

# **Literature Survey**

## **1) The Development of the Travel and Tourism industry in the World**

*Bogdan Sofronov, University politehnica of Bucharest, Romania, 2018.*

**Abstract:** The purpose of this paper is to see how the travel and tourism industry is changing and its development in the world. Travel and tourism industry is one of the world's greatest industrial sectors. It drives economic growth, creates jobs, improves social development and promotes peace. Travel and tourism industry is a diverse sector consisting of millions of companies and employers, from the biggest global travel brands to the smallest tour operators or hostel owners. Together, we form a formidable force with a voice to be heard at the highest levels of society and government.

**Keywords:** development, travel, tourism, industry, etc.

### **Introduction:**

Development of travel and tourism industry is reflected in an increasing demand of the population for an ever-increasing range of consumer goods and services from an economic and social point of view, leading to an increase in economic activity and consumption. As a consequence, this increase in tourism consumption, caused by massive seasonal movements of the population towards certain destinations of tourist interest and increasing the number of visitors, is favourable for the development of the economy of some tourist areas.

### **The Development of the Travel and Tourism Industry:**

The travel and tourism industry is one of the largest and fastest growing sectors in the world. In 2017, there were 1.322 billion international tourist arrivals and the strongest growth rate for last seven years. The travel and tourism sector accounted for 10.4% of global GDP and 313 million jobs, or 1 in 10 jobs globally in 2017. The travel and tourism sector outperformed all other major global economic sectors. Travel and tourism industry is a major contributor to international trade in services, with global visitor exports, the amount brought as a contribution by visitors to the country they visit contributes in a great manner to the economy of the country. Travel and tourism industry yields significant economic and social benefits around the world. Travel companies are adopting various technologies to improve operational efficiencies and meet customers' expectations. The trends to watch out for in the travel and tourism industry in 2018 are:

- Augmented and Virtual Reality (AR and VR)
- Artificial Intelligence (AI)
- Internet of Things (IoT)
- Voice Technology
- Wi-Fi connectivity
- Wearable devices

### **Cause:**

The biggest risks in the travel and tourism industry at global level are related to geopolitics, terrorism, data sharing and security. These risks can have severe repercussions on the tourism industry, whose development depends directly on providing a safe travel experience.

### **Conclusion:**

In conclusion, the travel and tourism industry is very important for most countries in the world, for the welfare of the country. Also tourism has a importance in meeting the peace and calm in this hasty-busy world. It helps people to bring closer to the environment and helps them to know about the country's historic and geographic features.

## 2) **Growth and Performance of Tourism Industry in India** *Vijay Kumbhar, Dhananjatrao Gadgil College of Commerce, Satara, India, 2015*

### **Abstract:**

Till date little research has been done on effective tourism web sites focusing on content. Study bridges the gap by unveiling what tourists, the tourism industry and tourism academics perceive as an effective tourism web site and what features, in terms of content, they perceive important in an effective tourism web site. Two major activities in the study were a Web Based Survey and a Review of tourism web sites.

### **Introduction:**

Tourism is an integral part of human life. It is a situation where person from one country, or region travel to other region and country for a short run period, is included in the concept of tourism. Now-a-days the tourism industry has a greater importance. India has a greater heritage of historical place like the Taj Mahal, Various Forts, Natural sites etc.

The number of foreign tourists visited to India which has given foreign exchange earning to the Country. Here, we have focused the growth and performance of the Indian tourism industry. We have also analyzed the causal analysis of the Indian tourism industry for overall development of the Indian economy.

### **Objectives:**

1. Review of tourism industry of the country.
2. The growth and performance of tourism industry in India.
3. The trend of foreign tourist arrival in India.
4. The problems of tourism industry in India and suggest remedies.

### **Effectiveness of tourism website:**

Criteria to evaluate the effectiveness of tourism web sites need to be developed for the advancement of the tourism industry. The earliest attempts to measure the effectiveness of web sites in general were purely subjective individual preferences

### **Restructuring within the Tourism Industry**

The tourism industry has already reported dramatic changes in its structure over the last few years. The customers desire more frequent but shorter travel. Last minute reservations, global advice, service quality, market transparency and a certain self-service mentality are required. Modern travelers have begun to gather recreational “micro-services” on their own and form a customized holiday package.

### **Growth of Tourism Industry in India:**

A growth of tourism industry in India is continuously growing in respect of number of foreign tourists arrivals and foreign exchange earnings. There are many historical states in India where foreign tourists visits most frequently. The art and culture of this diverse country has enhanced its features which attracts the tourist from all over the world. The Central Government and state government has announced various tourism policies time to time for the improvement of tourism in India. In order to provide all the basic information of India, providing the best suggestion for places to visit with best packages has initialized making of such websites.

### **Conclusion:**

In conclusion, the travel and tourism industry is very important and fast growing industry in India helping economically for the welfare of the country. Also tourism has a importance as it motivates the art of citizens in rural places. It helps people to bring closer to the Indian culture, history, mythology, its geographical diversity etc.