

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	ELECTRONIC HEALTH RECORD SYSTEM - BENEFITS AND CHALLENGES: A LITERATURE REVIEW <i>SHEETAL JOHAR & Dr. BASANNA PATAGUNDI</i>	1
2.	OMNICHANNEL RETAILING: IMPACT OF FACEBOOK ON RETAIL BUSINESS DYNAMICS <i>MUGESHKANNAN REGURAMAN, Dr. S. GANAPATHY & A. THANGAM</i>	4
3.	ROLE OF TOURISM IN SUSTAINABLE DEVELOPMENT & WELL BEING OF SOCIETY <i>CHIKAI GHOSH</i>	9
4.	THE IMPACT OF DIGITIZATION IN FUTURE VISION <i>Dr. R. LEELAVATHY</i>	16
5.	REGIONAL VARIATIONS IN LITERACY RATES - A PROFILE OF ANDHRA PRADESH <i>K. MAHESWARA RAO</i>	19
6.	CUSTOMER SATISFACTION WITH LIFE INSURANCE COMPANY: A CASE STUDY OF SHIMLA DISTRICT OF HIMACHAL PRADESH <i>NIVEDITA & Dr. RASHMI CHAUDHARY</i>	22
7.	MARKETING STRATEGIES OF DAIRY CO-OPERATIVE SOCIETIES IN KERALA: WITH SPECIAL REFERENCE TO MILMA ERNAKULAM DISTRICT <i>EAPEN RAJU & Dr. PRAKASH C</i>	27
8.	FINANCING SMALL AND MEDIUM SCALE ENTERPRISES BY MICROFINANCE BANKS IN SOKOTO STATE, NIGERIA <i>Dr. MUSTAPHA NAMAKKA TUKUR & ABDULRAHMAN BALA SANI</i>	31
9.	THE DYNAMICS RETURN OF CLEAN AND RENEWABLE ENERGY SECTOR AND ITS RESPONSE ON THE BUSINESS CYCLE AFTER THE KYOTO PROTOCOL <i>BAGUS SUNDORO, NOER AZAM ACHSANI & Dr. TONY IRAWAN</i>	36
10.	DIGITAL FINANCE: A CATALYST TO FINANCIAL SERVICES <i>ANUBHUTI</i>	42
	REQUEST FOR FEEDBACK & DISCLAIMER	44

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ROLE OF TOURISM IN SUSTAINABLE DEVELOPMENT & WELL BEING OF SOCIETY

CHIKAI GHOSH
MANAGER (LEISURE)
EASERN TRAVELS PVT. LTD.
KOLKATA

ABSTRACT

If we consider the economic growth of a country then we found tourism is playing a vital role to promote and develop a countries economy by its multiplier effects. In reality as well as in a significant sense, tourism has emerged as most instrumental phenomena in the economic and social development of society. There is hardly any other economic activity which is capable of generating as much added value, employment and hard currency (foreign exchange) and that also at such a low cost as tourism. With the development of tourism and economy of a country, we should think also about the sustainable development as it takes care about the environment and local community. The wellbeing of a society depends on their development of economy, culture, and environment and so on. But if we go for development in tourism without considering sustainable development then it resulted in various types of damages and destruction to the local communities and environment. So, in future we will find there is nothing except the damages of environment & nature will never forgive us. She will take revenge as we behave with her. Human being can fight with himself and take measure of their benefits but when nature is our opponent then we are helpless we can't fight with her as we don't have so much power as well as equipment's. We develop for what? For our good future, for a better environment, for a better future for our children and long term benefit which will give fruit to the local people, to a particular region, country, nation and whole world also.

KEYWORDS

economic development, local community, tourism, sustainable development.

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INTRODUCTION

Tourism means the movement of people from once place to another place apart from his / her residential place for a specific purpose and staying there for at least 24 hrs or more than one night in a rented accommodation. Travel and tourism is the second largest global industry with daily international revenues of approximately US \$ 02 billion, and investments of 12 percent of world GDP. Tourism is a dynamic and exchange process, involves a direct and reciprocal relationship between users and producers of the tourism product. An economic impact assessment can become a useful tool for a community to use in working out what is most economically effective considering the goals for family income, distribution of benefits and costs, fiscal impacts, benefits over time etc. The approach to setting up such a study will depend on the situation, the community, and the analyst's judgment. In case of tourism, it is playing a vital role to promote and develop a countries economy by its multiplier effect. There is hardly any other economic activity which is capable of generating as much added value, employment and hard currency (foreign exchange) and that also such a low cost as tourism. But if we think only the development on the basis of infrastructure like Road, Accommodation, Shops, Restaurant, Parks etc. and try to promote tourism as much as possible then we can see various type of damages in society. Development of tourism may harm environment, local flora & fauna, local culture and affect the society also. So, in future it may be the cause of destruction of a particular region or society. On the other hand, we will have to promote tourism for the development of a particular region on society because it helps development by its multiplier effect. So, we should think for the society, culture and environment or should think for the development at any cost?

To come out from this problem the new concept has emerged which is known as Sustainable Development means the development should take place without harming the environment, local flora & fauna, community and culture. Also the benefit comes by development should go to the local people. Here again we have another form of tourism i.e. Sustainable tourism. Sustainable tourism embraces all segments of the industry with guidelines and criteria that seek to reduce environmental impacts, particularly the use of nonrenewable resources, using measurable benchmarks and to improve tourism's contribution to sustainable development and environmental conservation.

REVIEW OF LITERATURE

"Travelers not only learn about the destination, they learn how to help sustain its character while depending their own travel experiences. Residents learn that the ordinary and familiar may be of interest and value of to outsiders". (Sustainable Development and Tourism, Romila Chawla, 2003).

Travel business do their best to employ and train local people, by local supplies, and use local services by which the benefit goes to local people and if we consider these way on sustainable way then it will be long term beneficial for both the local people and travelers also.

The principle of sustainable tourism shows that an integrated approach to tourism planning and management is required to achieve sustainable tourist. Earlier there was no reorganization of combining the needs of traditional urban management (transportation, land use planning, marketing, economic development, fire and safety etc.) but now it has been recognized. The most important principles of Sustainable Tourism include:

- ✓ Tourism should be initiated with the help of community inputs and community should maintain control of tourism development.
- ✓ Tourism should provide quality employment to its community residents and a linkage between the local business and tourism should be established.
- ✓ Training should be given in all level – national, regional and local on the basis of international standards. Guidelines for tourism operations, impact assessment, monitoring of cumulative impacts and limits to acceptable change should be established.
- ✓ Provide proper education to the local to improve and manage resources.

On the other hand, when we think for the Economic Development of a particular region / community then an economic impact assessment can become a use full tool for a community to use in working out what is most economically effective considering the goals for family income, distribution of benefits and costs, benefits over time etc. The study is not the final word on whether a particular choice should be made; it simple presents alternatives and their effects.

INCOME MULTIPLIER

We can find out the Income Multiplier, it may be defined as the increase in income resulting from each dollar injected into the economy of a region.

MARGINAL PROPENSITY TO CONSUME (MPC)

If we take an example and assumed that 80 percent of the income was represent in each round and on the other way we can say that in the region being considered, 80 paise of each rupees of increased income was repent. This proportion (80 percent) is called Marginal Propensity to Consume and is defined as the fraction of each dollar of increased income that a repent. A simple relationship exists between the Multiplier (M) and the Marginal Propensity to Consume (MPC):

$$M = \frac{1}{1 - MPC}$$

Given the MPC of an area, the multiplier can be readily computed from this formula and the impact of tourism expenditures on local income can be examined. For example if the MPC is 75 percent the multiplier is

$$M = \frac{1}{1 - MPC} = \frac{1}{1 - 0.75} = \frac{1}{0.25} = 4$$

$M = 4$

Now if MPC is 75 percent then what happens to the other 25 percent of increase income? It can be either saved or spent on purchasing imports. In both case, the money is removed from circulation, money removed from circulation is termed "leakage".

Savings eventually find their way into investments, which increase the productive capacity of an area. This is desirable. Thus, any action to increase the value of the multiplier should focus on imports. If we consider that, the 25 percent of income not spent is disposed of as follows:

07 percent is saved and 18 percent goes to pay for imports.

GENERATION OF EMPLOYMENT

While we think for tourism then we have to think for investment in infrastructure and once we think for that, it provides employment for large numbers of semi-skilled people. Each dollar / Rupees invested in the tourism industry creates more jobs than each dollar / rupees invested in.

TOURISM STIMULATES INVESTMENT

The tourist industry has a unique structure. It is characterized by and in fact is an agglomeration of a large of very small units, covering variety of different service trades like, small restaurants, motels, guest houses, laundries, arts and crafts shops and others. Thus, investment in infrastructure and sometimes-expensive superstructure by the government stimulates investment in numerous smaller businesses. Because of the small size of these businesses, capital requirements are relatively low and investment generally proceeds at a rapid pace.

TOURISM-REDISTRIBUTING WEALTH

When a tourist earns income in one region and spends it in another for travel purposes, a redistribution of wealth has taken place.

Here we can say, income "leaks" out of the origin area and is "injected" in the destination area.

BENEFITS A BROAD CROSS SECTION OF THE HOST POPULATION

We know that tourism is characterized by the existence of a large number of very small businesses that support and are ancillary to the industry. The benefit of tourism share by entire community.

The following table rates how quickly tourism receipts seep through the economy and the diversity of the business that benefit from it.

TABLE 1

VISITOR SPEND FOR	TRAVEL INDUSTRY SPEND FOR	BENEFICIARIES
Lodging Food Beverages Entertainment	Wages & Salaries Tips & Gratuities Payroll Commissions Music and Entertainment Administrative and general Expenses Legal and Professional services. Purchase of Food & Beverages Etc.	Accounts Advertising & Public Relation Appliance Stores Architects Arts & Crafts Producers Automobile Agency Bakers Boys Butchers Carpenters Cashiers Charities Clerks Clothing stores Clubs Confectioners Contractors Cooks Culture organization Dairies Dentists Department stores Doctors Dry Cleaning Establishments Farmers Fisherman Freight Forwarders
Gifts and Souvenirs Personal Care Drugs & Cosmetics. Internal Transportation Tours & Sightseeing Miscellaneous	Purchase of Materials & supplies. Repairs and Maintenance Utilities – Electric, Gas, Water Transportation Licenses Rental of Premises and Equipment Replacement of assets	Garages & Auto repairing Gardeners Gift Shops Government Government Education Health Roads and Rail Road Development & Others Green grocers Grocery stores Financiers Furniture stores Importers Insurance Agencies Land Lords Agents Government Officials Night Clubs Office Equipment Suppliers Painters Petrol Stations Plumbers Porters Publishers Real estate Broker Developers Restaurants Room Maids Share Holder Sporting Events Return to Investors Transportation Travel Brokers Taxi Hire Car service Unions Wholesale Establishment

Source: Romila Chawla, 2004, Economics of Tourism & Development.

METHODOLOGY

The objectives of this study were to investigate the role of Tourism in Sustainable Development and Well Being of Society. The study was conducted in one phase and on the basis of secondary data. To establish the relation between tourism, sustainable development and its effect in society I have chosen a particular state, West Bengal.

BRIEF OF THE STATE

West Bengal now proposed to be renamed as Paschim Bangla is located in the Eastern part of India and the nation's fourth most populous state. It surrounded on the north by Sikkim & Bhutan, on the East by Assam & Bangladesh, on the south by the Bay of Bengal and on the west by Orissa, Bihar & Nepal. The state stretches from the Himalayas in the north to the Bay of Bengal in the south. West Bengal adjoins three international borders viz. Bangladesh, Nepal & Bhutan.

The state is spread over an area of 88,752 sq. k.m. and a population of 80.18 million as per 2001 census. There are 19 districts, 341 blocks and 40782 villages.

The capital and largest city of the state is Kolkata, the third largest urban agglomeration and the fourth largest city in India. Siliguri, Asansol, Durgapur and Burdwan are key Metropolitan cities. Other major cities and towns in West Bengal are Howrah, Raniganj, haldia, Jalpaiguri, Kharagpur, Darjeeling, Midnapore, Tamluk, malda and Coach Behar.

BRIEF HISTORY

Bengal has a rich cultural heritage and historical past. The region has played a significant role in the Indian history, both in the ancient and medieval ages. The British first started their colonization through the East India Company. West Bengal has given birth to a large number of well known philosophers, scientists, patriots etc. Such as Sri Aurobindo, Rabindranath Tagore, Netaji Subhash Chandra Bose, Swami Vivekananda and many others who played crucial role in the political as well as spiritual reformation in the nation.

TOURISM SCENARIO IN WEST BENGAL

The state has all the diversities of nature and is to that extent a tourist's dream. Except desert, the state has Mountain, Hill, Beach, Forest, Heritage, Cultural significance.

The snow capped peaks of the Himalayas, Darjeeling, referred by many as the Queen of Hill Stations. Darjeeling Himalayan Railway declared as a world heritage site, the state has another world heritage site Sunderban famous for its Mangroves & Royal Bengal Tiger. Apart from that it has vast Tea Estate Covering Darjeeling, Dooars and so many historical landmarks.

The land has developed long unending beaches with gentle rolling sea lined with casuarinas forest which offers the tourist an opportunity to experience nature by a number of sea resorts viz. Digha, Shankarpur, Junput, Bakkhali, Sagardwip etc.

WEST BENGAL TOURISM – OBJECTIVES & POLICY

- Tourism has been declared as an Industry by the state in 1996. The Government has taken an effort to promote the state as a tourism hub with a number of schemes.
- The West Bengal Tourism Policy 2008 lays down the broad policy and plan for the state in the tourism sector.

BASIC OBJECTIVE OF THE TOURISM POLICY OF WEST BENGAL

- To improve the market share of West Bengal in the inbound tourism segment and a remarkable share in Domestic tourism market also.
- To promote responsible and sustainable tourism through the integrated development of the infrastructure and not sporadic stand alone and fragmented development.
- To develop tourism products by its unique ecological, historical, cultural, religious, wildlife, sports, shopping, health care, educational and human asset.
- To facilitate tourism by all segments, particularly the middle and lower income tourists, by making the tourist spots in the state more easily accessible through single window facility at the state capital and at the district head quarters and or the internet.
- To grade the direct and indirect economic benefits of tourism by its tourism activities, which can be done by creating more employment opportunities and by dispersing tourism into the hinterland which will further the socio-economic goals of the Government.
- To develop (Public-Private-Partnership model) to take advantage of complementary capital and intellectual assets to promote tourism.
- To increase the revenue earnings of the state and the foreign exchange reserves of the Country.

TRENDS OF VISITORS TO THE STAGE COMPARING TO THE NATIONAL DATA

TABLE 2

Year	Domestic Tourist (Lacs)	Foreign Tourist (Lacs)	Total (Lac)	Total Domestic (India)	West Bengal Share	Total Foreigner (India)	West Bengal Share
1996	44.40	1.83	46.32	1401	3.18%	50.03	3.66%
1997	45.77	1.94	47.71	1598	2.86%	55	3.5%
1998	46.45	1.95	48.4	1682	2.76%	55.4	3.52%
1999	47.03	1.99	44.02	1906	2.47%	58.3	3.41%
2000	47.37	1.98	49.35	2201	2.15%	58.9	3.36%
2001	49.43	2.84	52.27	2364	2.09%	54.41	5.22%
2002	88.44	5.29	93.73	2669	3.31%	51.6	10.25%
2003	113.01	7.05	120.06	3090	3.66%	67.1	10.51%
2004	123.80	7.76	131.56	3662	3.38%	83.6	9.28%
2005	135.67	8.96	144.63	3919	3.46%	99.5	9.01%
2006	156.00	8.86	164.86	4623	3.37%	117.5	7.54%
2007	185.80	11.54	197.34	5265	3.53%	132.7	8.70%
2008	193.14	11.33	204.47	5629	3.43%	141.12	8.03%
2009	205.28	11.8	217.08	5630	3.65%	142.12	8.30%
2010	210.72	11.92	222.64	5631	3.74%	143.12	8.33%

Source: IL&FS Infrastructure, April, 2012.

From the above data, we can say that the state has been receiving around 3-3.7% of the domestic tourist. The position with foreign tourists is a little improved with West Bengal accounting for over 8% of the foreign tourists.

DESTINATIONS & PRODUCTS

The Government of West Bengal wish to promote the state as an ideal tourist spot to the tourist and aims at developing specialized tourism products with unique opportunity, such as:

- Coastal & Beach Tours – Digha, Sagar Island etc.
- Netaji Museum – Home of Netaji –Subhas Chandra Bose.
- Jorasanko – Home of Rabindranath Tagore
- National Museum
- Agri – Horticulture Garden at Alipore
- Botanical Garden – Shibpur line with Kew Gardens, London.
- Cruise on the river Ganges
- Pilgrimage Tourism – Dakshineswar, Furfura Sharif, Bandel Church, Tarapeeth, Gutia Sharif, belurmth, Jairambati, Jai Chandipur, Tarakeswar, Nalhati, zali Ghat and other important places.
- Eco Tourism – Centres of Folk dance and Drama across the state.
- Educational Heritage & Culture – Shantiniketan and Bishnupur.
- Himalaya Tourism (Darjeeling & surrounding areas) Trekking, white water rafting, adventure tourism.
- Tea Tourism – Darjeeling & Dooars.

SUSTAINABLE TOURISM PLANS

West Bengal is a state rich in resources and bio diversity which can be utilized to promote sustainable tourism and as per the state tourism policy the state is going to focus on below mentioned products.

Nature Based Tourism: West Bengal has everything except desert and rich in its resources. Some of the assets are unique like Sunder bans Delta, Tea Plantations, Beaches, and Mountains & Wildlife. These are giving competitive advantage to the West Bengal.

Cultural Tourism: West Bengal is the cultural capital of India. It has constantly produced thoughts, ideas and events which have brought forth freshness and rejuvenation in the society both in India & the World. The specific components of cultural tourism which will be focused upon will include Fairs, & Festivals Tourism, Heritage Tourism, Arts & Crafts Tourism, Cuisine Tourism, Film Tourism, Family, Relatives and friends Tourism and Rural tourism.

THE NUMBER OF PROJECTS AND AMOUNT SANCTIONED UNDER THE FIVE-YEAR PLAN FOR THE STATE OF WEST BENGAL IS PROVIDED IN THE FOLLOWING TABLE:

TABLE 3

2008 - 2009		2009 - 2010		2010 - 2011	
NO. OF PROJECT	SANCTIONED (INR CRS)	NO. OF PROJECT	SANCTIONED (INR CRS)	NO. OF PROJECT	SANCTIONED (INR CRS)
10	37.94	07	28.37	08	22.02

Source: India Tourism Statistics' 2010.

SUSTAINABLE TOURISM AND DEVELOPMENT WITH STAKE HOLDERS

State Government, State Tour & Travel Operators and other representatives have been identified the following Circuits / Projects:

CIRCUIT 1 – Beach Tourism Circuit in Purba Medinipur: Digha – Shankarpur – Tajpur – Junput – Mandarmani.

CIRCUIT 2 – Pilgrim Tourism Circuit: Ganga Sagar – Birbhum – (Tarapeeth – Bakreshwar – Nalhati-Fullura-Saithia – Kankalitala) Furfura Sarif.

CIRCUIT 3 – Nature Tourism: Dooars & Darjeeling Circuit.

CIRCUIT 4 – Sunderban Circuit: Gadkhali, Jharkhali, Kohikhali, Frazer Island.

MEGA TOURISM PARK

It is proposed that the Tourism Park shall be developed at Gajoldoba in Jalpaiguri District.

Gajaldoba is just 25 k.m. south east from siliguri, the busy business hub and within the district of Jalpaiguri. The area is located on the important corridor of Nepal, Bhutan, Bangladesh and other N.E. States. Bagdogra airport and New Jalpaiguri Rail head are just out skirt of the town and very well connected to almost all major cities of India.

The place is very close to the existing popular tourist destinations of the state – Chapramari Wildlife Sanctuary and Gorumara National Park.

The beautiful site provides grand view of Teesta River, Himalayan Peaks, and adjoining Baikuntapur Forest. The site has already become very popular amount the local tourist and bird watchers for migratory birds including Brahmini ducks, Bar headed goose, Pintails, Black Ibis, Cormorants and ducks etc.

PICTURE 1 & 2



STRENGTH OF THIS SITE IS AS FOLLOWS

- Unparallel natural beauty by the side of the barrage and the forest.
- Vast water reservoir of Teesta Barrage.

- Availability of huge government land.
- Ideal place for the migratory birds.
- Absence of any comparable product in the district.

The site has tremendous potential for developing as a Mega Project site for national as well as international tourists. The project includes development of 3 to 5 star resorts for high budget tourists, lodges for mid budget tourists. There may be a Golf Course, River sports and Trekking Tracks etc.

RURAL TOURISM

The Government of West Bengal also proposed to develop Rural Tourism keeping in mind Puralia Rural Cluster & Nadia Music Cluster.

CARRYING CAPACITY

Since the Ministry of Tourism, Government of India aims to promote sustainable tourism development it was deemed essential to establish the sustainable Carrying Capacity of the priority Tourist Circuit.

Tourism Carrying Capacity is defined as “the maximum number of people that may visit the tourist destination without causing destruction of the physical, economic and socio cultural environment and an unacceptable decrease in the quality of visitor’s satisfaction”. (Alvin Chandy, 2009).

Assessment of Tourism Carrying Capacity is based on three major indicators: Physical – Ecological, Socio – Demographic and Political- Economic.

PHYSICAL AND ECOLOGICAL INDICATORS are based on fixed components and flexible components (Infrastructure systems like water supply, electricity, transportation etc.)

SOCIO– DEMOGRAPHIC INDICATORS refer to social and demographic issues and importance to local communities, as they relate to the presence and growth of tourism.

POLITICAL – ECONOMIC INDICATORS refer to the impacts of tourism on local economic structures activities etc.

The objective is to be improving the quality and quantity of tourism infrastructure at tourist destination / circuit in a sustainable manner. Hence priority should be given to the physical and ecological indicators. It is expected that improvement in physical infrastructure at destinations / circuits would translate into improvements in the socio – demographic and political – economic conditions of these places.

TOWN WISE CARRYING CAPACITY ASSESSMENT IN WEST BENGAL

TABLE 4

Tourist Town	Existing Load	Carrying Capacity	Available Capacity	Estimated Load	Available Capacity
	2010			2020	
New Digha	11917	14480	2563	29862	15382
Shankar Pur	7942	26480	18538	18164	8316
Tajpur	7654	9680	2026	9632	48
Mandarmani	7450	31200	23750	10739	20461
Junput	89499	114400	24901	103425	10975

Source: IL&FA Infrastructure, April, 2012.

DESTINATION WISE CARRYING CAPACITY ASSESSMENT IN WEST BENGAL

TABLE 5

Destination	Existing Daily Load 2010	Carrying Capacity	Available Daily Capacity 2010	Estimated Daily Load 2020	Available Daily Capacity 2020	Measure	Enhanced Capacity
Digha Beach	8250	3000	- 750	26506	-12164	Setting up of	1036
Shankarpur Beach	1111	4000	8889	3570	4115	Parks, Art & Culture, Village & Water	4115
Tajpur Beach	417	2500	5833	1339	3143		3143
Mandarmani Beach	1021	3500	7729	3280	3501		3501
Junput Beach	111	2500	6139	357	3772	Parks etc.	3772

Source: IL&FA Infrastructure, April, 2012.

From the above table we can see that the available capacity to hold the tourists at the destinations of West Bengal till 2020. Apart from Digha Beach which does not have capacity to hold the tourist even in 2010. Thus to avoid the excess load of tourist from Digha Beach and undue stress and degradation, some measures have been proposed by the authority. Proposals of an Amusement Park, Art and Culture, Water Sports activity etc can carry load of 13,200 persons per day to reduce such load from Digha. Not only should that Government take step to promote circuit and other nearby destinations also.

EMPLOYMENT GENERATION

TABLE 6

EXPECTED EMPLOYMENT GENERATION	
Digha	1,13,763
Shankarpur	41,574
Tajpur	43,212
Junput	21,762
Mandarmoni	11,934

Source: IL&FA Infrastructure, April, 2012.

From the above table of Expected Employment generation we can say that tourism generate a huge amount of Employment. As Digha generate maximum tourist the employment generation of Digha also high approx 1, 13,763. Relatively Shankarpur, Tajpur, Jujput, Mondarmani also generate employment as per the tourist demand.

CONCLUSION

Tourism is the second largest industry in the world and generates maximum employment by its multiplier effect to a country. It helps a country to develop, not only that it contributes countries, development of infrastructure, culture, cuisine, education, history, environment and so no. It also helps a country to earn Foreign Exchange. It generates employment in different sector by its Direct & Indirect effect. Tourism helps a region to develop and the benefit goes to the local people / society / community. It creates the opportunity to conserve the environment and wild life also. The multiplier effect of tourism give benefits to the difference sector of people and is a good option of earning. Government can earn Foreign Exchange and taxes from this industry.

So, we should think for the development of tourism in future and try to promote as many as destination in the national level & international level and try to generate more employment for the economic development of a country. But we will have to go for sustainable development and think for the well being of society and long run benefit. Because if we don’t respect nature and go for development without any concern about nature then one day will come when we will be held responsible for the destruction of globe by our own. So, we need to respect the nature and follow her command. And go for sustainable development by which we can enjoy the bless of nature for a long time and give a good moment to our future generation also.

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