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Article in *Innovare Journal of Education* · December 2022

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Indian Tourism Websites with Special Reference to the Selected States: A Webometrics

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Abstract

Webometrics studies the quantitative aspects of the construction and use of information resources, structures, technologies on the web, and informetric approaches. Webometrics is concerned with measuring characteristics of the web: websites, web pages, and parts of web pages, words in web pages, hyperlinks, and web search engine results. This study investigates and explores the websites of 18 selected Indian Tourism websites based on their external backlinks, Edu backlinks, Gov backlinks, Edu domains, Gov domains, Global Rank, PR quality, and desktop and mobile website loading time of state tourism in India. This study collected data from Check page rank and other SEO-analyzer search engines. The researcher suggested that Indian Tourism websites need to attract more external backlinks and the global level by introducing creative online sources and services and updates of news and information. Identify and analyze global Rank and PR quality websites of Indian Tourism.

Keywords: webometrics ranking, global rank, external backlinks, pr quality, website loading time

Introduction

The website is the mirror of an organization or institution (Jeyshankar & Babu, 2009). Webometrics study of tourism sites in India is an unexplored area of webometric research. India's government tourism sites are well-designed and structured, and NIC hosts top websites (Meghwal et al., 2022). Tourism has emerged as a critical driver of economic growth (Ghosh & Roy, 2022; Jeyshankar et al., 2012). It is one of the fastest-growing economic sectors and significantly impacts trade, job creation, investment, infrastructure development, and social inclusion (Wadi & Khalf, 2021). In addition, tourism is a significant source of employment (Ministry of Tourism, 2021). All the sites have visualized their local festivals, food habits, historical, cultural, and geographical information, and heritage of the particular State/Union Territory (Bakkiyaraj & Kalidasan, 2022). A few websites are linked with each other. The website is the easiest and most effective way to operational exchange information (Gupta et al., 2022). Enhancing a web policy expands and contributes to new communications in the scientific community and helps realize innovative development (Ghosh & Roy, 2022). It can be defined as the External backlinks, Edu backlinks, Gov backlinks, Edu domains, Gov domains, Global Rank, PR Quality, and Desktop and Mobile

Website Loading Time (Jeyshankar & Sujitha, 2014; Pal et al., 2020). The present study provides exploratory website information about 18 States of Tourism in India. The popularity ranking of selected state tourism websites is below in Table 1.

Review of the Related Literature

Jeyshankar and Sujitha (2014) studied the universities' websites in Kerala based on their number of web pages and links, such as Inlinks, self-links, and external links. The study used Bing, SEO tools, and Backlink watched, Webmaster toolkit searched engines, and excel spreadsheet analysis. Findings have been imposed on universities to stay, and the websites should go deeper to increase the number of pages indexed by search engines so that it becomes more accessible for the surfer to access the information on the websites. Shashikumar and Chandrashekara (2021) evaluated the websites of Karnataka state universities, web structure, length of the universities' websites, and links. The data was collected chosen the google search engine for this study. The state university of Karnataka was ranked by its simple web impact factor. This study would help the universities improve their aspects so the content would be accessible to their users to get fast and reliable information from their websites.

Table 1
State-Wise Websites of Indian Tourism

Tourism name	URL	Place
Andrapradesh Tourism	www.aptourism.in	Andhra Pradesh
Arunachal Tourism	www.arunachaltourism.com	Arunachal Pradesh

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Acknowledgment: Express appreciation to all authors whose references we utilized in this research work. We have great pleasure in placing on record our gratitude and personal encouragement, valuable guidance, continued supervision, and constructive criticism right from the selection of the topic till its completion. **Authors' Contributions:** Each author contributed evenly to this paper. All authors read and approved the final manuscript. **Conflict of Interest:** The authors declared no conflicts of interest concerning the research, authorship, and publication of this article. **Funding Source:** The authors acknowledge the financial support received from National Fellowship for persons with disabilities (NFPWD-2018-20-TAM-7148) for their support and encouragement in carrying out their research work.

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Tourism name	URL	Place
Assam Tourism	www.assamtourism.com	Assam
UP Tourism	www.uptourism.com	Uttar Pradesh
Orissa Tourism	www.orissatourism.com	Orissa
Kerala Tourism	www.keralatourism.org	Kerala
Gujrat Tourism	www.gujrattourism.com	Gujrat
Chandigarh Tourism	www.chhatisgarhtourism.net	Chandigarh
Tamilnadu Tourism	www.tamilnadutourism.com	Tamilnadu
Tripura Tourism	www.tripuratourism.in	Tripura
Delhi Tourism	www.delhitourism.com	Delhi
Nagaland Tourism	www.tourismnagaland.com	Nagaland
West Bengal Tourism	www.westbengaltourism.gov.in	West Bengal
Bihar Tourism	www.tourismbihar.org	Bihar
MP Tourism	www.madhyapradesh tourism.com	Madhya Pradesh
Manipur Tourism	www.manipur.nic.in	Manipur
Rajasthan Tourism	www.rajasthantourism.gov.in	Rajasthan
Sikkim Tourism	www.sikkim.gov.in	Sikkim

Ghosh and Roy (2022) analyzed the websites of agricultural digital repositories in Africa. The findings of this study may guide web admins and library professionals to identify the web presence of the storage and also help them to compare the repository websites of agricultural sciences in Africa by their WIF and wiser Rank. Gupta et al. (2022) investigated the websites of 17 central higher education institutes of Uttar Pradesh based on webometrics criteria domain systems of websites, the number of web pages, domain, and page authority. To discover the MOZ rank and calculates the external, internal, and self-web impact factor. The data are collected from the HEI through SEO small tools and the google search engine. This research could help university administrators and programmers better understand the context of these websites and how to make them more user-friendly and comprehensive to fulfill the requirement of their visitors. Patel and Vyas (2021) explore the webometric aspects of the fifteen opened universities in India. The study calculated the domain age, domain extension, internal link, external link, page speed, web impact factors, wiser index ranking, social media connectivity, and Alexa ranking of the websites. The researcher suggested that open university websites should attract more external links and web impact factors by introducing creative online sources, services, and news and research information updates. Hnamte and Ngurtinkhuma (2021) are confined to the medical college affiliated with the national medical council (NMC) in India's

northeastern state. The study data is obtained from https://websiteseochecker.com/domain_search_engine. The study also shows that Diphu medical college and hospital ranks highest, securing. It also indicates the overall positive relationship between R-WIF and WIF. It reveals a greater inclination for closeness and a strong relationship between the two. Karadia and Sahoo (2021) analyzed webometrics to learn about the universities' websites, web structure, length of the websites, and links to the universities in Odisha. And described the outcomes of the number of web pages, number of link pages, number of self-link pages, external link pages, and in-link pages and calculated the spearman's rank correlation. It was found that (WIF) and (R-WIF) were correlated and associated with significantly less difference between the two ranking methods.

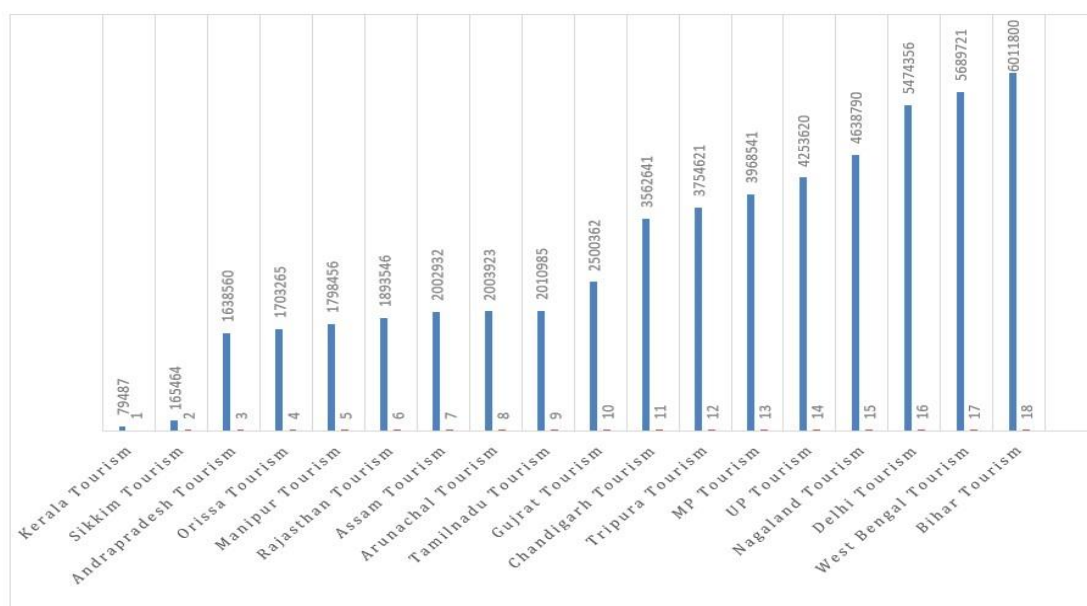
Objectives

The following objectives have been framed for the study

1. To identify and analyze websites of state tourism in India.
2. To analyze the global Rank and PR quality of Indian tourism.
3. To count the number of external backlinks, Edu backlinks, and gov backlinks of Indian tourism.
4. To identify Edu domains and Gov domains of Indian tourism.
5. To analyze the website loading time Desktop and Mobile responsive of Indian tourism

Figure 1

Global Rank in Indian Tourism websites



Methodology

The following methodology has been adopted in this study. The present webometrics study is performed on government tourism websites in India (Jeyshankar et al., 2014; Sujitha & Jeyshankar, 2013). The study data is obtained from 04/09/2022 to 14/09/2022. For this study, search engines and other tools are used. To collect data according to the need and applicability of the research objectives. Tourism websites have been taken from the official website of the Ministry of Tourism, Govt. of India, and different search engines (Sujitha & Jeyshankar, 2013). The data for the websites of State Tourism in India can be collected by the Check PageRank and SEO Analysis search engine and other web crawlers. Therefore, the researcher gets the following data: external

backlinks, Edu backlinks, gov backlinks, Edu domains, gov domains, pr quality, global Rank, and desktop and mobile website loading time. After the data collection, the collected data were analyzed and tabulated, keeping the study's objectives in view. MS-excel sheet used to visualize the network mapping of the websites.

Results

The global Rank of the Indian Tourism websites calculated according to Global Rank has been given in Figure 1. Kerala tourism (79487) are both achieving the first position, Sikkim tourism (165464), Andrapradesh tourism (1638560) achieved second and third positions. Bihar tourism (6011800) has a minor position in both Global Ranks.

Table 2

Quantum of External Backlinks, Edu Backlinks and Gov Backlinks of Websites of Indian Tourism

Tourism name	External backlinks	Edu backlinks	Gov backlinks
Andrapradesh Tourism	7026	1	3
Arunachal Tourism	50858	21	1757
Assam Tourism	31	15	1
UP Tourism	5816	24	3143
Orissa Tourism	360	12	39
Kerala Tourism	114715	83	249
Gujrat Tourism	4	6	15
Chandigarh Tourism	36	9	30
Tamilnadu Tourism	357	31	69
Tripura Tourism	46	7	9
Delhi Tourism	3794	4	1
Nagaland Tourism	776	47	149
West Bengal Tourism	1864	13	40
Bihar Tourism	30	61	68
MP Tourism	189	86	28
Manipur Tourism	5339	3684	271
Rajasthan Tourism	4688	72	497
Sikkim Tourism	453772	278788	782

Table 2 shows the External Backlinks in Indian Tourism Websites. It depicts that the highest External Backlinks were from Sikkim Tourism with (453772), followed by Kerala Tourism with (114715) and Arunachal Tourism with (50858). The least External Backlinks were from Gujrat Tourism with (4). Next, it shows the Edu Backlinks in Indian Tourism Websites. It depicts that the highest Edu Backlinks were from Sikkim Tourism (278788),

followed by Manipur Tourism with (3684) and MP Tourism with (86). The least Edu Backlinks were from Andrapradesh Tourism with (4). Finally, it shows the Gov Backlinks in Indian Tourism Websites. It depicts that the highest Gov Backlinks were from UP Tourism with (3143), followed by Arunachal Tourism with (1757) and Sikkim Tourism with (782). The least Gov Backlinks were from Assam Tourism and Delhi Tourism (1).

Figure 2

Quantum of Edu Domains and Gov Domains Websites of Indian Tourism

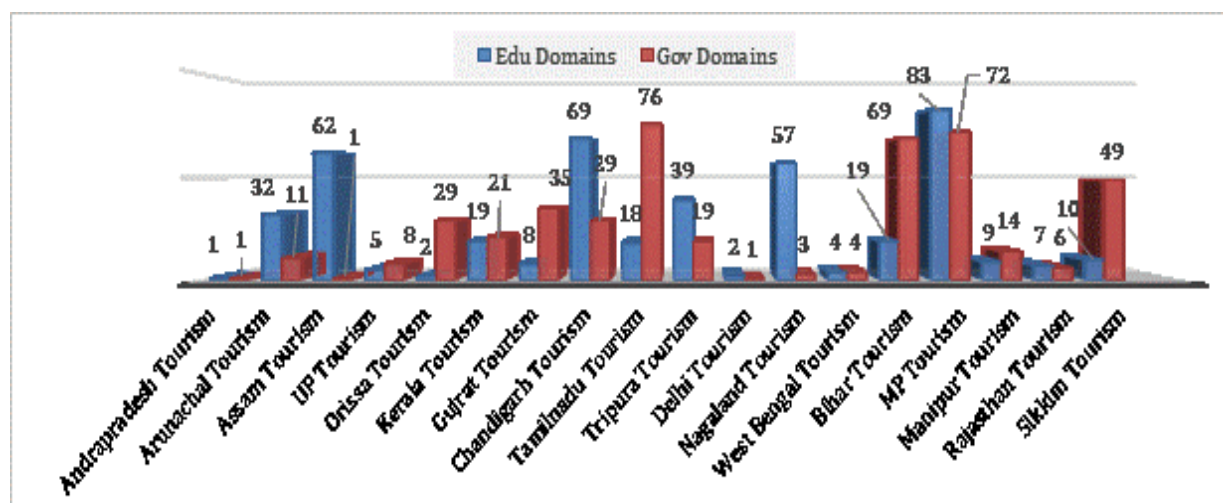


Figure 2 shows the Edu Domains in Indian Tourism Websites. It depicts that the highest Edu Domains were from MP Tourism with (83), followed by Chandigarh Tourism with (69) and Assam Tourism with (62). The least Andrapradesh Tourism with (1). Next, it shows

the Gov Domains on Indian Tourism Websites. It depicts that the highest Gov Domains were from Tamilnadu Tourism (76), followed by MP Tourism (72) and Bihar Tourism (69). The least Gov Domains were from Andrapradesh Tourism and Delhi Tourism (1).

Table 3
PR Quality in Indian Tourism Websites

State tourism name	PR quality
Sikkim Tourism	Very strong
Kerala Tourism	Very strong
Arunachal Tourism	Strong
UP Tourism	Strong
Delhi Tourism	Strong
Rajasthan Tourism	Strong
Manipur Tourism	Moderate
Nagaland Tourism	Moderate
West Bengal Tourism	Moderate
Orissa Tourism	Moderate
Andrapradesh Tourism	Moderate
Assam Tourism	Weak
Tamilnadu Tourism	Weak
MP Tourism	Weak
Bihar Tourism	Very weak
Tripura Tourism	Very weak
Gujrat Tourism	Very weak
Chandigarh Tourism	Very weak

Table 3 shows the PR Quality in Indian Tourism Websites. It depicts Sikkim Tourism and Kerala Tourism with very strong PR Quality. He was followed by Arunachal Tourism, UP Tourism, Delhi Tourism, and Rajasthan Tourism with strong PR Quality and by Manipur Tourism, Nagaland Tourism, West Bengal Tourism, Orissa Tourism, and Andrapradesh Tourism with moderate PR Quality and followed by Assam Tourism, Tamilnadu Tourism, and MP Tourism with weak PR Quality and followed by Bihar Tourism, Tripura Tourism, Gujrat Tourism, and Chandigarh Tourism, with very weak PR Quality.

Table 4 shows the Desktop Loading Time and Suggestions for Indian Tourism Websites. It depicts that the Rajasthan Tourism, MP Tourism, Tripura Tourism, Andrapradesh Tourism, and Assam Tourism time it takes for the page's main content to loading speed is less than 2.50 seconds suggestion is great. Followed by West Bengal Tourism, Kerala Tourism, UP Tourism, Orissa Tourism, Manipur Tourism, Tamilnadu Tourism, and Delhi Tourism take for the page's main content to loading speed is more than 2.50 to 4.00 seconds. Suggestion Need Improvement. Followed by Bihar Tourism, Chandigarh Tourism, Arunachal Tourism, Sikkim Tourism, Gujrat Tourism, and Nagaland Tourism take for the page's main content to loading speed is more than 4.00 to 10.00 seconds Suggestion is Poor.

Table 4
Desktop Loading Time and Suggestion Websites of Indian Tourism

Tourism name	Mobile loading time (second)	Suggestion
Rajasthan Tourism	1.54	Great
MP Tourism	1.71	Great
Tripura Tourism	2.10	Great
Andrapradesh Tourism	2.22	Great
Assam Tourism	2.24	Great
West Bengal Tourism	2.60	Need improvement
Kerala Tourism	2.66	Need improvement
UP Tourism	2.90	Need improvement
Orissa Tourism	3.10	Need improvement
Manipur Tourism	3.12	Need improvement
Tamilnadu Tourism	3.30	Need improvement
Delhi Tourism	3.44	Need improvement
Bihar Tourism	4.28	Poor
Chandigarh Tourism	4.32	Poor
Arunachal Tourism	4.38	Poor
Sikkim Tourism	4.91	Poor
Gujrat Tourism	6.71	Poor
Nagaland Tourism	11.59	Poor

Table 5
Mobile Loading Time and Suggestion Websites of Indian Tourism

Tourism name	Desktop loading time (second)	Suggestion
Rajasthan Tourism	.45	Great
MP Tourism	.50	Great
Assam Tourism	.89	Great
Bihar Tourism	1.28	Great
Gujrat Tourism	1.82	Great
West Bengal Tourism	1.86	Great
UP Tourism	1.89	Great
Kerala Tourism	1.96	Great
Andrapradesh Tourism	2.12	Great
Manipur Tourism	2.18	Great
Nagaland Tourism	2.54	Need improvement
Delhi Tourism	2.63	Need improvement
Tripura Tourism	2.89	Need improvement
Sikkim Tourism	3.19	Need improvement
Tamilnadu Tourism	3.49	Need improvement
Chandigarh Tourism	3.60	Need improvement
Orissa Tourism	3.80	Need improvement
Arunachal Tourism	3.85	Need improvement

Table 5 shows the mobile loading time and suggestions for Indian Tourism Websites. It depicts Rajasthan Tourism, MP Tourism, Assam Tourism, Bihar Tourism, Gujarat Tourism, West Bengal Tourism, UP Tourism, Kerala Tourism, Andrapradesh Tourism, and Manipur Tourism takes the page's main content to load speed is less than 2.50 seconds suggestion is great. Followed by Nagaland Tourism, Delhi Tourism, Tripura Tourism, Sikkim Tourism, Tamilnadu Tourism, Chandigarh Tourism, Orissa Tourism, and Arunachal Tourism take the page's main content to load speed is more than 2.50 to 4.00 seconds Suggestion is Need Improvement.

Major Findings

- Kerala tourism has secured first place out of 18 Indian Tourism, with a Global Rank of (79487). Bihar tourism has gained the least places with a Global Rank of (6011800).
- Sikkim Tourism has occupied first place in Indian Tourism, with External Backlinks from (453772). On the other hand, Gujarat Tourism has gained the least places with External Backlinks (4).
- Sikkim Tourism has occupied first place in Indian Tourism, with Edu Backlinks from (278788). On the other hand, Andhra Pradesh Tourism has gained fewer places with Edu Backlinks (4).
- UP Tourism has secured first place in Indian Tourism, with Gov Backlinks s from (3143). On the other hand, Assam Tourism and Delhi Tourism have gained the least places with Gov Backlinks (1).
- MP Tourism has occupied first place in Indian Tourism, with Edu Domains from (83). On the other hand, Andhra Pradesh Tourism has gained fewer places with Edu Domains (4).
- Tamilnadu Tourism has occupied first place in Indian Tourism, with Gov Domains from (76). On the other hand, Andrapradesh Tourism, Assam Tourism, and Delhi Tourism have gained the least places with Gov Domains (1).
- Sikkim Tourism and Kerala Tourism have secured very strong Indian Tourism with PR Quality. On the other hand, Bihar Tourism, Tripura Tourism, Gujarat Tourism, and Chandigarh Tourism have gained very weak PR Quality.
- Rajasthan Tourism, MP Tourism, Tripura Tourism, Andrapradesh Tourism, and Assam Tourism have secured Suggestion is Great Indian Tourism, with website Desktop Loading speed. On the other hand, Bihar Tourism, Chandigarh Tourism, Arunachal Tourism, Sikkim Tourism, Gujarat Tourism, and Nagaland Tourism have gained Suggestions for poor website Desktop Loading speed.
- Rajasthan Tourism, MP Tourism, Assam Tourism, Bihar Tourism, Gujarat Tourism, West Bengal Tourism, UP Tourism, Kerala Tourism, Andrapradesh Tourism, and Manipur Tourism have secured Suggestion is Great Indian Tourism, with website Mobile Loading speed. In addition, Nagaland Tourism, Delhi Tourism, Tripura Tourism, Sikkim Tourism, Tamilnadu Tourism, Chandigarh Tourism, Orissa Tourism, and Arunachal Tourism have gained Suggestions for Need Improvement website Mobile Loading speed.

Discussion

The World Wide Web (WWW) is a network of interconnected hypertext documents accessed via the Internet. A web browser allows you to view web pages containing text, images, videos, and other multimedia and navigate between them using hyperlinks (Kumar & Mahendraprabu, 2021; Kumar et al., 2021a). Since ancient times, India's mystery and the exquisite beauty of its natural surroundings have cast a spell on travelers worldwide, attracting them to the country in droves. The National Informatics Center (NIC) is responsible for designing and organizing all of India's official tourist websites and hosts most of the country's websites. Every one of the sites has a representation of the local traditions, including holidays, food customs, historical events, cultural practices, geographical information, and heritage from that state or union territory. ICT, which stands for information and communication technology, has significantly influenced the travel and tourism industry in the 21st century (Kumar et al., 2021b). Over the past several years, a sizeable number of industry professionals have demonstrated an interest in the relevance of

innovations in the tourist sector and have conducted analyses of the influence ICT has had on tourism services and their level of competitiveness (Kumar et al., 2021c). In all its various forms, including religious and spiritual tourism, medical tourism, adventure tourism, cultural tourism, ecotourism, heritage tourism, and domestic tourism, is thriving in India. Not only do tourists from other countries visit India, but tourists from India also travel from Kashmir to Kanyakumari to take in the panoramic euphoria of the land of seven rivers. Numerous studies have demonstrated that India is a primary destination for sex travelers. According to the Centre for Agriculture and Bioscience International (CABI), India is a paradise for people interested in sexual tourism. Goa is the place that attracts the most international visitors, followed by Mumbai, Delhi, and Kerala. Rao (1997) examined a variety of topics about women and tourism in Kerala, such as how tourism can be seen as an element of both modern consumerism and the sex business. According to Paul (2003), it is a tragic reality that youngsters are also involved in this heinous trade. The Government of India is working to find solutions to the issues by passing laws, implementing regulations, and raising awareness. According to research conducted by Zeinolabedini et al. (2006), the standing of various national libraries depends on their websites' quality and functionality. The findings of this study indicated that compared to the websites of the world's various other national libraries, the website of the Library of Congress is the most effective. However, tourism-related blogs and other websites include much valuable information for travelers. Webometric research that focuses on tourism websites in India is somewhat uncharted territory at this point. These findings open the door for further research into other new areas of the web and for longitudinal studies that will chronicle the shifting nature of how communities use the internet.

Conclusion

From this study, we can provide information regarding the number of External Backlinks, Edu Backlinks, Gov Backlinks, Edu Domains, Gov Domains, PR Quality, Global Rank, and Desktop and Mobile Website Loading times of the websites. This study helps Indian Tourism to improve strengths and weaknesses, so the content will be accessible to their users to get fast and reliable information from their website. Webometrics study of tourism sites in India is an unexplored area of webometric research. These findings open the door to further studies of other new areas of the web and for longitudinal studies to chart the changing nature of how communities use the Internet.

Recommendations

- Bihar tourism gained the least place with a Global Rank (6011800). Hence, it is suggested that tourism improve its Global Rank on its website.
- Gujarat Tourism gained the least place with External Backlinks (4). Hence, it is suggested that tourism improve its External Backlinks on its website.
- Andhra Pradesh Tourism gained the least place with Edu Backlinks (4). Hence, it is suggested that tourism improve its Edu Backlinks on its website.
- Assam Tourism and Delhi Tourism gained the least place with Gov Backlinks (1). Hence, it is suggested that tourism improve its Gov Backlinks on its website.
- Andrapradesh Tourism gained the least place with Edu Domains (4). Hence, it is suggested that tourism improve its Edu Domains on its website.
- Andrapradesh Tourism, Assam Tourism, and Delhi Tourism gained the least place with Gov Domains (1). Hence, it is suggested that tourism improve its Gov Domains on its website.
- Bihar Tourism, Tripura Tourism, Gujarat Tourism, and Chandigarh Tourism have gained very weak PR Quality. Hence, it is suggested that tourism improve its PR Quality on its website.
- Bihar Tourism, Chandigarh Tourism, Arunachal Tourism, Sikkim Tourism, Gujarat Tourism, and Nagaland Tourism have gained poor website Desktop Loading speed. Hence, it is suggested that tourism improve its Desktop Loading speed on its website.

Nagaland Tourism, Delhi Tourism, Tripura Tourism, Sikkim Tourism, Tamilnadu Tourism, Chandigarh Tourism, Orissa Tourism, and Arunachal Tourism have gained Need Improvement website Mobile Loading speed. Hence, it is suggested that tourism improve its Mobile Loading speed on its website.

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Received: 20 October 2022

Revised: 11 November 2022

Accepted: 13 December 2022