

ECONOMIC, SOCIO-CULTURE & ENVIRONMENT IMPACT OF TOURISM: A CONTENT ANALYSIS OF TOURISM INDUSTRY

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Abstract

A tourism activity majorly includes leisure activities that favor the economic, social, and cultural benefits to a local region. As per the UNWTO 2018 report, the tourism industry contributes to the economy up to 10% of world Gross Domestic Product (GDP). The purpose of this study is to examine the impact of the tourism industry on the local communities, the national economy, and the world as a whole highlighting the aspects of economics, socio-culture, and environment from the review of academic literature. A review analysis examines the articles published in renowned journals from 2000 to 2020. The researcher categorized the articles, papers, and thesis into three categories: Economic impact, Socio-cultural impact & Environment impact. A review of this literature suggested; the impact of the tourism industry on the local communities and regions may be economic, social, cultural, or environmental. Overall, this analysis gives the foundation of further research areas in this sector. This article can be used by other researchers to evaluate the major impact of the tourism sector.

Keywords: *Tourism Industry, Economic, Social, Cultural, Environmental, Impact.*

1. Introduction

“Tourism is a collection of activities, service, and industries which deliver a travel experience comprising transportation, accommodation, eating and

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drinking establishments, retail shops, entertainment, business and other hospitality services provided for individual or group traveling away from home” (Mcintosh, & Goeldner, 2010, March 30). The definition of Tourism according to UNWTO is: Tourism comprises the activities of persons traveling to and staying in place outside their usual environment for not more than one consecutive year for leisure, business, and other purposes.

The economic impact of tourism defines as to change in economic inputs which results from the specific activities, occasions, or events that are related to tourism activities. The dynamic changes have three types of impacts: direct impact, indirect impact, and induced impact. To estimate these types of impact this needs the development of the economic model (Kido-Cruz, A., Kido-Cruz, T., & Killough, J., 2015). For the last many years, tourism has substantial growth which can be said as one of the most rapidly developing economic sectors in the overall world economy destinations. As per the UNWTO 2018 report, the tourism industry contributes to the economy 10% of world GDP & employs one employment out of ten employment globally. Similarly, as per UNWTO’s long time forecast, the international traveler arrival is expected to grow by 3.3% an annum from 2010 to 2030 to grasp 1.8 billion with the aid of 2030. These changing aspects turned tourism into a major factor for social and economic progress and growth Now a day there is the era of modern tourism which leads to exploring new destinations and the development of these. The foremost economic impacts of tourism which are related to foreign exchange earnings, contributions to government revenues, employment generation and income, and stimulus to local development. The first two effects take place at the domestic level, whereas the other three impacts happen at sub-national levels. These effects are unified but for analytical purposes it useful to distinguish them (Lickorish & Jenkins, 2007).

Tourism not merely related to economic impact but there is a close relationship between tourism and society. During the 18th century, one of the greatest philosopher Rousseau quotes one slogan ‘Return to Nature’ which gives importance to the social customs of the people. Through this

tourism, people can connect with other people belongs to other countries which can exchange the lifestyle, different languages and make a friendship with each other. So there is a mingling of cultures which results in a positive impact (Jayapalan, 2013).

1.1 Economic Impact

Economically, tourism increases the job opportunities at tourist place. These opportunities generate employment for local people of the destination. They can work in the lodging and catering industry, airport activity, cabin crews among other of which help promote a superior living condition for residents of a tourist place. Besides, this industry differentiates the work idea of the employees, varying from average low pay entry-level to high paying skilful position. The travel industry organization for programs brings forth the salary and lifts the standard of living of individuals in a tourist place as tourists spend their income during the vacation in the host communities. These proceedings help both urban and rural areas.

1.2 Socio-Culture Impact

Tourism has great effects on the cultural lives of the local people. It is one of the most significant issues discussed by tourism research and academics today. It supports to improve the living standard of living in different social backgrounds, and that makes residents learn more about their world, exposing themselves to different perceptions, undergo from the different socio-cultural practices, and increase understanding and appreciation for diverse approaches to living in an area (Tourism in Emerging Economies, 2020). Tourism also offers an opportunity to meet diversified people from different cultures & different countries or states which leads to making new friends, learning a variety of things from their culture. The possible impact could be increased in the living standard of the local people, tourism promotes the cultural and historical exchange which leads to increased demand for it, they can understand the different communities and culture, conservation of the cultural uniqueness of the

tourist place and there would be a positive impact on values and traditions, etc.

1.3 Environment Impact

Areas that having high-value natural means such as the sea, natural and non-natural lakes, mountains & mountain range, distinguishing values of flora and fauna which have natural beauty serves as an inspiring aspect which attracts a huge amount of international tourists and travelers. Tourists like to explore this type of natural beauty. Tourists tend to value the original natural resources of tourist destinations that preserve the ecological values of the emerging and commercial nations. Landform portrays distinctive features with lodging, camping, and other facilities that are related to accommodation. The places like parks provide adventures and recreational facilities to the travelers. Tourism accelerates income for environmental safety and development plans. The several available economic resources and budgets support the conservation of historical and ancient monuments that aid at the traditional landmarks of emerging economies.

2. Objective of Research

The purpose of this study is to examine how the tourism industry has its impact on the local communities, the national economy, and the world as a whole highlighting the aspects Economic, Socio-culture, and Environment from the review of academic literature.

3. Methodology:

This study merely based on secondary data. The review analysis has been executed by the 'Boolean Search' method. The search of articles and papers was based on the research problems related to the subsequent terminologies: economic or social or socio-economic or impact, or socio-cultural or environmental. (Riera, M., & Iborra, M., 2017). The researcher

selected the research paper based on the title of the research paper, the keywords used in the same, and the abstract of the research paper. This paper examines the tourism impact on economic, socio-cultural & environmental using a literature review (2000 – 2020) & classification of the article based on the same (Liao, 2005). The researcher mainly searched the articles on platforms like google scholar, science direct, emerald, ebscob, and sodhganga. The researcher does refer to some of the renowned books which are based on the tourism sector.

4. Review Analysis

4.1 Economic Impact

One of the researchers shows that the tourism growth variable has a significant & positive effect on the economic variable. These results describe that the increasing growth of tourism in the Canggu Village will also advance the economy of the local people. The economic progress felt by the local people can be seen from the generation of employment opportunities, revenue generation for the local community, and uplift the standard of living of the local community of Canggu Village (Pratama, I. G. S., & Mandaasari, I. C. S., 2020). The researcher analyzed the data with the Unit root test to examine the stationery of the data set series and then run the Block Exogeneity Wald to test a chronological ordering of movements in the set of variables. The hypothesis of this paper was Foreign Direct Investment (FDI) movements lead to tourism receipts and the economy's growth rate. It was found that tourism expansion which leads to economic growth in Spain and Bulgaria. So that economic development would be enthused by funding tourism in these countries (Sokhanvar, A., 2019). The investigation depends on a territorial input-output analysis. The researcher ascertains the impacts of the tourism industry on territorial output, demand, wages, employment, and domestic and territorial taxes in Central Finland. The researcher's input-output analysis discovered that the tourism industry substantially affects production which includes the direct and indirect impact of consumption by tourists in different segments in

Central Finland. It added that the impacts of the tourism industry's overheads on employment and local people's earnings concerning the tourism industry were quite significant in Central Finland (Timo Tohmo, 2018). It was also found that the infrastructural gap was more in the beach area, parking problem, hotel accommodation, natural sites, and crowd management (Madhani, A. K., 2018). There were mainly three dependent variables – social, economic, and cultural, and one independent variable – demographic factor. Based on ranking economic factor and stood 1st, followed by cultural factor and at the last social factor stood which affected by rural tourism. It can be said that there was an economic impact that was greater than the other two variables also this research is based on Shekhawati so this cannot indiscriminate the whole of India (Singh, P., 2017). One of the other studies was conducted to investigate the relationship between tourism and economic development of India concerning financial development during the year 1960 – 2014. It is found that tourism and financial growth were significant as well as positively correlated with economic growth. The researcher added that financial development strongly and positively related to the economic growth of the country in the long run (Ohlan, R., 2017) India tourism's industry growth and development has a multiplier impact on India's economic development. On the basis, it can be added that there are two impacts of tourism on the country's economic development – Positive impact. Positive impact includes generating revenue and employment, a leading source of foreign exchange, conservation of India's heritage and environment, and developing infrastructure (Dayananda, K. C., 2016).The reason for this paper is to examine the trend of the causality between the tourism growth and economic development in Lebanon somewhere in the range of 1995 and 2013, The study reveals that tourism growth (economic development) reacts emphatically to a positive stun to economic development (tourism growth) (Bassil, C., Hamadeh, M., & Samara, N., 2015). the local people believed the tourism industry to be a blasting division as it had a huge potential for creating business and employment for local people. Increment in tax income and improved infrastructural facilities were likewise

considered as different advantages of the tourism industry (Diniz, S. R., Falleiro, S. P., & De Barros, M. M., 2014). behavior analysis of tourists shows that they were satisfied only with the darshan there should be an improvement in other areas like food, management, and travel factors. It was also found through tourist perception analysis that tourism played a very vital role in the socio-economic development of Ratnagiri.

The results show that there was a positive impact on tourism but relatively tourism has a more economic impact rather than social impact. (Salunkhe, C. R., 2014). The grant received shows a positive correlation at a 5% level of the significance level. If the tourism sector geared in proper direction then there would be socio-economic growth (Macwan, R. A., 2014). Tourism leads to direct as well as indirect employment in Gujarat. Direct employment covers hotels, restaurants, handloom, and handicraft industry, local shops, and indirect employment includes the demand for goods and services which are ancillary to directly employed personnel. They have also found that Kachchh, especially the Rann is a tourist attraction which leads to more employment generation for local people with the help of recreational and entertainment activities.

It has been found that there should be a 30% increase in hotel occupancy so it also is shown that there should be more requirement of staff. It also shows that Government making rules and policies regarding tourism and its promotion but there is some loophole in implementation. It also suggested that the Government make a policy regarding women's employment so the women can be motivated and contribute to this service industry. In the fieldwork, it has been found that most of the employers were having a lack of information and knowledge so it shows the lack of training (Shukla, P. K., & Ansari, A. A., 2013). The researcher used TCC analysis (Tourism Carrying Capacity Analysis) which means that maximum tourists visited tourist places without degrading the economic, socio-cultural, and physical environment having the undesirable change in the level of satisfaction of tourists. It shows that an increase in the expenses by domestic and foreign tourists which indicates a higher level of GDP (Parwez, S., 2013).Tourism

has a positive impact on economic growth so this model would be helpful to create more opportunities for foreign investors, to frame, develop and implement marketing strategies, to develop infrastructure, funding agencies, to provide a wider market to products in the cultural tourism market (Vargas-Herna'ndez, J. G., 2012). Tafi Atome created a new image due to this tourism industry which also generates employment for the citizens. But it was also found that it couldn't attract the investors who can boom this industry. (Mensah, C., 2012). The tourism sector generates employment at a rate of 20% and contributes to GDP by 3 %. Tourism impacts the economy through direct, indirect, or induced and also affect the social, economic, and environment. tourism activities facilitate economic development and vice versa. It is also suggested that policymakers should focus on the tourism sector so it can achieve a high level of economic development (Gautam, B. P., 2011).

The researcher applied the Johansen cointegration test between GDP and tourism receipts. The result showed that there was co-integration between the two variables in the long-run. Panel regression applied to study the impact of tourism on the poverty of India. This result showed that both the variable per capita income and tourist receipt had an inverse relationship with poverty. But in Jammu researcher applied the time series regression method to analyze the relationship between poverty and per capita income as well as tourist receipt. This was explained that due to lack of data this result showing the inverse result than what was available in the literature (Kuchay, R. A., 2011). The finding shows that there was a positive and high degree of correlation between GDP and Foreign Tourist Arrival (FTA) as well as in between GDP and Foreign Exchange Earnings (FEE). The researcher added that there was equilibrium in the long run rather than the short term as in the short term it found disequilibrium. So it is suggested to the government that it can take positive steps to promote the tourism of India and to give some relaxation to the export house which leads growth of tourism in the long run (Mishra, P. K., Rout, H. B., & Mohapatra, S. S., 2011).

There are four important pillars of sustainability: Ecological, Economic, Political, and Socio-Culture sustainability. Tourism is a foundation of income for the government which leads to infrastructural development, better facilities, and services which ultimately leads to a better life of residents'. Concerning Economic impact, the regression model is significant at 99% only the last factor is not significant. It has also mentioned that the Environmental impact is significant at 95% it shows that there was a positive impact on the environment than the negative impact (Barquet, A., Osti, L., & Brida, J. G., 2010). The tourism industry contributed fundamentally to the economic growth of the nation.

The significance of the tourism industry to economies is presently all around perceived. Among the advantages that the tourism industry contributed were direct and indirect employment generation, foreign exchange earnings, poverty decrease, government incomes, and improvement of public services, for example, medical clinics, schools, and streets (Sibusiso Masuku, N. R., 2010). The researcher also highlighted the relationship between the tourist inflow and an increase in sales of handicraft items, the result showed a (0.349**) moderate positive correlation between these two variables (Gaur, S. 2007).

The government of Africa or any developing country accepted tourism is an essential economic activity as it plays a leading role in the procedure of planning. But in developing countries tourism has been undeveloped yet (Dieke, P. U., 2003). There was a positive relationship lies between the level of ecocentric beliefs of local citizens and their support for tourism development (Gursoy, D., Jurowski, C., & Uysal, M., 2002). A study found that most of the studies show that residents had positive attitudes regarding the economy. It was added that none of the research models does show a negative impact which impacts the lack of tourism support (Andereck, K. L., & Vog, C. A., 2000).

Table 1: Key Indicators of Economic Impact of Tourism Sector

Key Indicators	Literature Review
Employment Generation	(Pratama, I. G. S., & Mandaasari, I. C. S., 2020), (Timo Tohmo, 2018), (Dayananda, K. C., 2016), (Diniz, S. R., Falleiro, S. P., & De Barros, M. M., 2014), (Shukla, P. K., & Ansari, A. A., 2013), (Mensah, C., 2012), (Gautam, B. P., 2011), (Sibusiso Masuku, N. R., 2010),
FDI Movement	(Sokhanvar, A., 2019)
Increase in Income of Residents	(Timo Tohmo, 2018)
Economic Growth	(Ohlan, R., 2017), (Vargas-Herna´ndez, J. G., 2012), (Gautam, B. P., 2011), (Sibusiso Masuku, N. R., 2010),
Revenue Generation	(Dayananda, K. C., 2016)
Leading Source of Foreign Exchange	(Dayananda, K. C., 2016), (Mishra, P. K., Rout, H. B., & Mohapatra, S. S., 2011), (Sibusiso Masuku, N. R., 2010),
Development of Infrastructure	(Vargas-Herna´ndez, J. G., 2012), (Diniz, S. R., Falleiro, S. P., & De Barros, M. M., 2014), (Dayananda, K. C., 2016)
Increase in GDP	(Parwez, S., 2013), (Gautam, B. P., 2011), (Mishra, P. K., Rout, H. B., & Mohapatra, S. S., 2011)
Employment Generation	(Pratama, I. G. S., & Mandaasari, I. C. S., 2020), (Timo Tohmo, 2018), (Dayananda, K. C., 2016), (Diniz, S. R., Falleiro, S. P., & De Barros, M. M., 2014), (Shukla, P. K., & Ansari, A. A., 2013), (Mensah, C., 2012), (Gautam, B. P., 2011), (Sibusiso Masuku, N. R., 2010),

FDI Movement	(Sokhanvar, A., 2019)
Increase in Income of Residents	(Timo Tohmo, 2018)
Economic Growth	(Ohlan, R., 2017), (Vargas-Herna´ndez, J. G., 2012), (Gautam, B. P., 2011), (Sibusiso Masuku, N. R., 2010),
Revenue Generation	(Dayananda, K. C., 2016)
Leading Source of Foreign Exchange	(Dayananda, K. C., 2016), (Mishra, P. K., Rout, H. B., & Mohapatra, S. S., 2011), (Sibusiso Masuku, N. R., 2010),
Development of Infrastructure	(Vargas-Herna´ndez, J. G., 2012), (Diniz, S. R., Falleiro, S. P., & De Barros, M. M., 2014), (Dayananda, K. C., 2016)
Increase in GDP	(Parwez, S., 2013), (Gautam, B. P., 2011), (Mishra, P. K., Rout, H. B., & Mohapatra, S. S., 2011)

4.2 Socio-Culture Impact

According to the study of one of the researchers, the growth of tourism in the Cangu region would also enhance the cultural conservation of society. The growth of tourism is able to inspire the community to maintain and protect the belongings of local cultural events and be able to inspire local people to accept and respect other's cultures (Pratama, I. G. S., & Mandaasari, I. C. S., 2020). It was reported that it would be a visual delight if the tourists would visit the Rann Utsav in this month. For the first time in the last several years, works of art arranged by a portion of the world's best specialists would be shown during the Rann Utsav with The Tourism Corporation of Gujarat Ltd (TCGL) facilitating the Global Art Festival at Dhordo.

The concept behind to organize this type of event-based festival was to reach the culture and art of Gujarat to global tourist who visits this event. This would provide a new cultural uniqueness to Rann Utsav (Times of India, 2019, January 3). Negative impact includes cultural and social change, increase tension and hostility & creating a sense of antipathy (Dayananda, K. C., 2016). One of the researchers studied to find that west Kachchh tourist place developed after Rann Utsav and Its impact on Livelihood on people concerning only Bhachau Taluka. The Kachchh is very rich by nature, ancient architecture, culture, heritage, tradition, and which leads this place as a tourist destination.

This study is based on Bhachau taluka with respect to livelihood only which studied that they generate the employment and entrepreneurship which reduce poverty but tourism development in this area is not that much as they mentioned that there is less development of tourism in East Kachchh also they added that based on this Tourism Department should need precautions for East Kachchh. It was found that more than 80% of respondents thought that their living standard has been uplifted and quality of life has also been improved (Kalaiya, A. B., & Kumar, A., 2015). One of the studies observed that behavior and misconduct of tourists stood 1st which was followed by respective wastage of power & water, high maintenance cost, and high service tax (Kumar, A. M., 2015). Govt. focuses on policy-based plans, project-based plans, and event-based plan. Kachchh Rann Utsav has been arranged as an event-based plan which reported a 110% growth in tourist arrival in 2013. Govt. can boost this event by taking more steps towards promotion activities.

The researcher also recommended that Gujarat Govt. tourism department can take forward steps to give training to personnel for the betterment of the tourism department of Gujarat (Raval, H., 2015). On investigating the negative effect of the travel industry on the wrongdoing levels in the territory, unseemly conduct among local people and the disturbance family life, it was discovered that 70.9 percent, 97.6 percent, and 84 percent family

heads respectively, felt that tourism industry had contrarily affected these parts of their psycho-social lives. The more extreme unfavorable impacts of the tourism industry seen by local people were an expansion in the cost of food items, trailed by an increment in the cost of land, the annihilation of traditional occupations and shortage of products (Diniz, S. R., Falleiro, S. P., & De Barros, M. M., 2014).

The scheme of rural tourism like agro-tourism, heritage, and cultural tourism and eco-tourism which were significant based on statistical analysis. So It shows that the government can promote rural tourism so it can increase the employment rate, market for local people, and farmers and it will direct the people towards the rural area (Bhattacharjee, B. J., 2012). The socio-culture impact can be positive as well as negative also. Socio-culture level variables were significant at the 95% level also it was suggested that winter tourism policy is favored by the residents (Barquet, A., Osti, L., & Brida, J. G., 2010). By and large, the respondents felt that the crime rate was not influenced by the tourism industry.

On the other hand, the absence of advantages from the tourism industry, backwater contamination by houseboats, hotels & guest house and the social, cultural and livelihood difficulties caused by the tourism industry have made anti-tourism perception in Kumarakom (Sebastian, L. M., & Rajagopalan, P, 2009). It was found that people visit this region due to culture and heritage but there were many problems related to facilities like transportation, the barrier of communication as especially in the case of a tourist guide, and accommodation availability. It was also added that 10% of tourists unsatisfied with service which is provided by the staff member of hotels in this region (Thakar, M., 2004). The study found that most of the studies show that residents had positive attitudes regarding socio-cultural (Andereck, K. L., & Vog, C. A., 2000).

Table: 2 Key Indicators of Socio-cultural Impact of Tourism Sector

Key Indicators	Literature Review
Conservation of Culture	(Pratama, I. G. S., & Mandaasari, I. C. S., 2020)
Uplift the Standard of Living	(Kalaiya, A. B., & Kumar, A., 2015)
Respect for Other Culture	(Pratama, I. G. S., & Mandaasari, I. C. S., 2020)
Conservation of local Art	(Times of India, 2019, January 3)
Cultural or Social Change	(Dayananda, K. C., 2016), (Sebastian, L. M., & Rajagopalan, P, 2009)
Increase in Tension-Antipathy/Affected to Pscho-Social Live	(Dayananda, K. C., 2016)
Mis-conduct of Tourist/Local People	(Diniz, S. R., Falleiro, S. P., & De Barros, M. M., 2014), (Kumar, A. M., 2015)
Increase in Wrong Doing/Crime	(Diniz, S. R., Falleiro, S. P., & De Barros, M. M., 2014), (Sebastian, L. M., & Rajagopalan, P, 2009)
Disturb the Family Life	(Diniz, S. R., Falleiro, S. P., & De Barros, M. M., 2014)
Anti – Social Perception	(Sebastian, L. M., & Rajagopalan, P, 2009)

4.3 Environmental Impact

One of the studies shows that tourism growth has a positive and noteworthy impact on the environment of the indigenous community of Canggu Village. It means that the growth of tourism can boost public awareness to preserve infrastructure and conserve the environment near Canggu Village.(Pratama, I. G. S., & Mandaasari, I. C. S., 2020). Negative impact

on ecology and environment, the environmental impact also includes improvement in environmental management and planning, environmental awareness, protection and preservation of the environment, depletion in natural resources, and population. So It can be said that the tourism industry having positive as well as a negative impact on the Indian economy as well as on the environment (Dayananda, K. C., 2016). It was found that customer was conscious about green practices and they selected the hotels which were environment-friendly.

They have been chosen the hotels which were not compromising the quality of the green practices and which have not been charged extra rupee for the same. So it can be said that it would provide a competitive advantage to these hotels. The government of India should acknowledge this practice and also they can offer benefits in tax. This can give benefit to the hotels in the long term (Jauhari, V., & Manaktola, K., 2007). A study found that most of the studies show that residents had positive attitudes regarding an environmental impact (Andereck, K. L., & Vog, C. A. (2000).

Table: 3 - Key Indicators of Environment Impact of Tourism Sector

Key Indicator	Literature Review
Awareness to Preserve Infrastructure and Conserve Environment	(Pratama, I. G. S., & Mandaasari, I. C. S., 2020), (Dayananda, K. C., 2016)
Protection & Preservation of Environment	(Dayananda, K. C., 2016)
Green Practices by Customer	(Jauhari, V., & Manaktola, K., 2007)
Positive Attitude by Local People	(Andereck, K. L., & Vog, C. A. (2000).
Depletion in Natural Resources	(Dayananda, K. C., 2016).

5. Conceptual Model

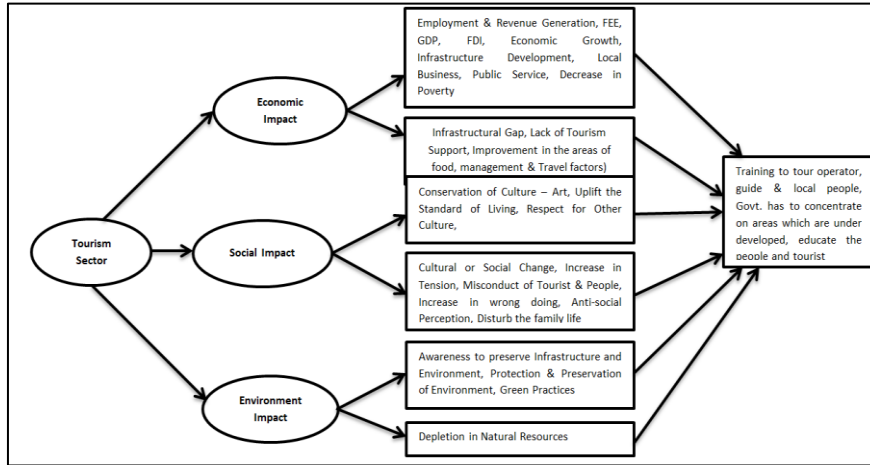


Figure 1: Conceptual Model

6. Discussion & Suggestions

From the above literature review, there are mainly four pillars of sustainability of tourism: Ecological, Economic, Political and Socio – Culture. It can be said that overall there is more economic impact than the social and environmental impact. It is noted that tourism widely positively impacted to FDI, employment generation, revenue, GDP, FTA, FEE, poverty decrease and conservation of heritage sites. It has been noted that tourism has a direct as well as indirect impact on the employment generation. It is observed that there is a direct positive relationship between FTA & GDP as well as GDP & FEE. Therefore it may better be mentioned that there is a positive correlation between economic growth & tourism. It is also observed that there is also social and cultural impact which shows the positive as well as a negative impact. There is a positive impact on the livelihood & living standard of people. It is examined that tourism also increased crime rate, cost of land & cost of maintenance cost. Tourism adversely impacts the lives of local people that results in a disturbance in family life, psychological and social life, communication and it developed the anti-tourism perception among the local people. It is also noted that religious tourism or darshan has satisfied at the maximum level but there

are many areas in which tourism is lacking like management, travel & tour & food, etc. It is found out the infrastructural gap& lack of tourism support from the Govt. Tourism also negatively affects the ecological and environment, as it affects the natural resources and conservation of it.

Finally, from the above discussion and theory framework, it can be suggested that the government can be more focused on training to the tour operator, guide & local people, and arrange the awareness seminar to educate the local people. It is also recommended that Govt. can improve infrastructural facilities like hotel accommodation, natural sites, crowd management, parking problem, and development of beach areas. The mentioned training is going to upbringing and uplift the moral discipline among them. It is also suggested that policymakers should give more preference to this booming industry which can result in high economic growth. One of the researchers observed that tourists mostly prefer winter tourism so the government can promote this type of winter and event-based tourism.

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