the cultural exchange that took place between local and international students. The study uses an inductive approach in order to achieve a qualitative understanding of the research area. Semi-structured interviews with Turkish Cypriot students supply valuable information about the experiences, beliefs, attitudes, behaviors, and perspectives of the local students. The findings state that local students were strongly affected by the cultural exchange that took place between themselves and international students. Educational tourism impacted on social, cultural, economic and environmental aspects of the local community. The findings also clear that local students were very positive about the presence of international students in their community (Aliyeva)<sup>34</sup>.

The article pointed out that Film tourism is growing worldwide its growth not only entertainment industry but also increase in international tourism also. This article proposes a model for exploiting opportunities of film tourism marketing. It provides the way of tourism marketing factors that encourage tourists to visit destinations that are depicted or appear in the film. There are four types of marketing activities for promotion of film tourism i.e. encourage producers and studios at the location, generate media publicity around the location, promote the location after production and leverage film tourism potential (Hudson and Ritcheip 387-396)<sup>70</sup>.

The paper explores that educational tourism is education related matter in which the person travels to another location mainly for the purpose of gaining a learning experience. On the basis of research findings it is recommended that universities should improve their services provided to international students in terms of quality, speed and

efficiency and to provide better facilities and more academic qualifications and degrees. So, this paper suggests that Bahrain, in general, should create an educational environment that is strong enough and well-reputed to attract more international students and other universities to establish their campuses in Bahrain (Hussain et al.)<sup>71</sup>.

The paper attempts to examine the test of long-run and short-run relationships between international tourism with economic growth of Iran by accommodating structural breaks. That is the Bayer and Hanks co integration test and using the ARDL (Autoregressive Distributed Lag) and Granger Causality to examine the relationships between investment in physical capital with human capital and household consumption expenditures from the period of 1980 to 2014 (Shakouri et al. 3-7)<sup>103</sup>.

The paper states tourism in many countries instable for various political instabilities that cause to distract development of tourism. This paper, which is part of an ongoing MRP (Major Research Project) examines how tourism can be used as a tool for political and ideological goals, how the reforms of tourism industry occurs mainly for politically disturb nations, how tourism can be overcome by the political purpose, and the impact political instability has upon the healthy tourism operation (Ryu 1-14)<sup>100</sup>.

The paper shows that many adults acquire knowledge in adulthood and they are not institutionalized in their origin, they will face problem in practice; therefore, they fail to undertake management position of a related system while childhood structure of a child will form correctly in terms of the environment, travel, nature and the child identity by developing the tourism and ecotourism schools so that they may progress in adulthood for sustainable development as an individual or citizen. Therefore, it is necessary for this age range to have a professional center. Even if we are willing to manage schools with a

scientific approach, better we guide our children to a green and knowledgebase future and jobs as tourism and ecotourism schools are a good field for this purpose (Lotfi and Mohseninia 42-47)<sup>80</sup>.

### **National-State**

The research paper “Tourism Information System-Integration and Information Retrieval of Tourism Information Systems using Semantic web services” is intended to create a new platform on tourism ontology for Tamilnadu, India. It aims to integrate tourism information from different Websites and also effectively retrieve the right information to satisfying user needs by using semantic Web services (Ananthapadmanaban et al. 13-20)<sup>35</sup>.

The paper entitled “Tourist Information System and Their Site Suitability with the Help of GIS Techniques, A Case Study of Pune District” explores With the help of T.I.S. (Tourist Information System) one can identify accounts of the needs and potentials of rural areas and economically weak or poor. It also encourages and facilitates youth geographers to travel and foster national integration. To give attention towards man power development and training through such study can be done by this project. It also takes an account of domestic needs of the Pune district by giving information about cheap accommodation (pilgrim tourist places), easy way to transportation etc (Harpale et al. 248-250)<sup>67</sup>.

The paper presents a geo-referenced information system (GeoRIST) for national and international tourists or the travelling community that those are visiting to Agra enabling them to find their interest about city and ask community to get information

about sights, accommodations and other places of interest which are nearby them. It analyze and display the tourism objects in geographical context on interactive tourist maps. It is also develop a system with the application of Internet based on GIS (Geographic Information System) which integrates spatial database, statistical data and textual information in order to develop a data model providing accurate and complete Information for analysis and planning (Singh et al. 456-464)<sup>108</sup>.

The paper states the DTIS (Dehradun Tourist Information System) a feature rich customized desktop GIS application tool that makes use of customizing environment of VBE to provide access GIS data and maps in versatile interface. It has been designed user friendly interactive form for each command. All forms consist of labels, text boxes, command buttons, pictures and details for guiding the end user to efficiently handle the application. User friendly tool bar has been added with full functionalities of Zoom in, Zoom out, Pan, Identity, Spatial Query, Adding Layer, Search, Print map. It also included rendering features that are to reveal the information about the attributes, symbolizing the layers, symbolizing features, symbolizing features by attribute values (Rao et al. 86-96)<sup>95</sup>.

The paper is designed a multimedia based city information system which attempts to solve this problem, explain the design and implementation of the system. The paper discusses in detail the need for such a system, how it compares with similar existing systems and the features expected in such a system. It also discusses our implementation of the system and the future work we want to pursue in this direction (Ravi et al. 333-336)<sup>96</sup>.

The paper entitle “Public Transport Information System for Chennai city using GIS - A Pilot Project” explores the algorithm, which focus on this entire paper, has thus

been validated for the obstacles that were being considered critical, by the authors. Further, with the results being fruitful, it augurs well for the GIS based information systems implementation in Chennai city (Balaji et al.)<sup>41</sup>.

The paper explores the issue of web portal development i.e. strategy, design, structure, architecture, facilities and implementation technologies in order to provide all essential guidelines to make the tourism website successful. The necessary web engineering has been analyzed and forwarded. Most of the times Web portals fail to deliver expected results due to the lack of proper plan or strategy, deficient of proper goal, short of usability, well planned structure and design, negligence in timely updates and incomplete or unusable information. This paper brings to highlight the issues and provides necessary recommendations to avoid failures on their part. The paper provides a blue print for design, development, implementation and deployment of the Kashmir tourism Web portal (Banday and Sheihk 1-12)<sup>42</sup>.

The article namely “Ecotourism, Environmental Panacea or Poison” describes that a fundamental requirement for ecotourism to be practiced is controlled on access to an area. Various hill stations or beaches therefore do not get categorized as eco-tourism destinations because it is impossible to control access to them. National parks and wildlife sanctuaries are, on the other hand most amenable to regulate access and thus most suitable as ecotourism destinations (Tandon 12)<sup>116</sup>.

The article “Community Development and Tourism” examines that how a sample of residents of Shimla town perceives the effect of tourism on the development of the community. This article also examines that how tourism is responsible for the

development of the area. People who belong to rural area they have a positive attitude toward tourism and they feel that tourism is promising for them (Bansal)<sup>44</sup>.

The paper entitled “Sustainable Tourism and Economic development: A case study of Agra and Varanasi” examines the role of tourism trade and liberalization plays in fostering or constraining sustainable development. It explores the question that, what are the opportunities and barriers to achieve sustainable development through trade in tourism-services? The paper draws on relevant current literature, and existing data on tourism-services in Agra and Varanasi, a popular tourism destination in India (Singh 114-120)<sup>107</sup>.

The paper discusses the fields that are related to tourism and the various technologies available to enhance the existing infrastructure. The technologies mostly applicable are mentioned that in advertising and attraction sectors. Using the modern technologies, the present situation of tourism in whole India and especially Kerala can improve tremendously (Nath and Menon)<sup>88</sup>.

The paper highlights the Indian infrastructure and tourism, tourism supply chain, growth pattern of Indian tourism, comparison between various states in India with domestic and foreign tourist arrivals. This paper also highlights the Indian transportation system and gives some recommendations about the development of Heritage side, architecture, urban area, hotel Management institute and comparison to other countries (Dixit 6-12)<sup>60</sup>.

The paper entitle “E-Tourist Visa : Travel Tourism made Easy” states about background of e-tourist Visa, authorization agency of e-Tourist Visa, scope and progress of e-Tourist Visa. The paper also highlights the success and issue related problems and

prospect e-Tourist Visa and give availability list of various countries and our country also (Bhasin and Kaur 14-16)<sup>46</sup>.

The paper entitled “Conductive primer for Indian Tourism” describes about the role of tourism in India and abroad, Indian position in world perspective, India’s position in Asia pacific region, highlights the different types of tourism, co-production agreement between different countries and explain the initiatives of the Government support and policy. This paper also highlights the international film festival which are organized by the different states of the country (Banerji 18-22)<sup>43</sup>.

The paper entitled “Tourism Entrepreneurship: Trust Areas for Action” summarize the entrepreneurship and economic development is possible through the different activities of tourism, innovative tourism products and their key to future growth i.e. promotion of unique/mystery spots, promotion of less known destinations, accessible tourism, pro-poor tourism, excursion/tour packages for students, man-made tourism resources, theme/amusement parks, time to act etc are highlighted (Swamy 24-27)<sup>115</sup>.

The paper entitled “Role of Tourism in Economic Development” highlights the 12<sup>th</sup> plan for development of tourism in India and also gives some references of various countries with also various states policy in India for implication of various model for campaign of tourism product through different agencies and promotional medias like “Chasing the monsoon” (Subramaniam 31-34)<sup>112</sup>.

The paper entitled “Medical Tourism: Sun rise industry” highlights the medical tourism classification like- modern Allopathic medicine, Ayurved, yoga and others also. It also describes the medical tourism opportunity in India with SWOT analysis and



employment opportunity. Lastly it pointed out the benefits and challenges of the medical tourism (Hariharan 35-38)<sup>61</sup>.

The article namely “Rural Tourism : Tool for Rural Employment” describes that rural tourism may be a new concept in India, but in Europe and other parts of the world it has been practiced since several years as people get their children to experience rural life. Countries with large agricultural economies like Australia, New Zealand, Holland, Britain, Germany, Switzerland, France, Spain, Argentina, Canada, USA, and even South Africa have flourishing destinations specializing in rural travel (Singh)<sup>105</sup>.

The article entitle. “Development of Rural Tourism in Andhra Pradesh- Opportunities and Issues” highlights the issues involved and opportunities for development of rural tourism and also provide a model of how it is planned to involve the rural folk for extending economic and social benefits to their communities with rural tourism as a niche product (Somayajulu and Vanka)<sup>109</sup>.

The article states that the state of Kerala in India has been regarded as a ‘model of development’. Its achievements may be resolved thanks to host of internal and external problems. The government and the authority now initiate tourism project as 'an engine of growth' i.e. an excellent earning of foreign exchange and employment--to revive the local economy. In opposition to large-scale tourism projects by environmental and also labour activists are often dealt with through undemocratic means. This article points to a poor sanguine role for tourism in the local economy and the dynamics that work to exaggerate tourism's share in the economy in an emerging context of governmental failing, political crisis and interest group consolidation. Lessons are drawn to return the debate on tourism and development (Sreekumar Parayil 529-548)<sup>111</sup>.

The paper entitled “Medical Tourism in India: Progress or Predicament” examined the implications of medical tourism for care of general medical and how such policy shifts misinterpret the health systems. This analysis promotes questions of accessibility, affordability, and ethics about medical care and it is sensible to promote medical tourism in a democratic way, with poor public healthcare services for the masses (Reddy and Qadeer 69-75)<sup>97</sup>.

The paper entitle “Consuming Goa: Tourist Site as Dispensable Space.”- points out that Goa is the popular tourism site constructed as one of the premier beach resorts of India. Yet, this tourist sites development is necessary to involvement the needs of the local population. The host communities lose control over their land and sea. As a result, they are increasingly exploited for tourist consumption and their share in the derived profits decreasing. There are also increased levels of crime, prostitution and drug use by the local communities and effects to destruction of their cultural traditions. In short, construction of tourist sites of Goa is predicated upon a development ideology that defines local community’s space as dispensable to the needs of national and transnational capital (Routledge 2647-2656)<sup>99</sup>.

The paper is focused on Cross cultural research. The intent is to summarize where cross cultural research has been and propose new directions in better understanding the role culture plays in hospitality and tourism research. In addition the paper attempts to summarize the foundation and evolution of dimensional models of cross cultural research and to shed light on the potentials mistakes in applying and interpreting such dimensional in tourism research in an effort to highlight future research agendas that begs for further investigation (Crotts 5-22)<sup>55</sup>.

The paper entitled “Homestays in Himachal State, India: A SWOT analysis” focuses on home stays in Himalayas have a unique opportunity to build a very unique alternative sustainable accommodation in Himalayas that used existing structures and attract new kind of non-conventional tourists. Competition from hotels and homestays in similar Himalayan destinations is one of the major threats identified. Overall home stays have great prospects despite of some foreseeable threats and weakness, if they focus on their inherent strengths and build on their unique offerings. Recommendations are offered for review of existing product and its future improvement in the light of SWOT analysis (Sood 69-81)<sup>110</sup>.

The paper namely “The Barriers of Community Participation in Tourism Development in Chilka Lake, Odisha India” sincerely attempted to conceptualize the obstacles of community participation in the Chilka wetland to be infrastructured, Collaboration and financial funding. Such issues can further be assessed for their interrelationship and relationship with managerial issues of wetland, thus extending the scope for further studies. The study is based on the primary data, collected from the local residents who are directly involved in tourism activities. The statistical tools such as frequency, mean and factor analysis are used for the study. The mean analysis is used to identify and rank such obstacles where as the factor analysis is used to factorize the obstacles of community participation in Tourism development in this region (Khuntia and Mishra 83-93)<sup>77</sup>.

The paper entitled “Website Based Satisfaction in Tourism and Hospitality Sector: An Importance-Performance Analysis in National Capital Region (NCR) of India” pointed out the Information and Communication Technology has been extensively

used by modern day tourism and hotel companies in order to achieve success in their business through maximizing customer satisfaction index. It is essential to provide tourism services at a faster speed on low cost without any discrepancy as tourist in contemporary world become rational. Therefore, the present study extended to study the satisfaction of tourists towards websites of selected tourism and hospitality firms in national capital region of India. The finding of the study indicated variation in customer satisfaction towards different dimensions of the websites. The finding of the study suggests suitable measures to increase the customer experience with websites of tourism and hospitality firms in order to bring maximum tourists to the study area along with satisfactory experience (Singh and Dhankhar 47-57)<sup>106</sup>.

The paper namely “Heritage Tourism and Its Determinants in Himachal Pradesh” describes the outcome of author Ph.D. thesis is devoted to assess the opinion of both tourists and stakeholders towards existing heritage based tourism products and future tourism development in Himachal State (HP). Preserving heritage for education and entertainment and utilizing such preservation with the help of creative industries towards tourism development is the focal point of discussion in the thesis (Sharma 47-62)<sup>104</sup>.

The paper states that India is arising as a burgeoning destination among the worldwide tourist traffic and equally emerging as a house of potential and prospective outbound tourists. Indian tourists have showed immense pleasure in international travel, thanks to the competitive business environment and increased disposable income. The outcomes and developments of allied industry and ancillary services have intrigued international travel, which has attained respectable position enabling Indians to seal their footprints. Various new products fulfilling their aspirations has been experienced by

Indian tourists while visiting international destinations providing valuable scope for the product development and increased customer satisfaction, thereby educating the product developers and host country to consider Indians as a major and potential market (Bagri and Babu 57-62)<sup>39</sup>.

The study of paper namely “Evaluation of Websites using Balanced Scorecard (BSC) Approach in the Hotel Landscape in India” aims to evaluate the websites from ten renowned hotel chains in India in the business to Customer (B2C) framework. The modified Balanced Scorecard (BSC) approach is incorporated into the evaluation by taking into consideration four perspectives: technical, user friendly, marketing effectiveness, and site attractiveness. A set of website evaluation criteria representing these four perspectives is then used to examine the websites from ten renowned hotel chains. Almost fifty percent hotel websites perform very well and prove to be very effective scoring more than eighty percent on performance scale. Most of the sample hotel websites are found to be user-friendly and attractive. More is needed to be done to make sample websites technically sound and marketing effective. The study proposes numerous implications, mainly for the hotel management wanting to improve their services online focusing on proposed areas of website improvement so that the desired requisites are being met to achieve business goals (Ashish and Shelley 1-16)<sup>38</sup>.

The research presents a case for inclusive tourism by focusing on the niche segment of visually impaired tourists who have the desire to travel, the money to spend and technology to assist. The purpose of this research is to assess the websites of the Indian Regional Tourism Organizations (RTO) for potential accessibility issues confronting visually impaired tourists. This descriptive study assessed the accessibility of

the official RTO websites of all the Indian States using passive primary data collected by using the Web Accessibility Evaluation Tool (WAVE), provided by WebAIM. All the RTOs were found to have accessibility errors on their websites. This study provides a categorization of accessibility issues in terms of the seriousness of the impediments they pose so that a systematic redressed can be done to resolve those issues (Kumar and Motupalli 59-67)<sup>78</sup>.

The paper stated that Bundi district of the Rajasthan has a social, cultural, historical place and also natural environment, which needs to be preserved. Bundi has been rightly termed as the queen of Hadoti. It is the environment that is most valuable and fastest growing segment in the tourism and travel market, the upper end international tourist. This research paper provides the information about Bundi district tourism status and helping tourism development. This paper is based on the use of modern spatial computing technology in the development of spatial tourism (Daiman and Gupta 56-62)<sup>56</sup>.

The paper entitled “Comparative Analysis of State Tourism Websites of India: An Application of WEBQUAL Framework” point out that after globalization and internet revolution there is drastic change in the pattern of travel as well as in the way people enquires or gathers information about a particular destination. The whole world has become accessible at a point of click. Today’s generation is more technical and internet friendly. Their decision making is influenced by the information available on the internet. Therefore, lot of researchers and marketers has paid attention to the online travel portals. Government of different states have also realised the importance of this and they are spending huge resources not only for designing but also for updating their websites.

Different researchers have developed different parameters for the evaluation of the website like usability, accessibility, quick response to the queries, attractiveness, information quality etc. Twelve states were selected and the study was carried out between March 2014- Sept 2014 by two independent researchers. It was concluded that Gujarat, Kerala and Karnataka are ranked excellent in the 11 criteria's as they have outstanding information quality, ease of understanding, emotional appeal, visual image, innovativeness, customer service etc. whereas Goa is ranked poor among the 12 states as it lacks in providing relevant and necessary information and is poor in terms of other selected parameters. The paper also discusses various strategic directions for state tourism websites (Gupta et al. 63-80)<sup>66</sup>.

The paper explores the destination image of Goa from the perception of domestic tourists who visit the state for leisure. A survey was conducted on Domestic Tourists who were on a visit to Goa. The tourists were administered a questionnaire asking them to rate the 33 identified components of destination image on a likert scale. The objective of the survey was to measure the destination image of Goa. The collected data was analysed using Principal Component Factor Analysis. The factor analysis reduced the 33 components into 5 factors; 1) Travel Environment 2) Infrastructure and Cost 3) Entertainment, Events and Activities 4) Historic Attractions and 5) Natural Attractions. The data was further analyzed using descriptive statistics to understand the image of the each of the components within each of these 5 identified factors. Based on the factor analysis, the factor, Travel Environment explains the maximum percentage of variance and the factor Natural Attractions explains the least percentage of variance. The further analysis of data further reveals that Goa's image as a destination of beautiful beaches and

a buzzing night life is strong entrance in the minds of the tourists visiting Goa. But Goa's image is taking a hit for components of destination image; Crowdedness, Family Oriented nature of the destination, Extent of Commercialization, Cost and Facilities for Information/ Tours (Karmali and Ramesh 33-45)<sup>75</sup>.

The paper entitled "Developing India as Smart Tourism Destination- A Sap-Lap Analysis" point out the term "smart cities" has become a popular word. Generally, smart cities are that these cities use ICT to deliver services to their citizens. But the thought is broader sense that the smart cities use (ICT) for more intelligent and efficient use of resources, resulting in saving the cost and energy, improve delivery of services and quality of life. As per Innovation cities index (2015) report Barcelona, Berlin, Copenhagen, HongKong, London, NewYork, Paris, Tokyo, Toronto, & Vienna, are top ten smart cities in the world. All these cities are attracted large number of tourists & portrait themselves as smart tourist destinations. In few years ago India started talking about smart cities & concept developing also smart tourism destination is still at primary stage. This paper tried to the futuristic approach of transforming India as smart tourism destination, by the help of Situation Actor Process–Learning Action Performance (SAP-LAP) tool (Kumar 124-136)<sup>79</sup>.

The article "Social Marketing of Recreation and Leisure: Attitudes and Perception of People" Pointed out that recreation and leisure are essential in everybody's life at some point of time, in any form, in any type of society. The marketing of recreation has been generally unimaginative. But over a period of time the marketing of recreation and leisure is undertaken all those in who are involved in providing services, resources and goods for recreation and leisure, whether in public, private or commercial sectors. Public



knowledge, or lack of knowledge, about portray are essential components of marketing. To capture the free time of people, social marketing has made its roads in marketing the leisure and recreation activities. To fill this gap, the market forces have entered in the field of selling the recreation and leisure and in turn to earn profit. Thus, to understand this emerging scenario, the author plans to study the attitudes and perception of people toward the social marketing approach for leisure and recreation (Nagla 118-128)<sup>77</sup>.

The paper “Role of Tourism in Regional Development through A Tourist Travel Circuit Approach- A Case Study of Solapur and It's Environ” is to examine the emerging tourist travel circuits and its role in regional development. For this a geographical region is selected covering the destinations located in Boarder area of Maharashtra and Karnataka state. The study reveals the pattern of flow of tourist on particular route. There are total seven tourist travel circuits were identified out of which Solapur-Akkalkot-Ganagapur-Tuljapur-Solapur circuit completed by 32.08 per cent of pilgrim tourist. These destinations are directly and indirectly generating employment, income, to the residents and its result is observed in overall development of region (Advitot 102-109)<sup>33</sup>.

The article entitled “Tourism in Indian State of Chhattisgarh- Management Issues and Implications” notes that Chhattisgarh was introduced on the Map of India on dated Nov. 2000 as the 26<sup>th</sup> Indian state. However, as per the Indian State Hunger Index 2009, it still lags behind many Indian states in economic terms. This article is attempted to present the Tourism in Chhattisgarh as the key of Economic Development for the state. It also highlightes the specific features tourism, problems related to path of development of tourism, use of appropriate managerial approaches, of Chhattisgarh tourism that can regain its lost shine (Naeem 48-51)<sup>86</sup>.

The article “Alumni Tourism: Its Implications and Contribution” pointed out the 21st century the new term introduced about tourism i.e. Alumni Tourism. As per the UGC guideline every government and private educational institutions are mandatory to establish an alumni association and also annual reunion. This paper tried to find out the significance of Alumni Institutions and also their impact with both government as well as privately owned institutions. Alumni tourism has a special significance in a residential school as the students spend a fairly long and formative period of their lives with their class fellow and teachers (Kang 115-120)<sup>74</sup>.

The article “Educational Tourism: Strategy for Sustainable Tourism Development with reference of Hadauti and Shekhawati Regions of Rajasthan, India” states that Rajasthan is one of Tourism States in the nation because of the glorious legacy, wonderful heritage, bright living customs, traditions, natural beauty, vibrant folk, energetic people and delicious cuisines these are attractive for both, domestic and also foreign tourists. The paper is attempted to stress upon the adoption of education tourism that is the growth strategy for the sustainable development of tourism in Hadauti and Shekhawati regions. The paper also highlights exclusive part of learning through education tourism (Sharma 1-17)<sup>36</sup>.

The paper entitle “Tourism Education and Edu-Tourism Development: Sustainable Tourism Development Perspective in Education” mainly focus on three aspects on the relationship of tourism education and edu-tourism, such as (1) the role of education for development of tourism; (2) education issues related to create tourism activities; (3) enhancing the participation of better quality of life for progressive world

civilization with sustainable development through tourism education (Malihah and Setiyorini 1-7)<sup>83</sup>.

The paper “Indian Tourism: Present and Future Scenarios” states that India has become promising tourist destination of the worlds with large number of visitors each year for its diverse climatic features and heritage cultures. The study provide the main structure of the tourism industry in India, present scenarios in India with International perspectives, and future scenarios projected the year up to 2027, the long term growth of GDP, employment, capital investment and exports (Hazra 63-69)<sup>68</sup>.

The paper namely “Types of Tourism in India” provides different types of tourism in India of the world perspective that is adventure tourism, wildlife tourism, pilgrimage tourism, eco-tourism, cultural tourism, wellness tourism, business tourism, leisure tourism, sports tourism, cruise tourism, educational tourism and highlighting the heritage tourism of India (Arunmozhi and Panneerselvam 84-88)<sup>37</sup>.

### **State- West Bengal**

The article states that the impacts of coastal tourism on local community involvement essential for development of social, cultural, economical and political issues. For reason the stakeholder cooperation is essential for sustainable coastal tourism development. The local communities and residents are being the key stakeholders, so to study the local Residents’ Attitude in Coastal side Digha, West Bengal, India which reveals coastal tourism as also to suggest the strategic interventions for current problems and future needs. Lastly it suggests that the resident’s participation and co-operation is necessary to make the development more sustainable (Ganguly and Sharma 34-44)<sup>64</sup>.

The article entitled “Growth & Development of Tourism Sector in West Bengal: Issue & Concerns” provide a theoretical framework for tourism development in West Bengal and also their issue and concerns. The main objectives of the West Bengal tourism is to promote the prefer destination for visitors and provide opportunity for tourism business which improved earning of the people and also generate revenue of the state (Bhutia 239-246)<sup>48</sup>.

The paper “West Bengal- A Tourist Destination Comparative Analysis of Bengal Tourism Business Model with Kerala & Gujarat” is to study the framework of tourism business models of West Bengal, Kerala and Gujarat by the basis of focus, strategy, USP, cost and accessibility. A comparison was given with application eight Ps of Marketing Mix to the state of West Bengal, Kerala and Gujarat to critically analyze the gap in marketing and given recommendation (Mondal 1-4)<sup>85</sup>.

The paper “Urbanization and its Impact on Coastal Eco Tourism in West Bengal.” have been designed the condition and expansion of urbanization in general scenario of West Bengal. The present study deals with the Levels and growth of urbanization in respect of rural population, reasons of the change of urban land use and impact on eco-tourism in coastal area. Progress and environmental impact of tourism in the two coastal districts i.e. Purba Medinipur and South 24 Parganas of West Bengal are also described in this study (Dandapath and Mondal 114-119)<sup>57</sup>.

The paper “Coastal Tourism Destination in West Bengal: Historical Background and Development” focuses on historical background of the coastal tourism destinations in West Bengal i.e. Purba Medinipur and South 24 Parganas. It also provides developmental strategy which is taken by the government in various tourist spot of both the districts. The

paper also highlights the zone of this coastal region that is Digha-Sankarpur Zone in Purba Medinipur and Sundarban Zone in South 24 Parganas (Baitalik and Majumder 267-272)<sup>69</sup>.

**Research Gap:**

The discussion in the above literatures is broad based and identifies the importance of the tourism information as a whole in Indian tourism especially in Purba Medinipur (West Bengal). But regional problems and prospect relating to this tourism are not clearly discussed or demonstrated. This broad based study or discussion cannot identify the specific difficulties or problems and also necessary requirements or efforts needed to overcome the present poor condition of the tourism information system of a particular region or area. Here requires a region based in-depth study to understand existing inhibiting factors faced by the tourism sector and tourist personnel and help the investigator to find out some effective guidelines and techniques for its improvement of tourism information system.

Purba Medinipur district being the new district in West Bengal (formed on 1.1.2002), with many tourist destinations, has been suffering from different problems.

This background of the tourism information, here in Purba Medinipur district, has motivated us to take this research where persistent efforts will be made to probe into the problems faced by the tourism sector and also an in-depth study will be made to find out the ways and means for the improvement of this tourism information system in this district of Purba Medinipur. The Central Government and State Government have undertaken some plans for the development of the tourism information system but still

there are many problems. In the next chapter we shall discuss the problems faced by the tourism information system in West Bengal especially in Purba Medinipur district.

**Conclusion:** very few writings discussed about tourism information system especially on Indian tourism and no literature is found on Purba Medinipur, West Bengal. But, the coastline of West Bengal runs through this area. Many spots on sea side is famous as tourist spots and mainly popular as week-end destination. This administrative district is formed few years ago and government is giving attention to its development. So, I have chosen this area for my study, to develop a tourism information system for Purba Medinipur (PMTIS).