

**REGIONAL TOURISM COMPETITIVENESS: A
COMPARATIVE STUDY BETWEEN DOMESTIC
AND INTERNATIONAL TOURISTS**

**क्षेत्रीय पर्यटन प्रतिस्पर्धात्मकता: घरेलू और अंतर्राष्ट्रीय
पर्यटकों के मध्य तुलनात्मक अध्ययन**

A

Thesis

**Submitted for the Award of the Ph.D. Degree of
PACIFIC ACADEMY OF HIGHER EDUCATION
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by

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DECLARATION

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PREFACE

India's tourism industry is on track to reach USD 1 trillion by 2047, with data-led tourism set to be a key driver of growth. It highlighted that international tourists in India spend 26x more than domestic, hence attracting global visitors is key.

After the COVID-19 pandemic, many reforms were implemented in India to promote tourism; these policies have significantly boosted the sector. The Government of India has taken several infrastructural measures to promote tourism in the country; this trend is likely to continue. According to the FICCI, India's travel market is projected to expand to US\$ 125 billion by 2027.

With rapid technological advancements in every sphere of life, transformation has taken place due to changing needs and dynamics of population demography. The tourism sector is also experiencing a transformation in terms of changing technology, competition, preferences and so on.

The study mainly focuses on regional competitiveness in the tourism sector. The study also examines the perception of tourists both domestic and international; with reference to the attributes and tourist services and products.

The thesis comprises five chapters namely Introduction, Review of Literature, Research Methodology, Data Analysis and Interpretation and Findings, conclusion and suggestions.

The introduction chapter gives an overview of the tourism sector and competitiveness at global and regional levels along with theories, models and conceptual framework

The Chapter on the Review of Literature provides an extensive review of work already done on competitiveness and changing trends in the tourism sector. Review is done basically to identify gaps in the research chosen and to fill some of these gaps by framing objectives, and hypotheses and testing them statistically to draw some inferences for the population of the research study.

The Chapter on Research Methodology clarifies the objectives of study, research design, sample framework, tools and methods of data collection and explains the significance, scope and limitations of the study.

The Chapter on Data Analysis and interpretation is aimed at the tabulation and analysis of data collected and testing of the hypothesis by applying various statistical tools, Factor analysis, ANOVA test and chi-square test to statistically justify the research work undertaken

The last chapter briefs up the current study with major findings related to the sampled population and conclusions for the population. It also provides suggestions for enhancing the regional competitiveness of the selected research area.

TABLE OF CONTENTS

Title Page	i
Declaration	ii
Certificate Guide	iii
Copyright	iv
Acknowledgement	v
Preface	vii
Table of Contents	xi
List of Tables	xiv
List of Figures	xvi
List of Graphs	xvii
1 INTRODUCTION	01 – 23
2 REVIEW OF LITERATURE	24 - 57
3 RESEARCH METHODOLOGY	58 – 72
4 DATA ANALYSIS AND PERFORMANCE EVALUATION	73 – 121
5 FINDINGS, RECOMMENDATIONS & CONCLUSIONS	122 -139
BIBLIOGRAPHY	140 -156
APPENDIX:	
I Questionnaire	157 -164
II Published Research Papers	-
III Conference Certificates	-

LIST OF GRAPHS

Sr. No.	Graph No	Graph Title	Page No
1.	Graph 4.1	Gender of Respondents	74
2.	Graph 4.2	Age Group of Respondents	75
3.	Graph 4.3	Marital Status of Respondents	76
4.	Graph 4.4	Qualification of Respondents	77
5.	Graph 4.5	Monthly Income of Respondents	78
6.	Graph 4.6	Profession of Respondents	79
7.	Graph 4.7	Type of Tourist	80
8.	Graph 4.8	First Visit to this tourist destination	81
9.	Graph 4.9	How many times have you visited this touristic destination in the past	82
10.	Graph 4.10	Source of Information about the selected tourist destination	83
11.	Graph 4.11	Who has accompanied you?	84
12.	Graph 4.12	Mode of Travel	85
13.	Graph 4.13	Main reasons for visit to the selected tourist destination	86
14.	Graph 4.14	Gender wise Type of Tourist	87
15.	Graph 4.15	Age wise type of tourist	88
16.	Graph 4.16	Quality of local Transportation	98
17.	Graph 4.17	Quality of Accommodation	99
18.	Graph 4.18	Availability of food and cuisine	100
19.	Graph 4.19	Availability of fun and Entertainment	101
20.	Graph 4.20	Price of tourist services	102
21.	Graph 4.21	Tourist spots and places	103

22.	Graph 4.22	Level of Satisfaction of Domestic Tourists	107
23.	Graph 4.23	Level of Satisfaction of International Tourists	107
24.	Graph 4.24	Overall satisfaction	110
25.	Graph 4.25	Age and Satisfaction of Tourists	113
26.	Graph 4.26	Gender and Satisfaction of Tourists	117

LIST OF TABLES

Sr. No.	Table No	Table Title	Page No
1.	Table 4.1	Gender of Respondents	73
2.	Table 4.2	Age Group of Respondents	74
3.	Table 4.3	Marital Status of Respondents	75
4.	Table 4.4	Qualification of Respondents	76
5.	Table 4.5	Monthly Income of Respondents	77
6.	Table 4.6	Profession of Respondents	78
7.	Table 4.7	Type of Tourist	79
8.	Table 4.8	Frequency of visit	80
9.	Table 4.9	How many times have you visited this touristic destination in the past?	81
10.	Table 4.10	Source of Information about the selected tourist destination	83
11.	Table 4.11	Who has accompanied you?	84
12.	Table 4.12	Mode of Travel	85
13.	Table 4.13	Main reasons to choose the selected tourist destination	86
14.	Table 4.14	Gender wise Type of Tourist	87
15.	Table 4.15	Age wise type of tourist	88
16.	Table 4.16		90
17.	Table 4.17	Rotated Component Matrix ^a	92
18.	Table 4.18		93
19.	Table 4.19	Quality of local Transportation	98
20.	Table 4.20	Quality of Accommodation	99
21.	Table 4.21	Availability of food and cuisine	100
22.	Table 4.22	Availability of fun and Entertainment	101
23.	Table 4.23	Price of tourist services	102
24.	Table 4.24	Tourist spots and places	103
25.	Table 4.25	Chi square test	105
26.	Table 4.26		106

27.	Table 4.27	ANOVA test	108
28.	Table 4.28	Overall satisfaction	110
29.	Table 4.29	Chi square test statistic	111
30.	Table 4.30	Age and Satisfaction of Tourists	112
31.	Table 4.31	The above hypothesis is tested with the help of ANOVA test	114
32.	Table 4.32	Gender and Satisfaction of Tourists	116
33.	Table 4.33	Anova: Single Factor	117
34.	Table 4.34	ANOVA	118
35.	Table 4.35	Regression Analysis	119
36.	Table 5.1		124
37.	Table 5.2	Results of Hypothesis Testing	130

LIST OF FIGURES

Sr. No.	Figure No	Figure Title	Page No
1.	Figure 1.1	Development of the competitiveness theory	03
2.	Figure 1.2	Stages of Competitiveness	06
3.	Figure 1.3	Regional Competitiveness index	10
4.	Figure 1.4	Regional productivity employment and standard of living	11
5.	Figure 1.5	Classification of the pillars of global competitiveness indices according to the bases of regional competitive advantage	13
6.	Figure 1.6	Tourist destinations of Rajasthan	19
7.	Figure 1.7	Mewar Map	20
8.	Figure 1.8	Mewar circuit	21
9.	Figure 1.9	City palace of Udaipur city	22
10.	Figure 1.10	Kumbhalgarh fort	23
11.	Figure 3.1	Tourist circuits of Rajasthan	63
12.	Figure 3.2	Mewar circuit map	64

Chapter - 1

Introduction

CHAPTER - I

INTRODUCTION

1.1 COMPETITIVENESS

The concept of competitiveness has its origins in trade theory more than three centuries ago, but today there is no consensus on how to define it, or what are the parameters to quantify it.

The idea of upper hand depends on "efficiency" and the variables that decide it inside an association. Efficiency is the connection between the result created by a framework for delivering labor and products and the assets used to deliver that result. That is, their productive use, for example the proportion between the outcomes acquired and the assets and time spent on their creation accomplish it. The visualization of efficiency was built up during the late nineteenth century with the inescapable reception of serious systems.

Porter (1999) recommends aggressive improvement approach as the worth that a company construct for its clients over its cost. This worth represents how much an individual is eager to shell out and is best represented by how much the asking price is lower than the competitor's asking price. This necessitate folks to receive equal remuneration. The best approach should imitate a rational perceptive of the big business surroundings. A procedure for Examining Ventures & Rivalry (Watchman, 2000) creates models for acquisitive businesses and creating worldwide systems. This form presents his five serious variables that decide the allure of a modern area, their causes, and factors that change after some time and can be modified by technique.

The conception of national competitiveness originated in trade theory several centuries ago, it was Porter (1991) who laid the foundations for national competitiveness in recognition of the changing environment and general strategic instability was. He points to the need for a more dynamic model that reflects a nation's competitive advantage.

Krugman (1994) points out that national competitiveness is meaningless unless major powers compete with each other, and that this is not an external problem, but an internal problem of the country. In this regard, Porter (1991) squabble that a state competitiveness depend on its industry's ability to innovate and improve, and many of the companies are able to do so over and over again and relentlessly for improvement, giving them a competitive edge. He claims that a better source of sex can be found.

Camagni (2005), in his book *Economyaurbana*, highlights the controversy arising from his Krugman (1998, p. 5) position on international competitiveness, stating that a country's prosperity depends on its commercial success. According to him the theory of relative advantage does not apply to analyze the regional and economic competitiveness. The interregional trade theory is based on the concept of comparative costs and price adjusted by lack of movement between production cause, currency deflation and descending rigidity in prices and earnings in situations of subsistence as well as separation. However, when we are concerned about local economies, the factors are not similar as denoted by the comparative advantage theory and so it is better that we follow some basic principle that determine the comparative advantage.

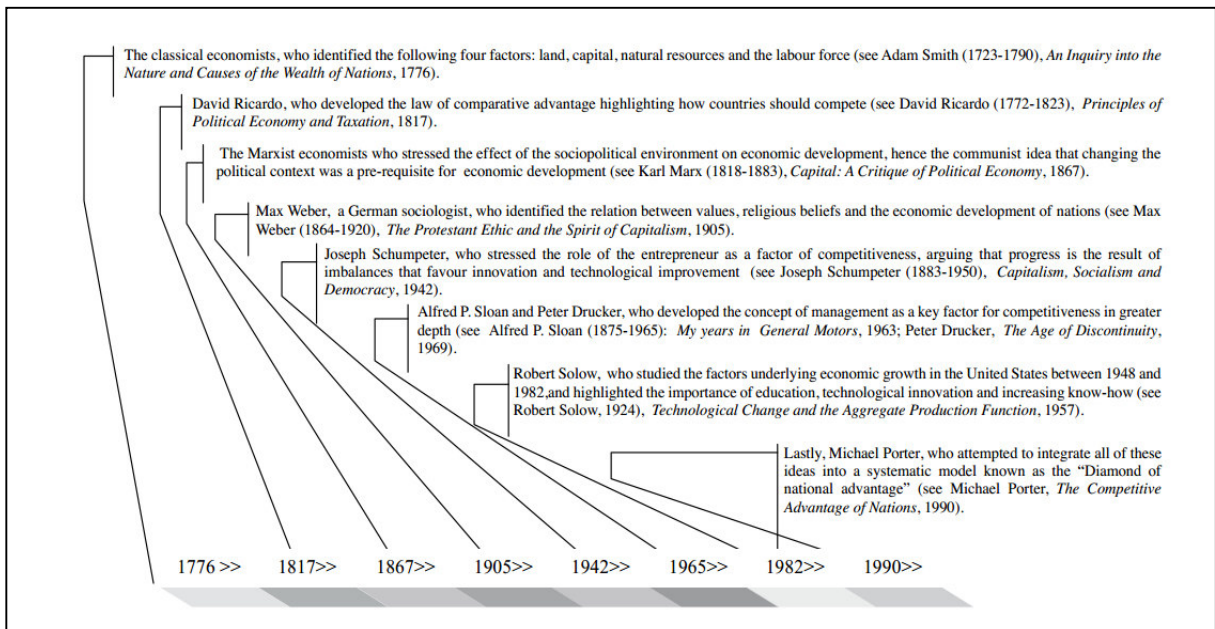
- i. No emphasis on self-sufficiency.
- ii. There exist no relationship between normal efficiency and actual wages.
- iii. Movement of production factors between regions: Regions with no advantage at all commodities create disparity in the labor market due to the movement of factors.
- iv. No existence of local currency. Assuming an equilibrium situation where each region has an absolute advantage in one product, if a region becomes slower in productivity growth than other regions and less competitive in production, the currency as a country cannot be truncated.

Competitiveness is defined by a nation's productivity in using its individual, wealth, and innate resources. The initial point to understand competitiveness is the innate resources possessed by the economy. The standard of living of any economy is calculated by the efficiency of the workforce of any country and what are their capabilities of producing goods and services in form of outputs with the help of inputs. The value of goods and services formed helps to estimate the total value of the nation. The performance and productivity of resources is valued by the demand and supply market forces and depends on the worth of a nation merchandise and intangible and the effectiveness of producing the required outputs, the production efficiency also depends on nation's capability to organize accessible talent.

Accurate competitive strength is therefore calculated by efficiency. Highly productive countries can support elevated take-home pay, lucrative returns on investment, sturdy currency, and elevated standards of living. Even a merely restricted industry is part of its competitiveness, as its productivity not only determines wages, but also greatly affects the cost of doing business and living in the country.

In short, the development of a premise of competitiveness begins with the basic assumptions. The conventional and contemporary economic theory. Both of these theories can be explained with the help of prominent postulates, the first one given by Smith, 1776 in the International Trade Model and the other one given by Porter, 1991 as the Competitive Advantage Model which is also popular as the diamond of national interest and based on the theoretical model, the national Two of the world's most famous studies measuring the competitiveness of these studies are illustrated below in subsections.

The development of the thought of competitiveness can be explained by the various steps as shown in the Figure 1. The diagram traces its evolution as a process of consolidation by thinkers over the past three centuries, culminating in Michael Porter's current proposal.



Source: S. Garelli, "The competitiveness of nations: the fundamentals", IMD World Competitiveness Yearbook 2006

Fig 1.1: Development of the competitiveness theory

1.2 COMPETITIVENESS INDICES

The various studies that measure the components of competitiveness of different economies are expressed in the World Economic Forum's and Global Competitiveness Report. Both are distributed yearly and are based on data from factual information and studies conducted in each taking an interest nation. The accomplice teach are dependable for collecting the information and conducting the overview. The two thinks about utilize comparable competitive components drawn from the writing and observational investigation. The IMD classifies the information based on four components: (i) financial execution; (ii) government productivity; (iii) trade proficiency; (iv) framework; separated in 5 sub-factors. The information is further classified into 12 variables. It ought to be famous that the WEF classification compares to the earlier version of the GCR, as the three past versions made noteworthy methodological changes that driven to contrasts within the variables utilized to degree competitiveness.

The World Competitiveness Yearbook, published since 1989 by the IMD is a flagship document to provide the information regarding status and main trends in the competitiveness to the ruling government and business leaders to assist them in making strategic moves.

The Competitive report is is a collection of various information received from varied sources:

- i. Information based on statistical indicators which is compiled in hard form by international organizations for particular purposes, including the United Nations, IBRD, OECD, WTO, IDB, and others; and
- ii. Soft data gathered from yearly surveys of global entrepreneurs is available. The Yearbook is composed of three parts: two thirds statistical data, and one third views and opinions derived from business research.

Table 2 summarizes the characteristics that influence regional competitiveness based on a sample of Latin American regional competitiveness indices. It demonstrates that certain constant factors persist regardless of the theoretical framework that is applied

1.2.1 Global competitiveness

Since 1979, the GCR has been released by the WEF in Geneva. It presents the relative advantages and disadvantages of nations and generates two all-inclusive competitiveness indicators from several specialized indices.

The comparison between countries at international level comprises of over a hundred countries, a number that has been rising over time. These nations account for more than 97% of the global GDP. An executive opinion survey was created especially to release the findings related to publicly available data and a strong theoretical framework that support the GCR's underlying methodology. This survey records the evaluation and findings.

1.2.2 Understanding Competitiveness

The famous management guru, Michael Porter was one of the first author to write in his initial works on national competitive advantage. The research exposed that a country's achievement in a meticulous business is dependent on the below parameters:

- **Availability of Resources Factor conditions-** The availability of skilled labor and infrastructure greatly facilitates the development of an industry. It is because of cheap skilled labor that India is becoming a major software power.
- **Demand conditions-** The nature of the home demand for the industry's product or service is an important factor. Sophisticated, demanding customers put pressure on companies to become more efficient. The high quality of most Japanese products is to a great extent due to pressure from demanding customers at home.
- **Related & supporting industries-** The presence in the nation of suppliers and related industries that are internationally competitive can give a major impetus to the industry. The computer hardware and software industries have complemented each other well in shaping the evolution of the US as the leading nation in the world for information technology. A cluster of related industries has made Silicon Valley the IT hub of the world.
- **Firm strategy, structure and rivalry-** Conditions in the country relating to how companies are created, organized and managed and the nature of domestic rivalry play an important role in shaping the competitiveness of an industry. Intense

competition motivates companies to become more innovative and efficient. The Japanese automobile industry has come a long way since the 1940s, thanks to the competition among Toyota, Nissan, Honda, Suzuki, Mitsubishi, and Mazda.

- **As Porter has summarised:** “Firms gain competitive advantage where their home base allows and supports the most rapid accumulation of specialized assets and skills”. Firms gain competitive advantage in industries when their home base affords better ongoing information and insight into product and process needs. Firms gain competitive advantage when the goals of owners, managers and employees support intense commitment and sustained investment.

In the end, a country's ability to thrive in a certain industry can be attributed to the fact that its domestic environment is the most dynamic and demanding, encouraging businesses to continuously improve and expand their advantages.

Porter has also come to the conclusion that clusters connected by both vertical and horizontal links are where nations ultimately prosper rather than individual industries.

An economy is usually composed of clusters that show the stage of the economy's development by their composition and sources of competitive advantage.

1.2.3 Stages of Competitiveness

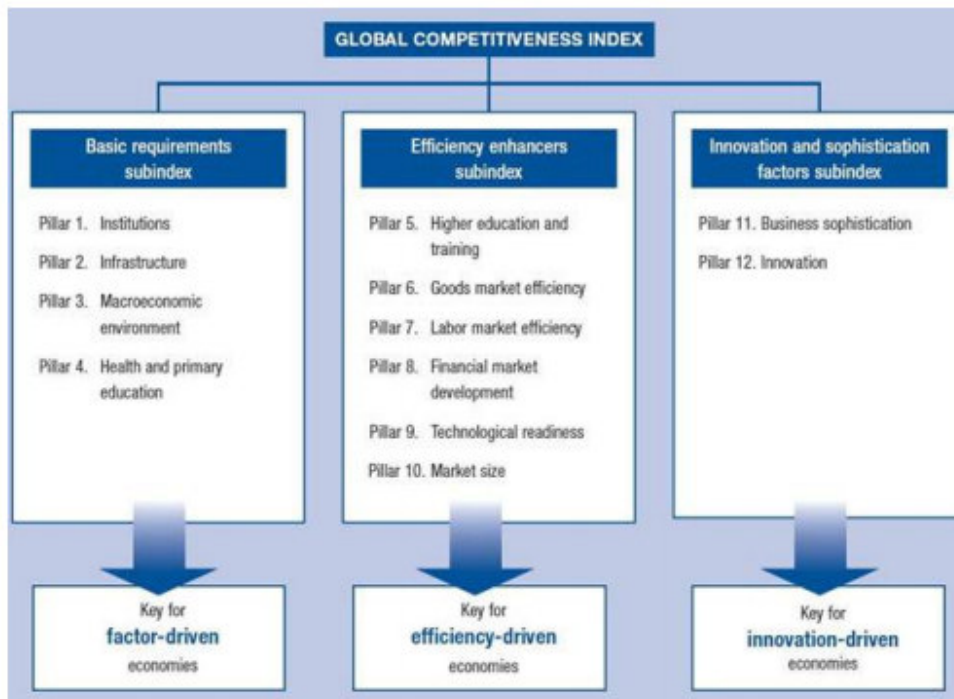


Figure 1.2: Stages of Competitiveness

1.2.4 Structural Support of Competitiveness

Porter realized in his first book on competition that there was no universally accepted method for Competitive Development Process. However, the accomplishment of the Competition strategy largely is dependent on the level of economic growth of any country. The various stages of expansion also form basis of the hypothesis of competition given by World Economic Forum.

1. Factor-focused phase: Focus on low developing countries where it is important to support the factors of production (land, primary products, and labor) which play a significant role in the macroeconomic growth. The main role of the government is to ensure political and macroeconomic stability and providing an adequate free market to allow local businesses to optimally use resources and refurbish poor economic performance by attracting foreign capital. Price is still the first tool of international competition for such countries while the driving force of the progress is the use of technology through import and export of products with mobilizing foreign direct investment and promoting foreign expansion and growth of mutual trade among developing countries.
2. The "investment-oriented phase" includes middle-income economies which focus on growth and investment, and it is driven by competitive advantage" local production using international technology "Foreign direct investment, joint ventures and outsourcing arrangements to support domestic enterprises and adoption of international production processes. The government should focus more on improving physical infrastructure (ports, communications, roads) and administrative management (customs, taxes, company law) and allow increase in integration and cooperation in international trade".
3. The "innovation-driven phase" apprehension high-income countries that are transitioning from technology-importing economies to technology-generating economies. Effective working capital formation and management to promote high-tech business and innovation-based development is required with a direct role of government in encouraging a high rate of innovation through enhanced capital markets, legal frameworks that assist the establishment of high-tech enterprises, and public and personal investment in investigation and development in the areas of education and other sectors

4. 1.2.5 Determinants of Global Competitiveness

<p>Domestic Economy</p> <p>Productivity</p> <p>Capital Formation</p> <p>Competition</p>	<p>Infrastructure</p> <p>Railways ,telecommunication, energy and power, sea ports and airports roads and transportation</p>
<p>Internationalization</p> <p>Success in global business</p> <p>Generation of open economies which are converting the direction and composition of foreign trade and direct investment</p>	<p>Administration</p> <p>Competitive pricing</p> <p>Efficiency in organizing activities</p> <p>Entrepreneurship</p>
<p>Government</p> <p>Extent of state intervention</p> <p>Managing changes and restructuring due to the dynamic business environment</p> <p>Capacity to promote societal restructuring</p>	<p>Science & Technology</p> <p>Investments in basic research</p> <p>Aptitude to develop new forms of knowledge</p>
<p>Financial Market</p> <p>Expansion of primary and secondary as well as capital and money market</p> <p>Integrating the national and international financial market regime</p>	<p>People</p> <p>Labour force skills</p> <p>Labour force attitudes</p> <p>Labour force expectations</p>

1.3 DEFINITION OF REGIONAL COMPETITIVENESS

Investigation of past writing appears that competition can be seen from two viewpoints: first, as a prepare that decides the level of efficiency; and besides, as a determinant of the development of human health. According to these speculations, territorial competitiveness can be characterized as the administration of assets and the ability to achieve sustain able growth within the generation of goods and population for health in the locale.

The expression “regional” alludes to the ecological separation of countries due to different geographical conditions and it results in diversity in different variables,

counting in the terms of population characteristics, historical and cultural differences demographical and financial matters.

This prove is based on markers of economic development in the nation such as per capita net household item (GDP), add up to figure efficiency (TFP), or the Human Advancement File (UNDP, 2006) and Global Competitiveness Index published by IMD and WEF utilizing certain constraints.

A moment degree of competitiveness is gotten by comparing the World Economic Forum Growth Competitiveness Index (2005a, the final year the list was distributed) with per capita GDP development. The examination proves the concept like nations with high GCI too have high per capita growth in GDP; therefore, increased competition is related with financial development.

The third degree of competitiveness is derived by connecting the GCI to the yearly normal development rate of productivity. It is evident that a positive connection recommends forward moving competitiveness is additionally related to TFP development. And it indicates a positive relationship between competitiveness, growth and overall productivity.

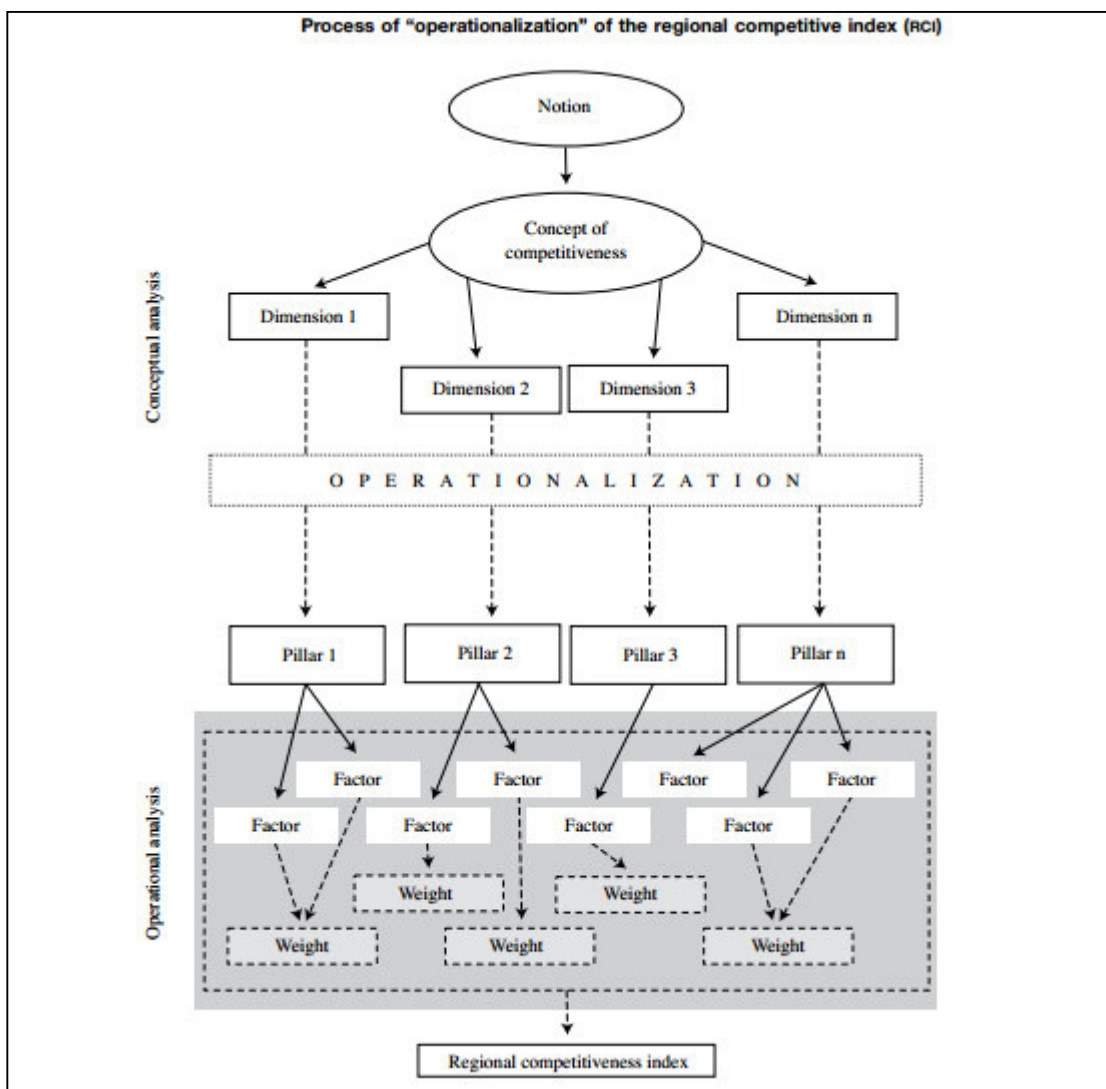
1.4 FACTORS OF REGIONAL COMPETITIVENESS

The various factors of competitiveness are enlisted as columns in this ponder, were defined based on past writing and examination worldwide encounter. There's no explicit consensus to decide competitiveness. It may transmit to accessibility, recurrence and coinciding with the premise of three things as recognized by Tello, 2004

- (i) compliance with the definition and concept system;
- (ii) factual bolster to that impact the calculate is measurably related to the economy execution markers;
- (iii) the reality that it may be degree in a few shape (subjective or quantitative), and be effortlessly discernable from other variables

This column choice prepare is common as the denominator of competitiveness lists or territorial determinants. Diverse techniques are utilized to identify territorial columns and design competitiveness for the establishments of territorial competitive preferences.

The conception of territorial competitive quality is linked with establishments and attempt to capture the idea that in spite of the fact that in each criteria there are competitive and non-competitive firms and there are common components within the locale which influence the competitiveness of all companies. The assets that are outside to the business can be utilized specifically or in a roundabout way to form an impacts on its effectiveness, advancement, adaptability and elements. The method utilized in this considerate to decide columns of territorial competitiveness is based on regional competitive focal points which include two stages: generalization definitions of six bases (see table) and an examination of their ease of use, comparison of essentials with existing worldwide and territorial competitiveness records (see Table).



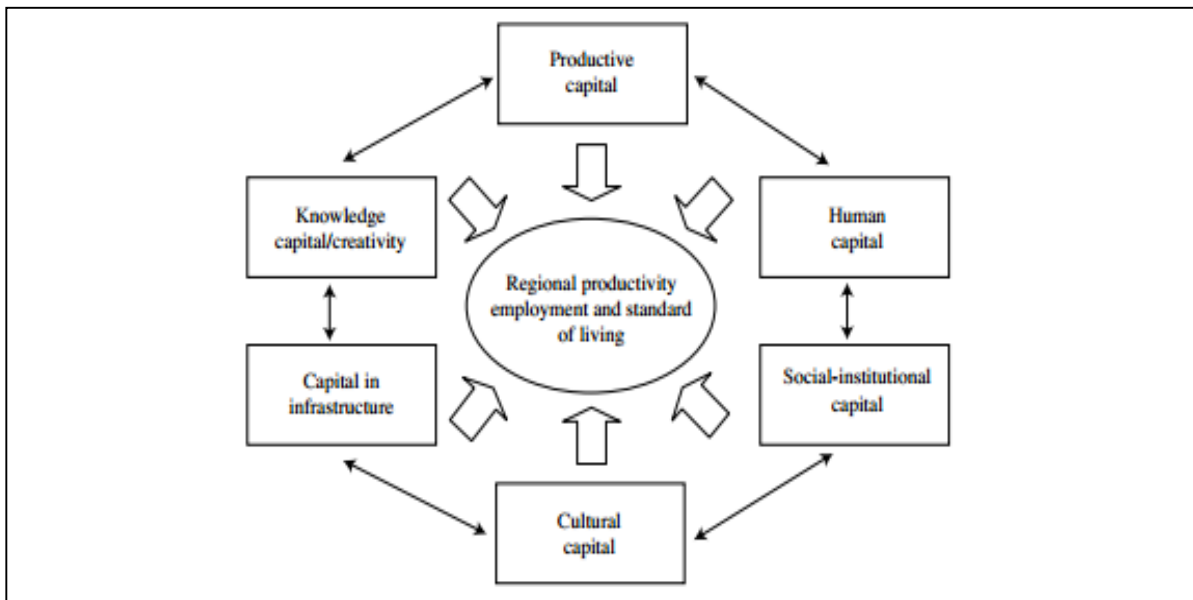
Source: "Evidence and inference in social research", AAAS

Figure 1.3: Regional Competitiveness index

1. Institutional framework and Government organisations

The primary column of territorial competitiveness relates to the institutions and government back framework. The government ought to proactively identify its fundamental capacities because it is critical to position the establishments of the mechanism with regard to its competitiveness.

León, 2003 propounded the role of state which can be examined on three aspects of economic structure viz microeconomics, macroeconomics and organization. The government and supporting institutions are the vital column on the micro perspective and their obligation in a free showcase makes it conceivable to accomplish equilibrium. The instability of the situation comes about in advertise disappointments or twists which anticipate it from working in a circumstance of effectiveness. The foremost common of these advertise disappointments is the subsistence of community products that have to be administered with financial and societal criterion, taking into consideration the externalities, or macroeconomic viewpoint. It is in these cases that the hypothetical establishments for State mediation emerge and, subsequently, the establishment for government activity through its teach, based on Keynes (1936), who imagined the part of the State bases of territorial competitive preferences.



Source: M. Kitson, R. Martin and P. Tyler, “Regional competitiveness: an elusive yet key concept?”, Regional Studies, vol. 38, No. 9, London, Taylor & Francis, 2004.

Figure 1.4: Regional productivity

2. Economic Expansion (P2)

The moment column of territorial competitiveness incorporates, to begin with, the execution of the local economy; besides, the internationalization prepare; and third, the capacity to make jobs. Economical advancement column is based on the hypothesis of financial development; whose most agent show in a advanced development economy is Solow (1956), who clarified development in terms of capital collection, labor drive extension, and specialized alter. Be that as it may, not at all like Solow's (1956) development book keeping system and with the point of depicting it, the column of financial improvement centers on measuring the impact of financial development, which must too meet the criteria of maintainability, social duty and natural care. Agreeing to Sachs and Larrain (1994), financial development is vital to move forward the level the life of a developing populace. Malthus (1798), on the other hand, contended that populace development would restrict by the sum of assets the Soil might give. He contended that populace development surpassed the ability of the planet (assets) to supply food for man; and passing within the shape of wars or broad starvation would unavoidably tip the relationship.

3. Productivity of infrastructure (P3)

Framework is considered to be the essential mediation of social creatures on a domain foe development and its improvement potential. The level of a regional framework is directly linked to its review advancement and seriously limits the plausibility to realize noteworthy advance within the social welfare of the inhabitants. One of the most important mandatory special lists is the common framework ranking of America Economia (2008). This investment strategy is based on a viable infrastructure pillar and is considered the current ability of each location to maintain business efficiency and competitiveness. Thus, it can be said that the effects of the foundation can be seen in the creation of jobs and in the improvement of the competitiveness of the place and the quality of life of the inhabitants.

4. Human capital (P4)

The most efficient pillar is the workforce capital and it has high esteem due to the potential gain of people. In spite of the fact that it features a common asset component, it generally comes from venture in instruction, aptitudes improvement and wellbeing. These venture increments the efficiency of human capital.

Financial discipline started with the mindset to appreciate the analytical acumen working force taking after the commitments of Schultz (1961) who to begin with contended that aptitudes and information are a shape of capital. Few a long time afterward, Becker (1964) considered human capital as the essential financial factor in his ponder of information.

In any case, the foremost noteworthy contribution, namely the presentation of human aptitudes into the generation work

5. Business effectiveness (P5)

National prosperity is made, not acquired; and depends on the ability of that industry to develop and progress (Watchman, 2001). In other words, competitiveness is synonymous with efficiency; and this is usually achieved by promoting development based on the four characteristics of a country, which in turn depend on the ability of its enterprises to improve and progress.

Despite the fact that the starting point of industry, company and efficiency can be the strength of the company's suitability column, there is also the competitive framework approach (Esser et al), which, without denying the Porterian viewpoint (2001), strengthens part the role of the company. At a small level, a systems approach is specifically related to business progress and acceleration. This approach suggests that to effectively negotiate modern demands, companies must reorganize both internally and in their wider surroundings.

Classification of the pillars of global competitiveness indices according to the bases of regional competitive advantage		
Basis of regional competitive advantage	World Competitiveness Yearbook 2008	Global Competitiveness Index 2008-2009
1. Productive capital	— Economic Development	— Macroeconomic stability — Financial market sophistication — Market size
2. Human capital	— Economic Development	— Labour market efficiency
3. Cultural capital		
4. Social-institutional capital	— Government efficiency	— Institutions
5. Capital in infrastructure	— Infrastructure	— Infrastructure — Health and primary education — Higher education and training
6. Knowledge capital/ creativity	— Business efficiency	— Innovation — Goods market efficiency — Technological readiness — Business sophistication

Figure 1.5: Pillars of Global Competitiveness

1.5 TOURISM AS A REGIONAL DEVELOPMENT FACTOR

Territorial improvement comes about from the incorporation of a spatial parameter into the question of improvement, so it appears to be connected with particular local references. The tourism industry has lamented due to the precise neglect of its financial and social significance by the government and the common populace. Be that as it may, in long time these 'grievances' have been resolved and policy makers have progressively documented the financial significance of tourism. Nowadays, it is rising to an astounding cause of esteem formation and business.

Tourism is an greatly imperative financial action that can play a definitive part in certain improvement regions where some of the time there are no other options to attain this objective, and it can even fortify the characteristic and potential of the foremost discouraged districts. Its course of actions is invariably characterized by tremendous conceivable outcomes that must have coordinated within the economy, either through work or through the elements of set up companies.

Campos et al. (2006) includes that tourism could be a division of exercises with expanded expression and esteem for the national and territorial economy and is essentially created through the provision of services that are associated either with the requirements, desires, requests and wishes of traveler clients, or with exercises that create at the goal. For numerous a long time, the tourism industry has deplored the efficient neglect of its financial and social significance by the government and the common populace.

Nowadays, tourism has developed as an astounding source of esteem creation and business and is an amazingly imperative financial action that can play an equivocal part in certain improvement ranges where some of the time there are no other options to realize this objective, and it can indeed reinforce the growth of most depressed regions. Campos et al. (2006) includes that tourism could be a segment of exercises with expanded expression and esteem for the national and territorial economy and is fundamentally created through the provision of administrations that are associated either with the wants, desires, requests and wishes of tourist customers, or with exercises that create at the goal. The neighborhood government ought to distinguish tourism as a conceivable way to realize financial advancement due to the need of jobs in conventional segments of the economy and it should be able to form an coordinates goal zone

(scenario, environment) able of drawing in and supporting the stack that the same fascination may draw within the future. It implies creating the human and social abilities in addition to the aptitudes of the characteristic assets and buildings themselves, can make an environment for the wave of guests, so that they feel comfortable getting a charge out of a distinctive situation than regular.

Most of the actions and services that make up the tourism product are more often than not related with a normal or social fascination. This set of exercises empowers the recognition of a tourism item through the productive activity of the stakeholders. Normal resources hence ended up specifically beneficial and take an interest in the general process of financial extension.

It also create multiple impact on financial action, which reflect as the creation of critical added value and the capacity to spur the advancement of other financial exercises through extension wherein geographical vicinity plays an imperative part in the discernment of the organizational performance with respect to sustainability and endurance of such business that can contribute in increasing the competitive advantage of the tourism industry.

The debate on quasi-competitiveness in the tourism industry has become wider today as it is one of the main concerns of all national governments and industries. In a globally growing and competitive world, it is important for companies to create key management that monitors environmental complexity, patterns and market competitiveness and finds competitive points of interest. The concept of competitiveness may seem simple to understand, but the complexity of this concept becomes apparent when it has to be characterized and analyzed based on different literature sources.

Porter (1990) argues that its uncertainty stems from the huge variety of definitions and perspectives of competitiveness, making it difficult to provide a comprehensive and conflict-free definition. He agrees that companies, not countries, compete in the global market, but the economic environment, education and government policies can explain how companies win. This means that the competitiveness of a country or region is based on the success that the companies achieve in advertising worldwide. I agree with Watchman (1990), research should focus on specific firms or industry fragments rather than the economy as a whole because it is inconceivable that all firms in all industries have a competitive advantage. The most competitive indicator is productivity, because it

is the biggest determinant of a country's standard of living in the long term, which is net national income per capita. A nation's competitiveness in a given industry is the result of four expressions. These determinants are:

- i. The share of an economy to the creation of parameters, such as technical expertise or infrastructural support, that are essential requisite for the aggressive operation of a growing industry;
- ii. Strategic approach, competition and the circumstances governing the establishment, association and managing the business in a country and the temperament of in house rivals;
- iii. Demand circumstances: nature and effectiveness of domestic demand in terms of definite goods and services for the demand of the well informed and aware end users;
- iv. Survival of connected and sustaining industries: existence or non-existence of supplier industry as well as ancillary industries that are ready for action in worldwide markets. This factor has an inclusion of conglomerate of economies and their impact on competitiveness. Porter (1990) also emphasizes on action oriented approach and changes that can assure companies attributes for involvement of competitive strategy.

Tourism sector competitive strategy can be explained as a framework of integrated strategies and corporate partnerships, connecting everyone, who directly or indirectly contribute to the creation of a global product.

Dwyer and Kim (2003) explained that tourism competitiveness is very important and complex concept that combines several elements that may or may not be observable, namely in many cases it is not easy to measure. Furthermore, it is a relative term whose the range may vary depending on the time period and the country taken as a reference. To compete in the tourism field, a destination not only must have comparative advantages but also competitive advantages, in other words, is required not only to have a more or less broad variety of products and tourism resources, but also they must be managed efficiently to medium and long term.

1.6 FACTORS OF COMPETITIVENESS AT REGIONAL LEVEL

All the factors correspond to the elements that make up pillars. Largely, a certain importance is attached to the pillars according to the relevant variables and weights are gaining importance to calculate regional advantage. Determination of factors as the variable reflect on each country needs to establish by performance the criteria which is used to attain the collection of variables in accordance with the characteristics of the economy. The variables of regional competitiveness index are determined with the help of factors that can be stated as following points

- The factors of the competitive variables are to be collected from genuine source. The initial information should be generated from various data sources or institutions through technical process or by fieldwork or crafting computation from the necessary information base, and the second group which collects information and secures it in systematic manner and issue statistical publications.
- It should have a permanent ongoing chronological proof for a period of all least three years. This decisive factor ensures incessant information is computed to satisfy an exacting requirement which makes it unavailable for future
- It should be divided by regions and the methodology used should be authentic and stable over time to not influence the prospective for benchmarking.

The various explained criterion is executed in the selection procedure of cause and variables with official data sources and quantitative information is taken into account in the form of support system

The administrative and institutional framework of support is formed by reasons that enumerate the capability of the regional stakeholders to fulfill their function to provide essential services to the inhabitants and thereby support sustainable development in their region.

Factors constituting financially viable progress support embrace the growth of invention, service and many more which focus on not only the past results but the future corresponding years that show the different stages of the business cycle. Equally the factorial variables are articulated as not only in present value, but also in real conditions to evade distortion due to price fluctuations.

Trade in foreign market is a summation of the direction and composition of trade which transforms the process to be of diverse nature and make it a complicated phenomenon of internationalization.

The pillar of productive infrastructure, as a refer to the notion of substantial base (Joy Way, 2004), which imply the competitiveness of a region depends upon a set of substantial factors that make it more structured and worthwhile. The physical and socio economic structural factors include communication and transport networks, fuel and energy sources telecommunication and logistics which are indirectly associated with the travel and tourism sector and are essential for the development of a region in an organized manner.

The most important creature of this regional pillar is the individuals or the people with its skills, abilities and capabilities to design innovation, create inventions and focus on the dynamic external and internal environment factors that help to attain sustainable solution for the challenges and threats that can hamper the growth of a particular destination. Training, development, education and knowledge system have existence of private and public sector and differences between them and how the human capital is trained for and finally consciousness towards health is counted for healthy workforce.

Finally, the commerce and industry creates efficiency that ensures creation of employment, job positions and intrinsic as well as extrinsic abilities to perform innovative business functions that help to adjust with the changing business environment.

All these factors have synergistic effect on the various parameters that define collection the aggregate of factors which is used as indicator. Everybody from indicators are associated with a pointer, either simple indicator or relative. A undemanding indicator is the reflection of absolute value while the relative variables are determined on the basis of other intervening variables that are dependent on some uncontrollable issues.

1.7 RAJASTHAN TOURISM

Rajasthan is popularly known as "Land of Kings". It has become known as one of the prominent destination for the travelers from across the country and the world. The magnificent glory of the state is due to its diverse landscapes, rich artistic and cultural heritage, historical and archaeological wonders and nature reserves. Huge palaces and magnificent forts, traditional fairs and lively festivals, ancient artistic knowledge, arts

and crafts etc. have been extraordinary selling points for visitors, and the unparalleled beauty of local traditions, food habits and ways of life fascinate them. The historical state is situated in the northwestern part of the country and it consists of multiple geographical landscapes with border with Pakistan at international map and borders five other Indian states.

The desolate tract location of some part of west region has a great magnetic effect on visitors, especially foreign tourists, and other parts of the state are rich in the splendor of natural beauty or historical stories. Tourism activities are almost spread throughout the state of Rajasthan, but these activities mostly take place in the six capitals that are the center of Rajasthan All visitors will want to visit at least one or more of these heritage cities. The mewar district is famous for its historical and cultural past and Udaipur in the Mewar district is the main tourist center of South Rajasthan and a popular destination for domestic and foreign tourists

1.7.1 RAJASTHAN TOURIST ATTRACTIONS

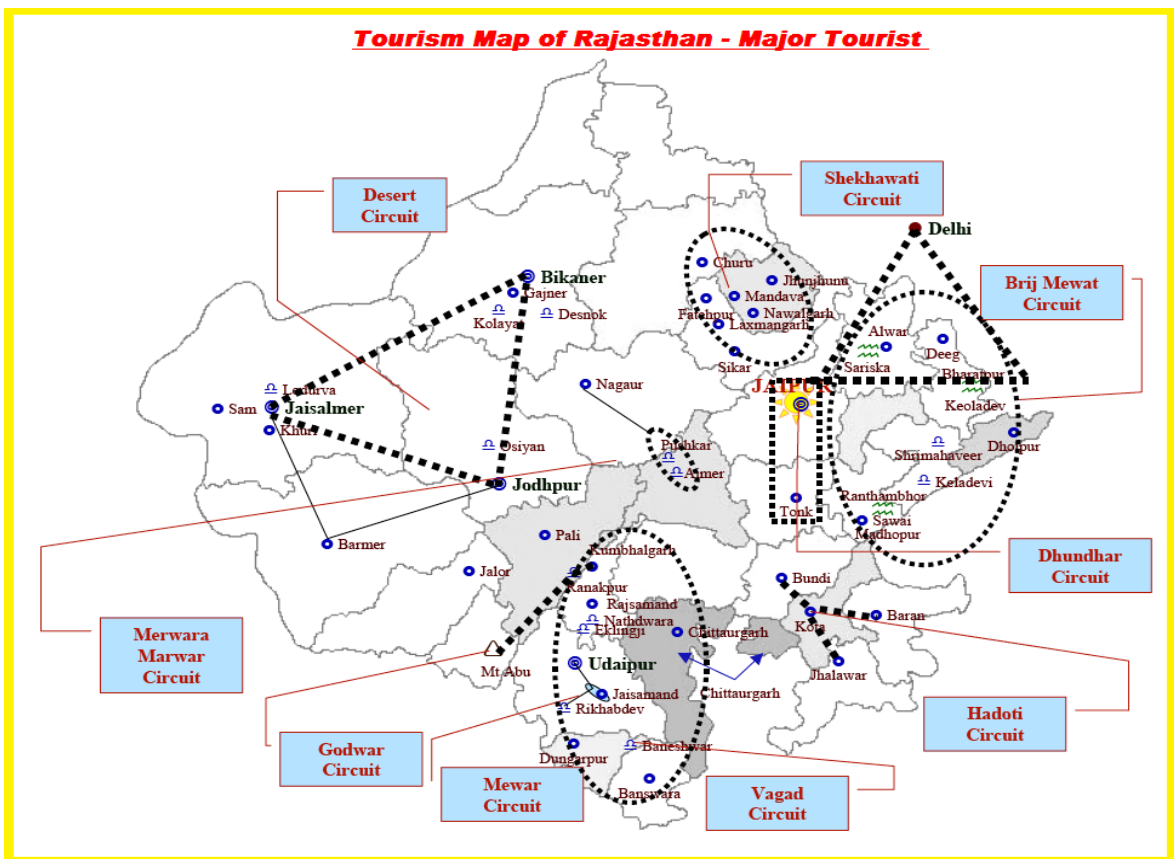


Figure 1.6: Tourist destinations of Rajasthan

Source: Rajasthan Department of Tourism, Government of India

1.7.2 Mewar Region

The Mewar is in the south-central part of Rajasthan and this region is comprising of districts of Bhilwara, Chittorgarh, Pratapgarh, Rajsamand, Udaipur, and for centuries, the section was under the ruling of Rajputs. The august province of Udaipur arose as an authoritative unit during the time of English East India Organization administration in India and stayed for the rest of the English Raj period.



Figure 7: Mewar Map

Rajasthan's Mewar locale envelops sensational slopes, shining lakes, profound valleys and significantly more lovely scenes as it has a celebrated past and is a land wealthy in regal legacy, with heartfelt water castles, memorable peak fortresses and wonderful nurseries. It is encircled by regular view and has various pleasant places of interest which talks about the appeal of special Mewar. This area incorporates lovely natural views, slopes and profound valleys. it is particularly famous among homegrown sightseers due to blended historical and cultural fame. It incorporates urban communities like Udaipur, Chittaurgarh and Nathdwara.

Udaipur the captivating city is overwhelmed by its lakes, its marble castles, and its delightful nurseries. The organizer, Maharana Udai Singh, was overwhelmed by the hardships that his old capital of Chittaurgarh needed to confront. Exhausted of the rehashed assaults that he needed to confront, Udai Singh looked for the assistance of a sacred man and requested that he recommend a protected spot for his new capital. It was suggested to Udai Singh that he relocate his capital to the shores of Lake Pichola. The sacred man guaranteed him that his new capital could never be prevailed. The city of Udaipur was consequently established and developed around the lakes.

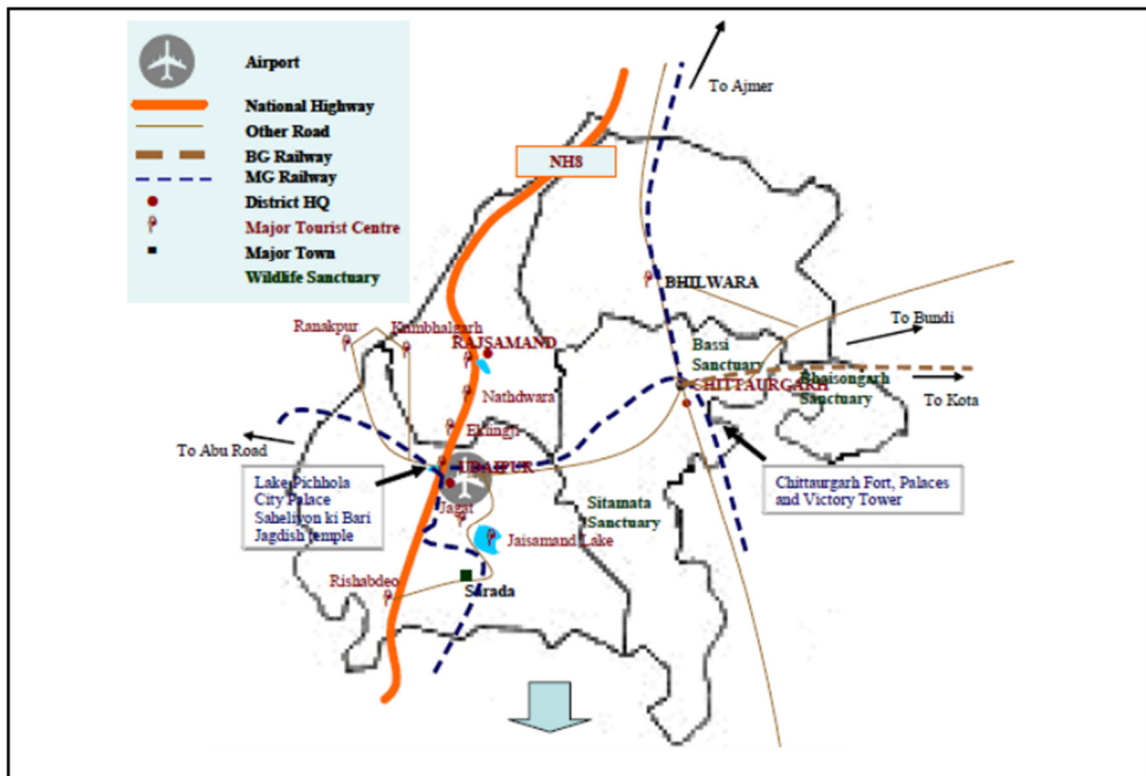


Figure 1.8: Mewar circuit

Udaipur: The Mewar region's most popular tourist destination is Udaipur. This city has various lakes and royal residences. CityPalace, Pichola Lake, Fateh Sager Lake, temples of lord krishna, Jag Niwas Castle and many more attractuions that are principal fascination of this city. Different attractions are found nearby from the city is the Sajjanganh Post and the encompassing little woodland and nature hold.



Figure 1.9: City palace of Udaipur city



In the north lies Nathdwarathe world fame Krishna shrine, a place of worship, Nagda, Eklingji, Haldighati (Battlefield) which are mostly visited by all types of domestic tourists for spiritual and rich past glory of the area. Further in the north lies Rajsamand Lake and Kankroli. The city of Chittaurgarh is about 120 km eastside of the city of lakes.

The town is very well-liked as a place of historical attraction. Chittaurgarh Fort is also gaining popularity among those who have interest in the history of mewar region. Kumbhalgarh is around 84 Kms west of Udaipur. The Kumbhalgarh fort is predominantly admired by large number of foreign and local tourists and is famous for camping sites and jungle rides and safaris. It is a popular destination and speaks about the bravery and majesty of the kings of the land

Haldhighati battle



Figure 1.10: Kumbhalgarh fort

Chapter - 2
Review of Literature

Chapter - II

REVIEW OF LITERATURE

Agustin, Martini & Setiyono (2022) tried to determine the gap between rural tourism in four provinces, measure the competitiveness of each rural tourism sector, and examine the factors that determine Indonesia's competitiveness in rural tourism. The grouping of various methods the PROMETHEE method and the GAIA plane is developed in this study, which uses the World Economic Forum's Travel and Tourism Competitiveness Report (TTCR) Model. According to the findings of this study, rural tourism industry with the highest competitiveness index score among all others. In general, Indonesia's tourism industry has a lot of potential, but it needs to be developed with more policy sense in order to perform better.

In order for stakeholders to be prepared during and after a pandemic, the wellbeing and Health are the most significant components which needs attention. Policymakers are urged by this study to come up with a suitable plan that can improve the tourism industry's performance.

Rural tourism must approach a variety of issues in addition to the factors that attract tourists, which has managerial implications. As part of the pandemic response, health facilities and capacities should receive priority from policymakers. Using semi-structured interviews and questionnaires, this study measures villages' tourism competitiveness. As a result, it will provide a more in-depth account of Indonesian tourism.

Cao et.al (2022) has mentioned that an imperative means for an to analyze the tourism potential in a particular setting is the evaluation of tourism competitiveness. As a case study, (EAP) in China is chosen to investigate mountain tourism's potential and competitiveness in the travel and tourism sector. The mountain sightseeing competitiveness model developed by EAP is based on three criteria in this study: mountain tourism's core competitiveness, the economy's competitiveness, and infrastructure's competitiveness. Data from the EAP Statistical Yearbook for the years 2005–2014 have been used to create a context-specific customized evaluation index. EAP's mountain tourism core competency is divided into economic and ecological competitiveness, and the competitive strategy of infrastructure is valued at 84.29%,

13.4%, and 2.3%. EAP's mount sightseeing competitive figure will increase by 0.84 units if we consider 1 unit increase in tourism core competitiveness.

When infrastructure competitiveness rises by one unit, EAP's mountain tourism competitiveness rises by 0.02308 units. Lack of awareness of the county authority, low levels of cooperation, and inadequate infrastructure were the primary contributors to low levels of competitiveness. The next are some suggestions based on the result of the learnings: To begin, the county authority ought to appropriately enhance the connection that exists between cooperation and competition, as well as between cooperation and competition.

Second, the county authority ought to establish an efficient and coordinated system to improve communication. Thirdly, the county authority should work together to expand the mount sightseeing and promote increased cooperation. Fourthly, the regional rights ought to remove obstacles to increase the cooperative sightseeing and improve the creation of tourism infrastructure. The findings of the study support the sustainable expansion of mount sightseeing industry, as well as the reduction of poverty and the promotion of the renaissance of the mount tourism in the region China. They also aid in the development of a cooperation mechanism within the competition that is “win-win.”

Jia, Zhang & Cui (2022) has propounded in their consider that all perspectives of the city, from the expansive keen city to the little shrewd domestic, proceed to development much appreciated to the development of the Web of Things. The organize must be rapidly associated to the real scenes of coordinated in arrange to advance the optimization and improvement of all viewpoints and accomplish the objective of multi-aspect association amid this improvement prepare, which features a assortment of requests. In common, 5G makes it conceivable for the organize to be utilized more broadly within the industry by giving a strong arrange foundation, specialized bolster for Web applications, and communication between individuals and communication between individuals (MTC). We utilize the Windows CE stage of the SQLite database to create a human-computer interaction framework and build up a sensible nearby capacity structure since we are in such a enormous time. The SQLite database is more often than not littler, more versatile, and less demanding to utilize than the more seasoned form of the database framework. It too has more highlights to total information administration assignments and run look questions rapidly and successfully to meet the visual human-

machine interface (HMI) framework. The necessities for database administration within the item will assist produce noteworthy esteem. The oscilloscope has pulled in the consideration of various producers since the menu components, realistic symbols, and dialect data of the intuitively interface keep up the same stature, estimate, and arrangement. This figure speeds up the oscilloscope's man-machine advancement and plan of intuitively frameworks. Oscilloscope producers can altogether increment the esteem of their items whereas too pulling in more social clients much appreciated to the intuitively encounter given by the computer intuitively framework. As people's fabric needs proceed to rise, so has the level of competition within the regional tourism industry. The tourism industry is additionally at the cutting edge of the advancement of the national economy as a result of this figure, and it has moreover energized the tourism industry's key position in China. The region's competition is getting more grounded with the bolster of nearby governments. Territorial tourism has ended up a key and center industry much obliged to cities, independent districts, and municipalities' vital situating of tourism improvement.

Liu (2022) mentioned in paper that many goods used in the travel and tourism sector are transferred from other economies due to globalization; whereas other goods may be exported to other economies as intermediates. For more than 40 years, researchers have looked at how tourism affects the economy, but they haven't looked at how it affects economies in the worldwide value sequence. The multi-regional input–output chart was used in this analysis with 35 industries and 63 economies to fill this gap and provide a comprehensive examination of the financially viable impact of tourism on Thailand's economy and worldwide economy. The results show that Thailand's economy benefits greatly from tourism in terms of output and value added. The industry has fewer ties to companies in other economies of the global supply chain, but higher intra-spillover and links with domestic sectors, especially those in the downstream sector. Furthermore, compared to the standard input-output model, the multiregional model shows that it can measure the export performance of the industry with more accuracy. Destinations and regional organizations can use the comprehensive empirical results to more precisely plan for tourism or regional tourism development.

The growth of international tourism was stable prior to the COVID-19 epidemic. For example, the number of foreign tourists to Thailand increased by 10.7 percent on average year from 15.9 million in 2010 to 39.9 million in 2019. In Thailand, which placed fourth

in terms of tourism receipts in 2019 and was the eighth most popular tourist destination worldwide (UN WTO 2020), travel and tourism created 21.4% of jobs and accounted for 19.7% of the nation's GDP, according to WTTC 2020.

The economic repercussions of tourism have been the subject of much literature since the 1980s (Baster, 1980). In tourism research, the impact on output, value added, employment, and spillover effects from/to other industries have all been measured using the input–output (IO) model, the tourism satellite account (TSA), the computable general equilibrium (CGE), and the dynamic stochastic general equilibrium model in a variety of locations and time periods (Liu, Song, and Blake, 2018).

According to Liu, Song, and Blake (2018), the research in tourism generally consider expansion can boost a objective profitable expansion and local residents' incomes.

Wu and Liu 2019, however, significant tourism products, such as wine and hotel and restaurant amenities, are imported from other economies. Additionally, numerous products, such as food ingredients, are exported as intermediaries for tourism products. The primary downstream and upstream suppliers of the destination were not taken into account in preceding study of the financially viable impact of tourism, which paid attention solely on the economy of the objective. In light of ongoing globalization and growing regional cooperation spearheaded by institutions such as the Association of Southeast Asian Nations (ASEAN), assessment of the economic impact of tourism across economies and industries is vital and valuable for scholars, the tourism sector, and policymakers.

Leontief and Strout presented the multiregional IO (MRIO) in 1963 as a way to integrate several national IO tables into a single model. By using MRIO, the study of the standard IO model can be extended to encompass economies throughout the global value chain (GVC). Despite being a staple of conventional macroeconomic analysis for over 50 years (Tukker and Dietzenbacher, 2013), tourism-related research has not shed much light on the idea of MRIO. This paper uses the MRIO to assess the economic impact of tourism development from a broader perspective. Thailand is showcased for the purpose of investigating the economic impact not only on the country's own wealth but also on other market that have extensive international trade ties to Thailand. Additionally, the map position of the country is depicted by MRIO to map its position in the tourism GVC and make a sensible and precise appraisal of the tourism industry's overseas expansion.

Section II of the research provides a succinct overview of important impression and representation from the existing literature regarding the assessment of profitable impact. The replica and some of the indicators are discussed in Section III. The main findings are presented in Section IV, and the conclusion and direction for future research are presented in Section V.

Liu et. al. (2022) has identified that the intensity of regional tourism expansion can be calculated using an evaluation of tourism competitiveness. Understanding the benefits and drawbacks of tourism development and coming up with development plans that are in line with them is critical. An assessment indicator system covering developmental competitiveness of tourist destination, resource competitiveness in tourist sector, and support competitiveness for tourism was developed for fourteen city and prefectures in Xinjiang, China, to investigate tourism competitiveness. Analyses were conducted on the uniqueness and law of spatial differentiation was examined using factor analysis. The various prefectures and city levels of tourism compete tiveness clearly varied by location, as evidenced by the findings. Yili and Urumqi constitutes centre for spatial development in terms of competitiveness, followed by Changji, Altay, and Ba Prefecture. Urumqi is the political, economic, cultural, transportation, and geographic capital of the province. However, it lacks competitiveness in terms of control and competence. Yili is the most popular destination in terms of resource competitiveness, while some of the beautiful destinations are Urumqi, and Kashgar.

Urumqi City and Aksu come in close behind Bo Prefecture and Urumqi City in terms of supporting competitiveness. The lowest values are found in Ke Prefecture and Hetian. Yili is the focal point of the entire tourism industry's competitiveness. Subcenters include Bo Prefecture and Urumqi, while multipolar competition areas include Aksu, Kashgar, Changji, Altay, and Ba Prefectures. The aggregate commitment change of the eigenvalues of the eight variables that were extricated utilizing the greatest fluctuation turn strategy was found to be 92.714ter applying the KMO and Bartlett's sphericity tests. The most driving components that influence the spatial separation of Xinjiang's tourism competitiveness are the financial conditions, tourism assets, foundation development, and territorial social impact, and environmental environment carrying capacity, improvement of tertiary businesses, tourism benefit level, and living security framework. This paper points to advance the ideal allotment of tourism generation variables within the large scale territorial framework, give hypothetical direction, and give an

observational premise for the comprehensive and concordant improvement of territorial tourism by analyzing the characteristics of spatial advancement and the driving variables of territorial tourism competitiveness in Xinjiang.

Manglaw, Kaushik & Khayalia (2022) opined that one of the most prominent growing industry of the world is tourism, especially in developing nations. It has a number of socio-cultural and economic advantages, including the creation of jobs, the exchange of foreign capital, the improvement of infrastructure, the capital investment, the protection and conservation of traditions and heritage sites, and other benefits. Due to its diverse sociocultural landscape, the region marked in the state of Rajasthan is one of the prominent destination for the tourist attraction around the globe. The desert tourism circuit has a lot of potential to draw a lot of domestic and international tourists. This study's primary objective was to investigate pattern along with trend of tourist arrivals in the arid region of tourist circuit. The tributary statistics gathered from the authentic source of government who maintains such type of records i.e. from the sources of Rajasthan Tourism Development Corporation (RTDC). Regression analysis was conducted to examine the results and accomplish the goal of the research work.

Rheeders & Meyer (2022) mentioned that numerous studies have emphasized the significance of the tourism industry, highlighting the economic, social, and environmental benefits. A tool for measuring regional tourism destination competitiveness is needed. The regional probability to convert into tourist destination and the prospects for tourism development with an advantage of competitive edge could be assessed using this measurement instrument; and having the ability to compare regions different techniques of statistics and tools like confirmatory factor analysis and SPSS was used to conduct exploratory factor analysis were utilized for instrument development and validation. Both the district and municipal regions were selected to conduct a pilot research to further do survey on a large scale were selected using a purposive sampling strategy.

Cronbach's Alpha (α) was used to verify the measurement instrument's dependability for both samples with values above 0.70. The instrument validity was tested on all the three dimensions and sixteen variables was confirmed by the EFA. The dimension instrument is a applied tool for analyzing regional development of tourism and how various

destination's can be promoted for core competitive analysis as well as comparison between destinations, according to this study.

Kim, Liu & Williams (2021) has found in their research article that in many different fields and disciplines, competitiveness is a well-discussed topic for research. One prominent research area is competitiveness in the guest attraction. End attractive places and regional destinations, industries, and commercial entities need to adapt to internal and external changes with varying degrees of success as the visitor economy has changed rapidly, significantly affecting their competitiveness. Very less research and practical studies challenge the expected interconnection of competitive factors at various scales, and the majority of current revisions are based on a small number of groundbreaking models and indicators. As a result, a systematic review of existing literature is conducted in this research work to assess the theoretical development of the concept and examine the evolution pattern and trends with identification of limits of research as well as focus on further scope. The research gaps are identified to acknowledge the past and present work and initiate a meaningful development of the knowledge base with respective futuristic structure of emerging areas and perspectives for subsequent research.

Stecyk, Sidorkiewicz & Tomaszewska (2021) aims to develop a comprehensive model to describe the various factors and objectives of developing a new arena in regional perspective of tourist attraction and how a region can become more competitive for the fulfilment of industry objectives. The Design adopted includes the concept of fuzzy numbers and the Delphi technique is used a methodology with two multi-criteria technique are utilized in the model: PROMETHE II and AHP. An in-depth examination of several dozen distinct factors that influence competitive advantage of various tourist regions is a significant scientific contribution to the issue. It was likely to consistently select the data which was developed and acknowledged by various stakeholders in the region using the research methods that were used. Findings: The study's main finding is that a destination's natural and historical attraction of tourist preference, lodging, entertaining and amusement parks and infrastructural aspects like availability of food and other facilities are the most important determinants of tourist competitiveness; whereas facilities for disabled tourists and para-tourist infrastructure and safety are of little significance. Koobrzeg County is the county with the highest level of tourism competitiveness, while Pyrzycki County has the lowest level. Efficacies in practice: An

in-depth examination of several dozen distinct factors that influence regional tourism competitiveness is a significant technical and real influential issue. It was likely to select reliable data that should be observed and established by the perception of the various stakeholders of the area using the research methods. Authenticity and worth provides a inclusive style to enhance the competitive ideology and enhance the regional tourism using a multi-criteria approach that objectively identifies the aspects, features, attributes, and factors deemed crucial to establishing the entity's market position.

Pérez León et.al. (2020) has propounded that the goal of this study is to come up with an index that can be used to measure how competitive Caribbean tourism destinations are. The goal of the application is to add Caribbean destinations to international rankings. The Travel and Tourism Competitiveness Index's four sub-indices were used to evaluate 33 destinations and 27 indicators. Goal Programming and Data Envelopment Analysis served as the foundation for the application. As a useful tool for policymakers, the rankings were determined on a global level and in various dimensions. The outcomes demonstrate the explanatory power of the proposal and methodological advancements in the development of composite indicators to measure destinations' competitiveness.

Singh, Tyagi & Sharma (2020) Opined that the perception of tourists is a crucial issue for the promotion of tourism industry. The studies that support significance of the perceived value of the tourist and how it can be used to attain the end results with application. The study focuses to create various parameters for evaluating how tourists perceive a place. An extensive literature review serves as the basis for the creation of the initial constructs and survey instrument. Two surveys with a total sample size of 224 each were used to collect the data. A dimensional scale comprising of (tourism product, price place and infrastructure, attitude of local inhabitants, Hotel Condition, and tourism Promotion) tourists' perception model is developed through the rigorous process of scale development. The model designed and estimated was tested statistically and is significant and fairly faithfully replicates the covariance matrix of the sample, as shown by the overall fit statistical indices. Additionally, this study's findings point the way in several directions for future research.

Tourists' perceptions of a destination may differ significantly from one another. As a result, social science researchers continue to investigate tourist perception and satisfaction. There are studies that stress the significance of tourist value perception and

its application. Therefore, it is essential to use the appropriate scale to measure the various aspects of tourist perception, which consistently yields the same results. The process of creating a valid and reliable construct to evaluate an attribute is called scale development. Inconsistent results on a scale that has neither been validated nor reliable always result in incorrect interpretation and generalization. The main aim of this paper is having dual objective: like to recognize the various variables and factors that are associated with tourist perception, and second, to develop a reliable, validated, and consistent tourist perception scale.

Calderwood & Soshkin (2019) has mentioned that the most recent version of the competitive index of travel industry. The TTCI, which is released every two years, measures "the set of factors and policies that enable the sustainable development of the Travel & Tourism (T&T) sector, which in turn contributes to the development and competitiveness of a country" and measures the Travel and tourist competitiveness of 140 economies.

The future trends and movement of the global bodies which builds a platform for global leaders to discuss the matters of industrial significance to meet the demands of the 21st century, produces a flagship product called the Travel & Tourism Competitiveness Report. The present data provide a different outlook and unique vision for the development of core areas of global regions to enhance their global value in terms of competitive strength to serves as strategic partners and design various tools and standards to advance the T&T sector's future development. In addition, it provides a forum for multi stakeholder discussion in order to realize and anticipate evolving inclinations and risks in global collapsible and travel, modify strategies, performances, and speculation decisions, and accelerate the expansion of innovative replicas that assure the sector's longevity. There are various indexes and sub indexes that make up the index.

The findings of the report, which were presented under the heading "Travel and Tourism at a Tipping Point," demonstrate the industry's healthy expansion, despite the slow phenomenon of improving the condition and growth rate for development of solutions that are sustainable and practical. Stakeholders who are interested and responsible can gain a comprehensive consideration of research gaps and focus on threats ,risks and positive formation of strategies that cope up with the opportunities for ensuring effective development of policies and systems that can manage e the subsequent developmental

activities that can cater the future tourism demand and gain competitive advantage for activation of preservation of natural and cultural and heritage assets on which the industry relies by conducting granular analyses of country/economy and regional performance.

T&T's global competitiveness continues to rise, as has been the pattern over the past four years, and the industry's ability to enable connectivity continues to rise. In a global context of rising nationalism and trade tensions, the results demonstrate that international openness, connecting digitally, and air travel are making progress. The capacity of routes and the airline frequency offering transport services in destinations that have both significantly increased as a result of improvements to air transport infrastructure. Lower-income economies are leading the way in increasing international openness. The increasing number of economies are seeking benefit from the expanding services of platforms that offer digital services as a result of an increase in the numeral of people that are dependent on internet and mobile services and require information on their mobile devices.

Additionally, travel has generally become safer and less expensive, with the competitive price experiencing a high growth. Lastly, stakeholders worldwide are progressively prioritizing T&T, as evidenced by improved attitude of policymakers and giving priority, for funds to the growing industry and developing successful promotional programs. However, the findings also indicate that, in the not-too-distant future, aviation-specific demand for transportation services may outpace improvements in infrastructure capacity.

In addition, additional work is required to guarantee the preservation of cultural and natural resources in the face of rising tourism numbers. The continued rise in deforestation, air pollution, and species extinctions all point to potential gaps between policy and enforcement, despite the fact that more environmental treaty ratifications and improvements in global average perceptions of T&T's sustainability are encouraging signs.

Calero & Turner (2019) has watched that in arrange to distinguish hypothetical models that endeavor to clarify the part of tourism in territorial improvement and development as well as their observational applications, this article looks at the writing on territorial financial matters and financial geology in connection to tourism. The survey uncovers

that, in their early stages, hypotheses of territorial improvement did not incorporate tourism. This was due, in portion, to the truth that the community of analysts curious about territorial financial matters and area did not consider tourism to be noteworthy sufficient to impact financial improvement. Furthermore, territorial science analysts ordinarily put fabricating ahead of administrations, while improvement organizers regularly put urban regions ahead of rustic ones.

Dragomir et.al. (2019) has opined that product of tourist attraction, tourist infrastructure for amusement and entertainment, people and physical evidence, as well as tourism service price, destination or place innovation and competitiveness are written all over a destination's components. In order to halt Oltenia's decline throughout its lifecycle, this article will examine the two essential components that are inseparable in ensuring a tourist destination's sustainable functionality: innovation and competitiveness. It focus on identification of competitive parameters in the Oltenia region which is a prominent destination but unfortunately not developed to be competitive, despite having the essential features like natural beauty, rich culture, uncommon customs and attractive traditions, for identifying competitiveness. The article establishes a complex theoretical and methodological framework for promoting Oltenia as a Romanian destination of excellence through specific methods that help in understanding the qualitative and quantitative data and factual determinations. The Danube Gorge is the region's "visiting card," and it was given the name of "European Destination of Excellence".

Ishaq & Padhya (2019) has mentioned in their research paper that India's and many other nations' economies are heavily influenced by this sector, which is growing at be fast pace. The country of India has many popular destination and the state of Rajasthan is also one of its state. Due to its vibrant folklore, cultural heritage, food traditions, and vibrant living traditions, this state is well-known for tourism. Regions make up the tourism industry in this state. Due to differences in culture, tradition, and heritage, each region's tourism activity is unique. Jaipur via the Dhundhar route;

Udaipur via the Mewar route; Rajasthan's most popular tourist destinations are Jodhpur, Jaisalmer, and Bikaner from the desert circuit. At least one or more of these tourist hotspots would be visited by a tourist in Rajasthan.

“Tourism comprises the activities of people traveling to and staying in places outside of their usual environment for not more than one consecutive year for leisure, business, and other purposes,”. These activities include mobility services, stay and accommodation dining and eating services. The tourism industry is a very appealing human movement which can turnaround the socio economic condition worldwide. The one of the fast growing arena; It may have an effect on communities' living examples. Over 1.3 billion people live in India, where there are many different cultures, dialects, celebrations, religions, and so on. The tourism industry was seen as important after independence. As a result, the government came up with a number of plans and policies to help the tourism industry grow.

Schyff & Meyer (2019) opined that it is one of the prominently important economic section for a country to succeed, and the industry needs to be competitive in order to grow. Previous research has examined the significance of tourism destination competitiveness (TDC), but it has not developed into an empirical measurement instrument. The significant impact of tourism sector on both the global and regional economies, as stated by the World Bank (2016). With the intention of developing a measurement instrument, this study examined potential determinants of competitive destination. The potential factors identified using a quantitative method, and specialist participants were required to rate the significance of each determinant. Researchers and active owners of tourism products were among the participants chosen for their expertise in the tourism industry. Safety and security were found to be the most significant RTDC determinants, followed by transportation facilities and "natural and environmental resources," according to the findings. However, "education facilities," "private-public partnerships," and "health facilities" were the least significant determinants. It is suggested that branding strategies be developed and modernization actions to enhance a destination's diversity and quality be carried out in order to increase its regional competitiveness.

Širá & Pukała, (2019) stated that the country's competitiveness is very important, especially in the tourism industry. The prominent growing arena of national economy, tourism faces challenges and opportunities because of globalization. It is widely acknowledged that the tourism sector plays a significant part in the growth of the region. It incorporate the nation in succeeding at international level and among global travelers.

We used a variety of indexes to measure the travel potential of competitive industry. This paper aims to examine the competitive strategies that can promote travel and tourism across countries. We chose the nation with the best travel and tourism industry based on their performance. In addition, in order to boost the countries that were analyzed future competitiveness, we concentrated on their advantages and disadvantages.

Teixeira et.al. (2019) has propounded in this study the evaluation of competitiveness-related indices and examine their role that tourism events and tourism-related satisfaction play in regional tourism competitiveness. Design, methodology, and approach: A structured instrument was administered to collect data on the four most popular tourist attractions on the Portuguese island. The model was developed with the help of structural equation modelling and 2,262 tourists were surveyed in 2017. The findings demonstrated that client loyalty to a tourist destination is a reflection of customer satisfaction, and that it has impact on the regional attraction both ways directly as well as indirectly, to the regional tourism industry's strengths. The study reveals the perception of the localised determinants and the local attractions which are alleged by tourists' satisfaction level and trust towards products of a tourist destination's regional competitiveness.

Porto, Rucci, & Ciaschi, (2018) has stated that the competitive and healthy competition in tourism sector is of utmost importance for all the stake holders of the tourism sector. There is a great challenge in for the researcher to evaluate competitiveness and measure them and also to identify the issues included in the analysis. This work has determined the extent of appropriate accessibility, the set of conditions which destinations should be used by individuals in the most optimum way which include people having disability, which represents as an additional determinants demand towards tourism in the context of region. This research has collected data from various countries in Latin America, through quantitative data modelling having affects on the study was assessed from the UNESCO with the component of accessibility the research found that there is an increase in international tourism demand. This research demonstrates the importance of emphasizing discussions on pertinent matters of relevance like access to tourism sites in order to arrive at more elaborative and comprehended method of measuring modern aspects of the variables under study.

Lopes, Muñoz, & Alarcón-Urbistondo, (2018) has described the rivalry among the competitors to make destinations more competitive in relation to the opponents, it also

focused on the competitiveness of tourism destinations as a crucial issue. This paper aims at three things of prominence for measuring the competitiveness of regional tourism destinations, to demonstrate the appropriateness of using multi scales methods to ascertain and employ the present type of methodology for research study on tourism competitiveness of selected destinations. The study was able to identify the essential elements of competitive rivalry and findings suggest that internal as well as external factors empower the regions competitive strengths and weaknesses.

Teixeira (2018) in his inquire about said that since tourism has been distinguished as one of the businesses with the most noteworthy potential for worldwide extension, it is basic to examine the angles of advancement and territorial competitiveness that contribute to this industry. Competitiveness presently plays an awfully critical part in markets and businesses, particularly within the tourism industry, where it has seen exceptional development in later decades. Be that as it may, their relative competitiveness has an impact on the victory of visitor goals in both worldwide and territorial markets. In this sense, advancement plays a vital part in supporting and growing tourism, and its positive impacts are well-known, illustrating that imaginative hones and items boost money related and financial execution. This PhD proposal analyzes a number of subjects related to the importance of territorial competitiveness and advancement for the tourism industry, in spite of the fact that a few require extra inquire about. The Independent Locale of Madeira is the center of four experimental ponders in this investigation.

Chapter 2, titled "Territorial Competitiveness and Innovation within the Tourism Segment: is the primary think about in this PhD proposal. The reason of "A Precise Audit and Bibliometric Investigation" is to outline logical distributions, mental information, patterns inquire about, and potential future inquire about roads in the regions of tourism advancement and territorial competitiveness. A bibliometric, based on the VOS viewer Program, precise writing audit centers on the creation of mental structure visualization maps. The sort of investigation is based on the number of yearly citations and distributed articles in the Web of Science database from 1900 to 2016. The discoveries show that the regions' mental structure of competitiveness can be broken down into three primary categories: tourism cluster, development within the tourism industry, and territorial competitiveness The study's essential commitment is the recognizable proof of the essential investigate patterns, crevices, and particular prerequisites for future logical investigate in this field.

The objective of the moment experimental consider, which is chapter 3, titled "Affect of Fulfillment of Traveler Occasions as a Territorial Tourist Competitiveness Item," is to assess competitiveness-related components and look at the affect and commitment of fulfillment with visitor occasions as a territorial visitor competitiveness item. In arrange to achieve this, a survey regarding the four most well known traveler attractions within the Independent Locale of Madeira the Carnival, Blossom Celebration, Atlantic Celebration, and Wine Festival—was managed. The factual strategy utilized was auxiliary condition models, and the test is made up of 2262 visitors who were overviewed in 2017. The discoveries illustrate that client dependability to a visitor goal could be a reflection of client fulfillment, as does its coordinate and roundabout affect on territorial tourism competitiveness. This think about contributes to the valorization of neighborhood and territorial occasions, which are perceived by sightseers as items of a traveler destination's territorial competitiveness based on their level of fulfillment and devotion.

The reason of the fourth and last observational think about, titled "Entrepreneurial Make Items as Territorial Traveler Competitiveness," is to examine and assess the noteworthiness of handcrafted merchandise for enterprise and territorial traveler competitiveness. This ponder covers the past 15 a long time (2001 to 2015) and is based on auxiliary information from different sources (Territorial Insights Office of Madeira, Established of Wine, Embroidery and Workmanship of Madeira). Utilizing Pearson's relapse and relationship models, an econometric approach was utilized to conduct a quantitative examination of the data. The ponder gives observational prove that empowers us to decide the significance of handcrafted goods for a region's entrepreneurial capacity and tourism competitiveness. Furthermore, it contributes to the logical community's understanding of artisan business, social competitiveness, and territorial tourism segment competitiveness.

The last observational deliberate of this PhD proposal, "Advancement as a driver of the competitiveness of commerce tourism," points to look at the factors and barriers to advancement as well as their coordinate and roundabout affect on the destination's and business's competitiveness. A quantitative approach made utilize of econometric and different direct regression models was connected to the essential information that was gathered through a survey from a test of 119 businesses that work within the tourism industry within the Independent Locale of Madeira (Portugal). This information came

from the essential information. As a level for the competitiveness of goal and commerce, the think about observationally distinguishes and tests existing connections basic development (factors and boundaries). The findings contribute to filling within the holes within the existing body of information by illustrating noteworthy hypothetical and down to earth suggestions with respect to the affect that advancement has on goal and commerce competitiveness.

Lo et. al. (2017) opined that it has been demonstrated that rural tourism destination competitiveness is one of the most important factors in improving performance. Because these are the factors that pique the interest of tourists and pique their desire to visit, makes it essential for a tourist place to have multiple attractions and natural rural background which depicts the beauty in terms of its natural environment, culture, and ethnicity. As a result, the goal of this study is to look at how environmental and nature with its peculiarity become a resources, cultural heritage, and special events affect a destination's competitiveness as a tourist destination. In addition, this is the first known study to examine the diminishing outcome of communal support among the constructs using it as the moderating variable. The questionnaires had been completed by 210 individuals in total. Smart PLS (version 3.2.6) is used to appraise the established model. According to the findings, the competitive attraction of a place from the perspective of tourists is significantly and positively correlated with special events, cultural heritage, and natural resources. Surprisingly, there was no moderating relationship between community support and the constructs. According to Akbar, Zahari, and Dusi (2016), it is revealed that natural and local tourism is progressively understood as an substitute means of generating livelihood for rural communities in Malaysia.

The potential positive impacts of rustic tourism exercises, it is beneficial to conduct in-depth inquire about into finding models for making strides rustic tourism destinations' execution. Analysts within the past (like Yoon, 2002; 2008, Wilde & Cox; 2010 by Barbosa, Oliveira, and Rezende; The components that contribute to a destination's competitiveness have been the subject of various examinations (Chen, Chen, Lee, & Tsai, 2016). Comparable to this, various creators have examined its application within the setting of country tourism (Mihali, 2000; 2003, Ritchie and Hunch; 2003, Dwyer & Kim; Law & Lo, 2016). Concurring to Hernandez, Suarez-Vega, & Jimenez (2016), the uniqueness of provincial goals in terms of their nature, social, and ethnic components has effectively pulled in tourists' consideration and the purposeful to visit. A tourism

destination's esteem and competitiveness are raised by these characteristic variables. Agreeing to Engström & Kipperberg (2015), investing by sightseers is the essential source of assets for moving forward the execution of the nearby economy. Concurring to Lo, Songan, Ramayah, Yeo, & Nair (2013), the developing level of competition among rustic tourism businesses is one of the foremost critical current dangers to the foundation of fruitful provincial tourism goals. The rustic tourism industry isn't an exemption to the benefit sector's decades-long fight with furious competition (Chon, Uysal, Fesenmaier, & O'Leary, 2014; Naidoo, Ramseook-Munhurrun, Seebaluck, and Pillai, 2016). On the other hand, previous research has appeared that there's a developing drift toward a diminish within the number of visitors going by a visitor goal, and the lion's share of the reasons for this decay are tourists' disappointment with the quality of the services and items advertised (Arabatzis & Grigoroudis, 2009; Rahman and Yusof, 2011). Barsky and Nash (2002) and Carneiro, Lima, and Silva (2015) have found that a careful understanding of how visitors see a goal is fundamental for deciding its competitiveness. From the viewpoint of rustic sightseers, this ponder extreme to explore the impacts of common assets, social legacy, and extraordinary occasions on the development of rustic tourism goal competitiveness. In expansion, community back is utilized as the directing variable to examine the impacts of balance on the different builds.

Martín, Mendoza & Román (2017) has recognized that nowadays, tourism is one of the world's biggest and fastest-growing businesses. Since it invigorates economies and leads to the creation of occupations, salaries, ventures, and sends out, it is an imperative driver of socio-economic advance. The segment has demonstrated to be a solidified industry that still keeps up tall levels of movement and has contributed to financial recuperation in spite of the challenges postured by the affect of the phenomenal money related and financial emergency that struck the world in 2008. Tourism contributed a noteworthy 9% of worldwide GDP in 2014 (coordinate, circuitous, and actuated impact included). In 2014, there were 1,138 million universal traveler entries, 51 million more than in 2013. The UNWTO predicts that this number will rise between 3% and 4% in 2015 (UNWTO 2015). Spanish tourism has demonstrated to effectively recuperate from this watched phenomenal disadvantage, in spite of the drop in tourism action in 2008 and 2009 caused by the damaging impacts of the monetary emergency. Spain come to a top of 65.2 million worldwide sightseers in 2014, making it the third most well known traveler goal in terms of worldwide entries and moment most prevalent in terms of worldwide tourism

income. In expansion, the country came in to begin with put out of 141 nations within the World Financial Forum's 2015 Travel & Tourism Competitiveness File. Agreeing to the Service of Industry, Vitality, and Tourism (2015), tourism accounts for 276% of the country's exchange shortfall, creates 12% of employments, and specifically contributes 10.9% of GDP. Sun and sand mass tourism makes up the larger part of the country's tourists.

A few of the foremost well known visitor goals within the world are the regions and cities along the Mediterranean coast, the Balearic Islands, and the Canary Islands. According to Crouch(2011), visitor goals must persuade potential guests that they will advantage more from going to than any other goal in arrange to compete. In this respect, goal showcasing plays a critical part by giving guests with data earlier to their visit and extra data upon their entry; planning various constituent parts of the tourism industry; making particular laws for tourism arranging; or contributing to the upkeep of a collection of occasions, programs, and tourism facilities' engaging quality, among other things. In any case, since the needs and methodologies for tourism may not be consistent, territorial governments in a nation with decentralized tourism competences cannot give the same sum of exertion to tourism arranging. The inborn and differential characteristics of domains regularly contribute to this. Hence, in arrange to create fitting goal showcasing plans that improve the picture of the Spanish visitor brand, a territorial examination of the region's competitiveness within the tourism industry is fundamental. according to Exceltur (2011) b, in spite of the positive results of Spanish tourism, territorial competitiveness should be enhanced to progress the competitive position of the whole country and guarantee maintainable development. At level II of the Terminology of Regional Units for Measurements, too known as NUTS, Spain is broken up into 17 locales. These districts, which are too known as Independent Communities, share administration with the Spanish central government inside their respective territories. Since the Independent Communities have elite specialist within the tourism industry, territorial tourism approaches are to a great extent capable for the brief- and long-term competitive victory of the region. The unmistakable normal gifts of each Spanish locale play a major part within the dissimilarity in visitor competitiveness. Estimation and comparison of territorial traveler competitiveness is complicated and challenging due to this difference. Exceltur (2011b) distinguishes these varieties based on climatic, picturesque, social, and sociodemographic characteristics, making territorial comparisons

challenging.

To quicken the advancement of approaches and private and open techniques that encourage a differential gradual visitor repositioning, the advancement of estimation procedures to benchmark territorial visitor competitiveness gets to be fundamental. According to Alonso (2010), one vital viewpoint that empowers goals to encourage, control, and assess approaches and techniques that endeavor for nonstop enhancement is the assessment of competitiveness. The current think about addresses this issue by creating an engineered file to evaluate the 17 Independent Communities in Spain's tourism competitiveness. Cracolici et al. (2008), traveler goals endeavor to form smart use of input variables to require advantage of their locational request. Different inputs and yields are combined utilizing the Information Envelopment Investigation (DEA) strategy to demonstrate multidimensional connections among various regional competitiveness measurements and to compute a number of engineered lists that degree the Spanish region's tourism competitiveness. The proposed approach employs DEA as a device for numerous criteria choice making (MCDM) to address the seven tourism competitiveness columns of the MoniTUR 2010 report (Exceltur 2011b). The paper will moreover look at the potential contrasts that have been watched among the districts of Spain, highlighting the slow poke districts, as well as the vigor of the comes about gotten by different DEA strategies.

The taking after is the structure of the leftover portion of the paper: The data area is portrayed in area 3, the strategy is clarified in detail in area 4, the comes about are displayed and talked about in area 5, and the conclusion is given in area 6.

Burtseva et. al (2016) in the paper considers tourism and tourism operations to be one of the best needs for expanding Russian regions' zone, financial status, and picture as competitive qualities. The creation of large-scale interregional and universal affiliations that conduct their exercises for made strides fundamental competitive pointers and living conditions is one of the displayed strategies for the economical and viable improvement of the region's tourism industry. As a result, the entertainers of tourism operations within the beneath thought region will essentially be capable for controlling the work of territorial offices of nearby government, which advances progressed traveler administration quality and distinguishes the taking after potential improvement needs: creation of a strategy for trading encounters between locales; - pulling in an speculator and obtaining extra money related assets as the travel industry develops; - creation and

spread of a favorable picture of the range, locale, and visitor populace; - advancement of interregional ventures in near nearness to domains that energize the extension of visitor courses and improve regions' potential.

Division of Tourism Republic of South Africa. (2016) the study's overall objective was to form a show to assess common competitiveness and apply the demonstrate to some South African areas. Based on chosen sub sections, the consider was conducted from an rising residential advertise viewpoint. The consider is predicated on the thought that variables and markers that are particular to specific goals as well as those that are significant for any goal must be recognized in arrange to distinguish components and markers that are pertinent to different locales. Center bunches and a test of modern visitors from all of the country's areas were utilized to identify and approve variables and pointers experimentally. The so-called Tourism and Travel Advertise Markers File was made by utilizing figure investigation to make the dimensionality of factors under which the markers may well be assembled.

Lubbe, et. al. (2016) has opined that for a national tourism economy that can final, residential tourism and territorial competitiveness are getting to be progressively vital. The creation of a competitive common file for the developing residential showcase in South Africa is the subject of examination and investigation. A province's competitiveness is measured by its capacity to maximize its appeal to domestic sightseers by providing high-quality, inventive, and engaging tourism administrations to extend its share of the household showcase whereas guaranteeing that the assets supporting tourism are utilized successfully and reasonably.

As supply issues are tended to (at the nearby level), common competitiveness will eventually lead to national competitiveness. Focus groups and a sample test of 1065 new visitors from eight South African areas are utilized to observationally recognize variables and pointers important to particular locales, territories, and goals. The Tourism and Travel Showcase Pointers File, which proposes nine approved components to compare regions' competitiveness based on variables most significant to the household advertise, is proposed.

The research aims to form a list for assessing South Africa's territorial and common competitiveness. The investigate is done from the point of see of an developing residential market. It is based on the right subgroups and expect that components and

pointers that are pertinent to diverse regions those that are important to any goal and those that are particular to specific destinations must be recognized.

In specific, Thomas (2005:38) notices the shortage of residential tourism investigate in Africa. A solid residential tourism showcase of generally 70% and a solid universal tourism advertise of 30% make for effective traveler goals. While South Africa is making strides, its domestic tourism consumptions are 54% and its worldwide tourism expenditures are 46%, individually (WTTC, 2015). An increment in citizens' salaries might empower the development of residential tourism; an increment in time for recreation; changes to the national economy's structure; as well as the cooperation of neighborhood government policymakers (Wang & Qu, 2004; Xu, Wu, and Zhu, 2000: 298). The consider is based on the developing importance of territorial competitiveness and household tourism as components of a maintainable national tourism economy.

The characterizing of the developing household tourism advertise is one of the objectives; the naming of critical viewpoints that contribute to a province's competitiveness; the affirmation of the factors' significance within the common setting; and the recommendation of a common competitiveness index for tourism and travel. The competitiveness of common tourism is based on the distinguishing proof of components and markers that are suitable to locales, both those that are vital to visitors and the industry for a goal and those that are one of a kind to that goal. Center bunches and a test of 1065 rising sightseers from all South African territories are utilized to distinguish and approve components and markers. The dimensionality of the factors that the indicators can be grouped under is decided through calculate examination.

Maráková, Dyr & Wolak-Tuzimek (2016) stated that at the moment, tourism is a significant employment sector and one of the sectors of the national economy that is expanding at the fastest rate. It is one of the largest and most profitable industries on the planet and an important part of modern society. According to Pompurová & Imoková (2014), the competitiveness of tourism is based on the attractiveness of nature and related resources and culture with heritage elements, as well as their adequate exposure and utilization. This advantage is especially important for economically sluggish regions that have a chance to find additional or key income and lower unemployment rates.

According to a review of the relevant literature, there is a significant connection between the increasing growing of tourism and the competitive attractiveness of states and

regions. This article presents the outcomes of empirical research and literary reviews, as well as a statistical analysis of these dependences. The results and causes of viable advantage are the main focus of the empirical research.

The capacity of tourist lodging establishments, the number of visitors, and the average amount spent on tourism trips are all examples of these factors. This applies to both domestic and international travel. GDP, gross value added, and final consumption expenditure are the three indicators of output competitiveness use to determine their level of competitive ability. The data are taken from Eurostat's official public statistics for the European Union.

The paper aims to present and evaluate the relationships that exist between certain parameters that focus in obtaining advantage in competitive terms of tourism in member states of the European Union and their competitiveness.

For the purposes of this goal, the following hypotheses have been used:

H1: The number of places to stay, which is a big part of a region's ability to compete in the tourism industry, varies a lot between the member states of the European Union.

H2: In the member states of the European Union, there is a strong, statistically significant correlation between the number of tourists visiting a country and the number of lodging options available.

H3: There is a significant statistical relation between these states' competitiveness and expenditures on tourism services in member states of the European Union.

Hellwig's method of creating taxonomic indices from partial diagnostic variables was used to validate these hypotheses. It is helpful to rank states according to the various aspects that are the subject of the discussion, as determined by various diagnostic variables.

Pablo-Romero et. al. (2016) has stated that in order to establish the connections that exist between the two concepts, the present study examines the postulates surrounding competitive idea and the pointers that are applied to measure it, as well as the studies surrounding tourism and growth. This makes it possible to define a model in which capital and some variables affect tourism competitive idea work together to determine

economic growth. The determining factors of a national economy and its capacity to manufacture and supply the products and, consequently, give rise to the productive assumptions that it can help in the growth of tourism services in terms of various resources which are interlinked with each other.

Zlatković (2016) has mentioned that the significance of tourism in boosting national development and global competitiveness is emphasized in this paper. The main topics of discussion are the most relevant pointers of national importance to develop the competitive tourism sector, as well as their relationships, which the government and policymakers should carefully consider. The present near points of competitive attributes in Western Balkan (WB) transition countries and the European Union (EU) are the foundation of this topic's research. The paper's primary objective is to compare and contrast the economic positions of WB and EU nations in relation to the most significant competitive parameters of tourism development. With the help of regression method and correlation analysis to accomplish this. Due to its availability and significant impact on enhancing international competitiveness and economic prosperity, the results have demonstrated the significance of further investment and development in the tourism sector in WB nations.

Shaojiang, Jiaying & Xingping (2015) stated that as the tourism sector expands quickly and makes a growing contribution to the national economy, people are becoming more aware of its position. This paper addresses the development of a structural equation model for assessing the competitiveness of the tourism industry, beginning with its definition. The growth of the tourism sector is essential to the advancement of the tertiary industry, bettering the strategic reorganization of the economy, expanding domestic demand, creating jobs, raising resident income, and fostering international collaboration and exchange. Most regional economies have already benefited greatly from the expansion of the tourism sector. Consequently, raising the level of competition in the local tourism sector. As a result, increasing the competitiveness of the regional tourism industry is one strategy for the growth of the region. However, it is also necessary to evaluate the industry's competitiveness in order to increase it. By systematically assessing the competitive value of the region and its potential of tourism industry, it is possible to comprehend the benefits and drawbacks of its development. This will make it easier for the department of region tourism managing to develop in-

depth strategies for expanding the region by promoting tourism and making the sustainable industrial strategy based on its strengths and weaknesses.

Cho & Govada (2012) has mentioned that the main aim is to learn more about how urban tourism has shaped Singapore and Hong Kong, as well as how these cities' strategic location in pursuit of its own policy frameworks, region wise relationships, and comprehensive situation make them Asia's tourism capitals. It also develops a strong point for looking into the connections between the global-local nexus of the two cities and their tourism and urbanism. The paper tries to explore the ways in which both cities' aspirations to become the "tourism capitals of Asia" have been impacted by urban tourism, regional competition, and demands for global positioning. What effects do urban tourism, regional and international tourist demand have on the city's image and identity? What contributes to the rise of Singapore and Hong Kong to the status of world cities and Asia's model cities, as well as the improvement of city quality of life and rise in urban tourism?

The goal of this paper is to go beyond just describing national and municipal tourism and figure out how it relates to other important factors that shape the spatial structures of these Asian cities.

As both cities strive to become "tourism capitals of Asia," it will try to find out the significance of tourism, local context, regional competition, and demands for worldwide comprehensive position have affected them. What effects do urban tourism, regional and international tourist requirements have on the city's image and identity? How do these cities address local aspirations, cultural diversity, migration, ethnic and spatial heterogeneity, globalization, and rising urban tourism? What contributes to Singapore and Hong Kong's rise to global standards as model cities of Asia, as well as to have fame of better life quality and augmentation of travelers visit. The paper asks how these cities deal with rising urban tourism demand while simultaneously balancing global visions and local aspirations, addressing related key issues, and preserving the city's distinct identity and image. In the process of place making and place marketing strategies, how does each city respond to the growing disparity between cultural heterogeneity and global homogenization?

The paper will investigate the connection between urbanism and urban tourism in Singapore and Hong Kong. Each city will be compared and contrasted by tracing the

timeline of the city's development and highlighting important actors, locations, and factors that shape the city's image and identity.

Nasser (2012) has opined that today, tourism is regarded as the most important economic activity, accounting for more than 10% of global GDP. It becomes crucial to investigate ways to boost its competitiveness given its significance, particularly in developing nations. This chapter explains how tourism regions can grow and become more competitive. In order to investigate social capital, it employs local or territorial economic development and empowerment as its theoretical frameworks. The latter's potential to support local tourism development will be the primary focus. The regions of Lebanon are used to demonstrate the impact of social capital on competitiveness.

Santos & Bento (2012) out how a incredible, differing tourism offer in a little zone, just like the Baixo Vouga and Baixo Mondego, can make it more competitive. We propose finding the regional components that have the potential to boost the tourism industry's national and territorial competitiveness. We proposed to decide the perspectives of the region that are lauded the foremost by guests and those that are criticized the slightest; In expansion, we are going distinguish outbound travel markets with higher riches and touristic request and pinpoint existing and potential markets. A subjective analysis based on interviews with entrepreneurial, scholastic, and regulation substances will complement a quantitative approach. We'll be able to contribute to the adjustment of tourism-oriented approaches and methodologies that would advance the part of tourism within the territorial financial improvement with a deeper understanding of the region's tourism industry. We intend to clarify the extent to which the region is impacted by the tourism economic impact as the significance of the sector for the creation of wealth and jobs becomes increasingly recognized.

Croitoru (2011) found that many experts believe that tourism is the most important industries with high degree of potential to support global commercial development and growth in the existing commercial downturn. The expanding tourism industry has the potential to have a significant impact not only on the balance of payments but also on employment and national income. As a result, tourism has the potential to play a crucial role in the reduction of poverty and disparities between regions, making it a significant mode of progress and affluence, particularly in the economy which are emerging. Despite the fact that the tourism industry contributes to economic growth, there are a

varied types of economic and legal difficulties that can hinder its growth and make it less competitive. (TCI) proposes tools for analyzing and evaluating these factors in 57u8gfdaccumulation to a method for locating important issues that increase tourism competitiveness.

This paper aims to highlight the effects of communication on the tourism industry's competitiveness by examining the original elements of TCI from the perspectives of states that are directly competitive. This analysis aims to provide some reactions, particularly in relations of message, that may elucidate why the tourism sector performs differently for the two economies.

Barbosa, Oliveira & Rezende (2010) has mentioned that the increased level of competition among tourist destinations is evidence of the significance that tourism has gained for national economies. Tourists' special criteria of choosing a country for visiting might be a city, or a region as a tourist destination results in increased income, employment, and tax revenue for the destination.

Because of this, the strategic planning of these destinations has made it essential to measure the power of the factors that encourage or discourage visitor activity. To put it another way, determining a destination's competitiveness in terms of tourism can significantly influence the order of movements taken and the provision of possessions that will assist the industry.

A "Study of competitiveness of 65 key destinations for the development of regional tourism" was conducted by the Ministry of Tourism for development of Micro and Small Businesses with the intention of diagnosing the current state of affairs at destinations that play a crucial role in Brazil's tourism development.

The study intentions are to provide a judgement of these destinations' level of tourism competitiveness utilizing competitiveness as a benchmark and the standards of maintainability in arrange to supply a few rules for arranging and open arrangements to be executed and to screen the effectiveness and viability of the activities taken. 13 unmistakable viewpoints, which we allude to as measurements, have been consolidated into the technique with the intention of capturing the foremost vital perspectives of a visitor destination's competitiveness availability, common framework, tourism administrations and gear, visitor attractions, showcasing, open approaches, territorial participation, checking, the neighborhood economy, commerce capability,

social angles, natural angles, and social perspectives, as well as social, environmental, and cultural aspects. In order to create a more precise picture of the present reality of each destination, each dimension has been broken down into a number of variables (totaling 60), making it possible to take effective measures to rectify potential deficiencies in particular sectors.

The technical staff of the Getulio Vargas Foundation presented the results individually for each destination in order to elucidate, in harmony with the accepted practice, the level of attractiveness found at respective destination in regard to each of the analyzed aspects. Proposals to increase each municipality's level of competitiveness have been developed through teamwork.

After conducting the study in two phases in 2007 and 2009 it was discovered that these destinations had increased their competitiveness. This report presents the outcomes achieved at the 65 locations as well as an analysis of the 13 competitiveness dimensions analyzed.

This presentation is one of six sections helps in determining the evaluation criteria and parts of analysis used are emphasized in the next phase, which discuss detailed concept of competitiveness found in the relevant works. For the purpose of measuring the competitiveness of tourist destinations, various authors propose models in the third section. The Tourism Ministry proposed the "Study of competitiveness of the 65 key destinations for the development of regional tourism" in the fourth section, which also presents the findings of the competitiveness study for these destinations. 13 competitive dimensions are examined in the fifth section. The final points made in this article are then addressed in the following section.

Vodeb (2010) found that the border regions frequently have lower levels of competitiveness than interior regions in a country. Border regions typically exhibit lower economic performance because they are regions that signify the end of one entity and the beginning of another. As a technique of growth, tourism offers prospects to grow tourist destinations in locations with tourist charms, resources, and advantages over rivals. Models for evaluating a tourism destination's level of competitiveness are the focus of this paper, which also examines the role of destination management in this process. The study focused on supply providers in Croatian and Slovenian border regions. As a result

of their cooperation, we evaluate their perspectives on tourism, regional competitiveness, and potential tourist destinations.

Estevão & Ferreira (2009) in their research paper identified that one of the activities which was given attention as having the enormous probable chance of expansion on a global scale is tourism, which is characterized as a sector that has been highlighted. It holds a prominent character of an approach for local development due to its growth potential and product's loco consumption. In this context, one of the primary concerns of businesses worldwide is the search for competitive strategy. It is essential to examine the potential of clusters in tourism because they are an effective tool for cultivating the presentation of businesses, the development of regions, and the competitiveness of nations. The purpose of this study is to propose a conceptual model for examining the ways in which a tourism cluster boosts its regional competitiveness.

While tourism has a significant national impact, it is primarily a regional economic growth engine (Sharpley, 2002; Jackson and other, 2005). However, despite the fact that tourism plays a significant role at the national level, it is viewed as one of the weaponries against desertification and financial sluggishness, specifically in the inside detail at the regional level (Opperman, 1993). This is because tourism is seen as an essential tool in regional development and economic growth.

Archibald, LaCorbinière & Moore (2008) has utilized a energetic tourism gravity demonstrate is utilized in this ponder to assess the competitiveness of Caribbean goals. The system presents yearly traveler entries from major source markets as a work of different destination-specific, source market-specific, and time-specific impacts utilizing information from 22 Caribbean nations from 1980 to 2002. The assessed demonstrate is at that point utilized to decide the region's relative tourism competitiveness. The relapse comes about show that, in spite of the reality that entries from the essential source markets tend to be reasonably steady, the long-term slant in entries can be influenced by changes in airfares and trade rates, as well as shifts in capacity and the cost of tourism within the goal in comparison to the source nation and competing goals. The driving part that goal salary plays in deciding arrivals a vital pointer of framework improvement and other perspectives of tourism competitiveness is brought to light in these comes about, which affirm the discoveries of past thinks about for the locale. Additionally, the tourism competitiveness assessment fills a void in the regional tourism literature by revealing

that, in general, Caribbean destinations are more competitive than anticipated in light of market fundamentals.

Hall (2007) expressed that one of the major topics of modern tourism considers is the explore for competitiveness, whether analyzing competitive teach or goals and businesses. The want for such competitiveness starts within the neo-liberal extend, despite the truth that it isn't ordinarily recognized within the standard writing on tourism and commerce.

Neo-liberalism empowers market-led economic and social rebuilding, which comes about, among other things, in a more common center on desires "" of the private segment in economic and social approach. The hegemonic talk of territorial competitiveness is the subject of the chapter, but a number of imperfections within the thought that territorial or destination competitiveness can be treated within the same way as firm competitiveness are pointed out. The regional-competitive talk is so predominant for five reasons, the ultimate one centering on the situatedness of scholarly information generation.

Cracolici, Nijkamp & Rietveld (2006) has found that the tourism financial matters writing has as of late paid more consideration to the concept and estimation of goal competitiveness. As a result of the move from mass tourism to a modern age of tourism that requires a custom-made approach to the particular demeanors and necessities of visitors, this intrigued emerges from both the expanding financial significance of the tourism division and the expanding competition on the traveler advertise. The effectiveness of visitor goals is the most point of this paper, which was propelled by Squat and Ritchie's prior conceptual competitiveness model. The show ponder employs a generation wilderness approach to conduct an economic effectiveness examination employing a dataset of 103 Italian locales for the year 2001. Employing a stochastic generation work and information envelopment examination, parametric and non-parametric strategies, separately, the ponder utilizes a degree of visitor location competitiveness in terms of its specialized effectiveness.

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Chapter - 3
Research Methodology

Chapter - III

RESEARCH METHODOLOGY

3.1 INTRODUCTION

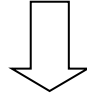
The research methods allude to the exact techniques for gathering analyzing and assessing information to identify solutions to the problems. "Research is a purposeful work to portray, make sense of, foresee and direct detectable peculiarities." (Earl Robert Babbie).

Inductive and deductive approaches are used in research along with qualitative and quantitative research design. Analyzing an observed event is done using inductive techniques. To validate the observed occurrence, deductive procedures are practiced and the major difference lies in the fact that inductive methods are used in link with qualitative research, whereas the use of deductive methods is more commonly connected with quantitative research work.

This chapter includes the basics of research methodology adopted and how the data is collected. It also includes the sample profile and statistical tests included to analyze the data. This section outlines the objectives of the study and research hypotheses.

RESEARCH PROCESS

IDENTIFICATION OF THE RESEARCH AREA



FINALIZATION OF RESEARCH TOPIC



IDENTIFICATION OF RESEARCH PROBLEM



REVIEW OF LITERATURE



IDENTIFICATION OF RESEARCH GAP



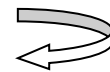
FORMULATION OF RESEARCH OBJECTIVES



RESEARCH DESIGN

SAMPLING TECHNIQUE

DATA COLLECTION



SECONDARY

PRIMARY



DATA ANALYSIS AND INTERPRETATION



FINDINGS & CONCLUSION

3.2 STATEMENT OF RESEARCH PROBLEM

The conception of local competitive attraction is one of the significant notions in present-day commercial lessons and progressively so in the study of tourism in the form of end point competitive attractiveness. Various factors like advancement in information technology, initiation in the field of tourism, invention of new products and services, expectations of tourists, tourism options in products and services, intensified competition in today's global markets, and the discriminating prospects of tourists have compensated to the growth of novel approach in the arena of competitiveness in the tourism industry.

The center on competitiveness has risen out of the conviction that globalization has made a single showcase put with strongly competition. The globalization of the world's economy and the quickening pace of ever expanding needs and wants went with mechanical changes are the different strengths that require all administrations to memorize how to compete. Tourism administrations and places must learn how to reflect more like trade improvement, creating inventive items, competitive markets, and fulfilled clients. The recognizable proof of competitiveness as a noteworthy arrangement objective has driven to the advancement by scholastics, policymakers and professionals of a run of markers that demonstrate and degree competitiveness. Territorial competitiveness in tourism industry has to be examined in terms of its capacity to supply feasible and alluring results that will emerge, or not, out of moved forward form of goal competitiveness and will offer assistance to discover the fulfillment of clients after choice of a locale for visitor undertaking.

3.3 RESEARCH GAPS IDENTIFIED

- As such there is no study conducted in Rajasthan
- There is much less awareness of regional competitiveness and it is a new area of research
- Which is not explored and the geographical region is a tourist centre so the study is relevant in this context.
- The exploration of regional competitiveness is at extremely beginning stage. There are not very many studies and literature available in India which gives a support to lead research in this field.

- The review will give a base to the cordiality business to grasp the significance of the topic.
- There is no study conducted to compare the perception of different types of visitors in the region.
- Active association of all stakeholders is required for the mutual development of all.
- An itinerary for transfer of efforts is required to upgrade knowledge and technical aspects of regional tourism which is still not contemplated.
- A research focused on how to apply sustainable solutions.
- A joint action plan to ensure continuity of the research-driven cluster for innovation in regional tourism.

3.4 RESEARCH OBJECTIVES

1. To study the theoretical framework to understand the determinants of regional tourism competitiveness
2. To explore the factors affecting regional tourism competitiveness
3. A comparative study of perception of domestic and international tourists regarding regional destinations
4. To study the impact of factors affecting regional competitiveness on satisfaction of various types of tourists.
5. Analyze the impact of tourism services on the satisfaction of domestic and international tourists
6. To highlight the innovative schemes developed by government to promote regional tourism competitiveness

3.5 RESEARCH HYPOTHESIS

Six hypothesis are designed to satisfy the objectives of the study:

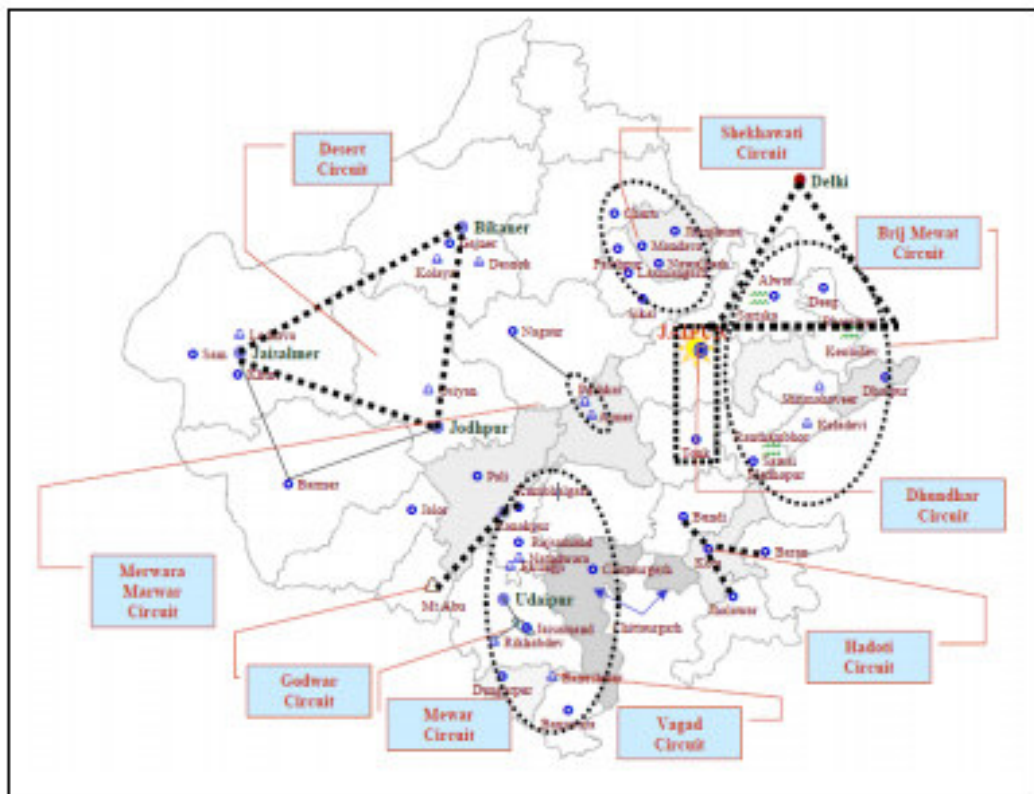
- Ho1 : There is no significant difference between the perceptions of domestic and international tourists towards the quality of transportation in the selected area of research.
- Ha1 : There is a significant difference between the perceptions of domestic and international tourists towards the quality of transportation in the selected area of research
- H02 : There is no significant difference between the perceptions of domestic and international tourists towards the quality of Accommodation in the selected area of research.
- Ha2 : There is a significant difference between the perceptions of domestic and international tourists towards the quality of Accommodation in the selected area of research.
- H03 : There is no significant difference between the perceptions of domestic and international tourists towards the availability of food and cuisine in the selected area of research.
- Ha3 : There is a significant difference between the perceptions of domestic and international tourists towards the availability of food and cuisine in the selected area of research.
- H04 : There is no significant difference between the perceptions of domestic and international tourists towards the availability of fun and Entertainment options in the selected area of research.
- Ha4 : There is a significant difference between the perceptions of domestic and international tourists towards the availability of fun and Entertainment options in the selected area of research.
- H05 : There is no significant difference between the perceptions of domestic and international tourists towards the price of tourism product in the selected area of research.
- Ha5 : There is a significant difference between the perceptions of domestic and international tourists towards the price of tourism product in the selected area of research.

H06 : There is no significant difference between the perceptions of domestic and international tourists towards the tourist spots and places in the selected area of research.

Ha6 : There is a significant difference between the perceptions of domestic and international tourists towards the tourist spots and places in the selected area of research.

Area of study

The area of study was conducted in one of the recognized destination of tourist which is described by the tourism department. The present research is conducted in one of the circuits namely Mewar circuit.



Source: Department of Tourism, Government of India

Figure 3.1: Tourist circuits of Rajasthan

Mewar Circuit

The Mewar circuit is a famous region of the state of Rajasthan that is built in the mountains of aravali range and encompass beautiful lakes, hilly roads and beautiful valleys. This area is popular among local travelers and foreign visitors because of its natural beauty, rich historical and cultural past and religion combination. The tourist circuit of Mewar incorporates the beautiful landscape city of Udaipur-Rajsamand-Chittaurgarh-Bhilwara

The location in Mewar circuit is shown below besides these prominent cities it also includes Nathdwara are ligious place, Kumbalgarh, Haldighati etc...



Source: Department of Tourism, Government of India

Figure 3.2: Mewar circuit map

3.6 RESEARCH DESIGN

An investigation plan may be a system or outline for conducting the inquiry about. It subtly elements the strategy fundamental for getting the data required to structure or illuminate the investigation issue.

The research plan utilized is exploratory in nature as per the prerequisites. It wraps the collected information, the technique of information collection along with different

factual devices and procedures utilized for investigation of information, attainment of objectives and testing of hypothesis.

An exploratory study focuses on collection of essential information through well planned, organized and inclusive survey created as per the need of statistical testing and existing investigate discoveries, individual meet and discourses. The survey contains four parts i.e. statistic profile, tourist profile, statements related to discernment and factors of fulfillment towards traveler goal.

This survey was managed to a test of 500 visitors of Mewar locale of Rajasthan. The proper response of the survey was quantified by the analyst and in understanding as per the prerequisites of research multi type of tables were prepared after coding of the data to visualize the variables. Some of the tables were univariate others were bivariate and multivariate.

3.6.1 Type of Research

The research is investigative in nature as its main objective is to investigate and find out the solution to the research problem under investigation. It is a preliminary research that ensures analysis of primary data to figure out the problem and how different parameters are related with each other. The relationships between diverse variable quantity is identified to ascertain the main significance of the variables under the study

3.6.2 Sampling Plan

The method used to choose research sampling units from the target population's sampling frame is called a sampling plan. In this study, non-probability sampling is the sample strategy used.

In addition to this, a thorough literature review on relevant study features was carried out in order to identify the research procedures that would be most appropriate for the study as well as to gain a deeper understanding of the topic.

3.6.3 Sampling process

The Convenience Sampling Technique was used in the study because in this technique the sample being drawn from the population is close to hand. This means only that sample is selected that is readily available and convenient. Further it was ensured that

less error and equal representation of the population of tourist was adhered from all the cities included in the research area.

3.6.4 Sample Size

The sample size is a frequently-used term in statistics and research, and one that comes up at whatever point a researcher is looking over an enormous populace of respondents. It identifies with how the examination is directed on enormous populaces. A total of 500 tourists were selected from the various tourist destinations of the region in which 250 were domestic and 250 were international tourists.

3.6.5 Quantitative Research Methods

Research conducting method can be of 2 kinds on the basis of data sources and design of the research problem. A qualitative and quantitative research can be conducted to identify the solution to the research problem. In this research a quantitative method of research is applied to get answers from the data collected from the research respondents.

3.6.6 Data collection

Different sources and types of data is required and it was collected with the help of proper tools and sources.

3.6.7 Primary Data Collection

Primary data are those that the researcher collects firsthand for the first time. The respondents were selected by sampling technique chosen. The data was collected from respondents with the help of well structured questionnaire. The primary data was collected to get the proper responses from the tourists sampled for the study.

3.6.8 Development of a tool for Primary Data Collection

The questionnaire for the present research was developed using contributions of previous research papers and theses. Thus the final draft of the questionnaire includes the various variables used in previous researches in the questionnaire of the present study.

The research was conducted with the assistance of a self-structured questionnaire which was divided into different parts. Part A of the tool collected the basic data of the sampled respondent such as age, gender, qualification, monthly income, marital status, profession

and experience. Part B consists of questions related to tourist profile, Part C consists of 30 statements related to reflection of the perception of tourists regarding regional destinations and Part D consists of Variables of tourist services to indicate the extent on satisfaction of tourists measured on a three point scale in which respondents were asked to indicate their level of satisfaction The scale was defined as low for 1, moderate is 2 and high was considered as 3.

The questionnaire developed was as per the previous studies and the questionnaires used previously by the researcher to investigate the perception and satisfaction of tourists regarding regional destinations.

3.6.9 Secondary Data Collection

The secondary data is already published data and is to be obtained from various secondary sources that store data for various purpose

Secondary data source

- i. Reports
- ii. Data
- iii. Publications
- iv. Articles and Periodicals
- v. Conference Proceeding
- vi. Corporate information available in annual reports or on site

3.6.10 Reliability Analysis

The consistency of the measurement is known as reliability; when the same subject is tested in the same manner each time, the results will not vary. "If an individual scores similarly on the same test administered twice, the measure is deemed reliable." Although it can be estimated, reliability cannot be quantified.

If the measure captures what it is intended to capture, then it is considered valid. To put it succinctly, measurement accuracy pertains to validate for application of statistical test so that the results can be interpreted correctly.

To gauge the inward consistency of the survey the researcher applied Cronbach's alpha test. It was created by Lee Cronbach in 1951, to measure dependability, or inside consistency. "Dependability" is the way well a test estimates what it ought to. Cronbach's alpha tells on the off chance that the test planned is precisely estimating the variable of interest.

$$\alpha = \frac{N \cdot \bar{c}}{\bar{v} + (N-1) \cdot \bar{c}}$$

Where:

- N = the number of items.
- \bar{c} = average covariance between item-pairs.
- \bar{v} = average variance.

3.6.11 PILOT STUDY

A rough questionnaire was framed was designed to assess the regional competitiveness and perception of domestic and international tourists as well as satisfaction. Once the response from 50 tourists were received a pre-testing was done to eradicate some unwanted questions in order to make the questionnaire respondent friendly.

The researcher asked a few open-ended questions to know the view of respondents the mentioned parameters. However, the researcher identified the factors affecting tourists decision and those factors were almost similar to the factors that were listed after a detailed literature review.

3.6.12 Factor Analysis

Factor is a statistical technique used to analyze the variability amid associated, observable variables in terms of a lesser number of probable unobserved variables known as factors. For instance, differences in two unobserved variables may mostly represent differences in four observed variables. The probable and "error" terms are combined linearly to calculate the experiential variables. The set of variables in a data set can be subsequently condensed using the information obtained about the interdependence between observed variables. This method's computational equivalent is

a low rank approximation of the observed variables' matrix. Principle Component Analysis is used for Factor Analysis in this work.

Factor extraction, which is characterized as the assurance of the most un-number of elements that can address a reliant variable under study (Gudgeon, Comrey, and Lee, 2006), is a procedure that separates greatest normal difference from all factors and places them into a typical score. The element examination is directed utilizing Principal part investigation (PCA), it is important to keep a harmony between finding the most un-number of variables that can make sense of a variable while guaranteeing the greatest change in scores to be made sense of. PCA begins removing the greatest difference and places them into the main variable. From that point forward, it eliminates that difference made sense of by the main factors and afterward begins removing most extreme change for the subsequent component. This cycle goes to the last component, those things which have extraction worth of shared traits of under 0.5, demonstrate that they didn't fit well with the element arrangement and accordingly those things are not needed and thus they are dropped.

Kaiser-Meyer-Olkin (KMO)

Test could be a extent of how fit your data is for Calculate Investigation. The test estimates analyzing adequacy for every variable within the demonstrate and the entire demonstrate. The estimation may be a extent of the degree of vacillation among components which will be ordinary contrast. The lower the extent, the more fit your data is to Figure Investigation. Bartlett's trial of sphericity is the test for the invalid speculation that the relationship framework has a personality grid.

Eigen value

It is the most generally involved record for deciding the number of variables to takefrom factor examination. The thumb rule expresses factors with an Eigen esteem more noteworthy than 1 ought to be picked.

Variance

The historical backdrop of the determined part is illustrated by the absolute fluctuation made sense of significant worth.

Test for Normality

Further, the analyst utilized the Kolmogorov-Smirnov test to choose if an example comes from a populace with a particular dispersion or one might say that the K - S test is finished to really take a look at the ordinariness of the information.

Statistical Tool Applied

Quantifiable instruments like Correlation, ANOVA, T- test and Chi-square test are utilized utilizing SPSS bundle for the investigation. Table, Charts and Charts are too utilized to display the handled information.

Correlation Analysis

The Karl Pearson's Test technique is used where the coefficient of relationship is indicated by r. this image is utilized for depicting the degree and course of relationship between two factors.

The formula=

$$r = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{[N\sum x^2 - (\sum x)^2][N\sum y^2 - (\sum y)^2]}}$$

ANOVA TEST

The “analysis of variance” test is commonly known as “F” test which is used for identification of the significant difference among more than two sample means.

Assumptions in ANOVA

It is based on some norms and the analysis can be done by assuming that

1. The sample should be drawn from a normal population through random means and the descriptive statistics should be displayed to show the characters of the target sample.
2. The target population should have identical characteristics and the sample should be drawn so as to reflect the identical means and variances

Chi- square Test

The assumptions of the research hypothesis were tested for any significant relationship by applying chi -square which is a non- parametric test

The Chi-square (x^2 test) is used to identify the magnitude of discrepancy between theory and observation i.e. between two data sets

The formula

$$x^2 = \frac{\Sigma(F_o - F_e)^2}{F_e}$$

Calculating the value of (x^2) Chi-Square

- i) Expected Frequency is calculated (F_e)
- ii) ($F_o - F_e$) is calculated.
- iii) ($F_o - F_e$)² is obtained.
- iv) Calculate the squared differences between frequencies for which the value of ($F_o - F_e$)² is divided by (F_e)
- v) ($F_o - F_e$)² / F_e is calculated.
- vi) Then $\Sigma (F_o - F_e)^2 / F_e$ is obtained by adding the answers together
- vii) The calculated and tabular values are compared with the help of degrees of freedom
- viii) The formula to calculate .d.f. = (c-1) (r-1)
- ix) The calculated value and tabular value at a given level of significance and at a df is compared
- x) The calculated value is higher than tabular value the null hypothesis is rejected and vice versa

Regression Analysis

The most powerful statistical technique and method helps to regulate the association between two or more variables of curiosity. The common terms used for the variables of research interest are

- **Dependent Variable**
- **Independent Variables**

3.7 LIMITATIONS OF THE RESEARCH

- The current study is limited to tourist visiting mewar region as travellers and so the results may be different for other places.
- Tourists are sometimes are not enthusiastic to give answers
- People with varied demographic profile like girls showed resistance in sharing exact information
- Some of the respondents were biased while giving responses
- Due to limitation of time only few tourist attractions were considered for the research work.
- The sampled respondents are 500 due to research constraints
- Some of the findings and results are created on the basis of sample estimates, traditions, explanations and informal interviews.

Chapter - 4

Data Analysis and

Performance Evaluation

Chapter - IV

DATA ANALYSIS & INTERPRETATION

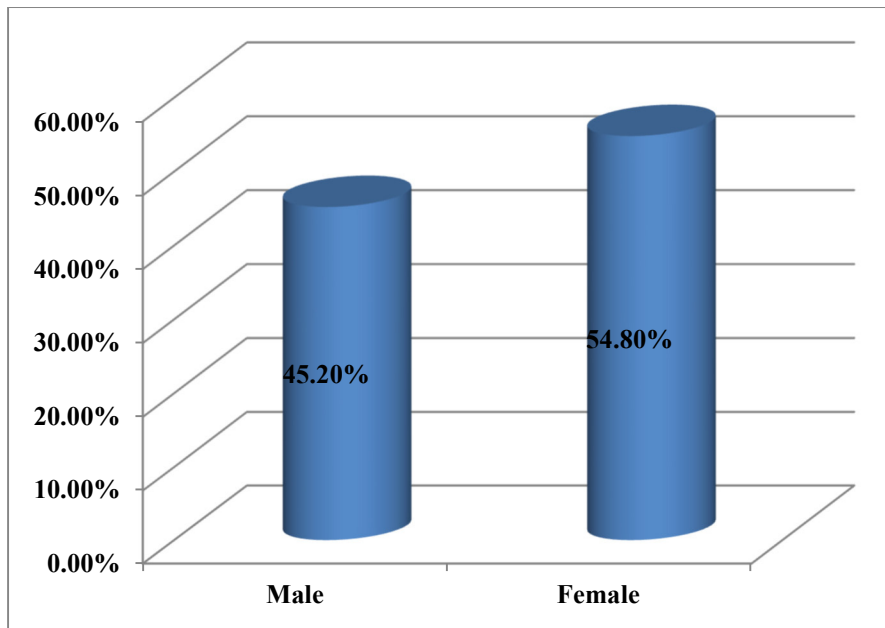
This chapter incorporates the analysis of the primary data collected through the questionnaire and it is depicted in the form of tabular and graphical representation. The research hypothesis is tested with the help of statistical tools and the inferences helps the researcher to identify answers to the research questions. The interpretations for the sampled respondents help the researcher to fulfil the objectives of the research and draw inferences for the population. Thus, this chapter is very significant and it elaborates the results of data analysis.

4.1 DEMOGRAPHIC PROFILE OF RESPONDENTS

The sampled respondent's demographic details were recorded to analyse the various relationships between independent and dependent variables. A sample of 500 respondents was thus grouped into various categories for the ease of analysis which are discussed as under. The demographic details of sampled respondents' like gender, age, marital status, qualification etc. are presented below.

Table 4.1: Gender of Respondents

Gender	No. of Respondents	Percentage
Male	226	45.20
Female	274	54.80
Total	500	100

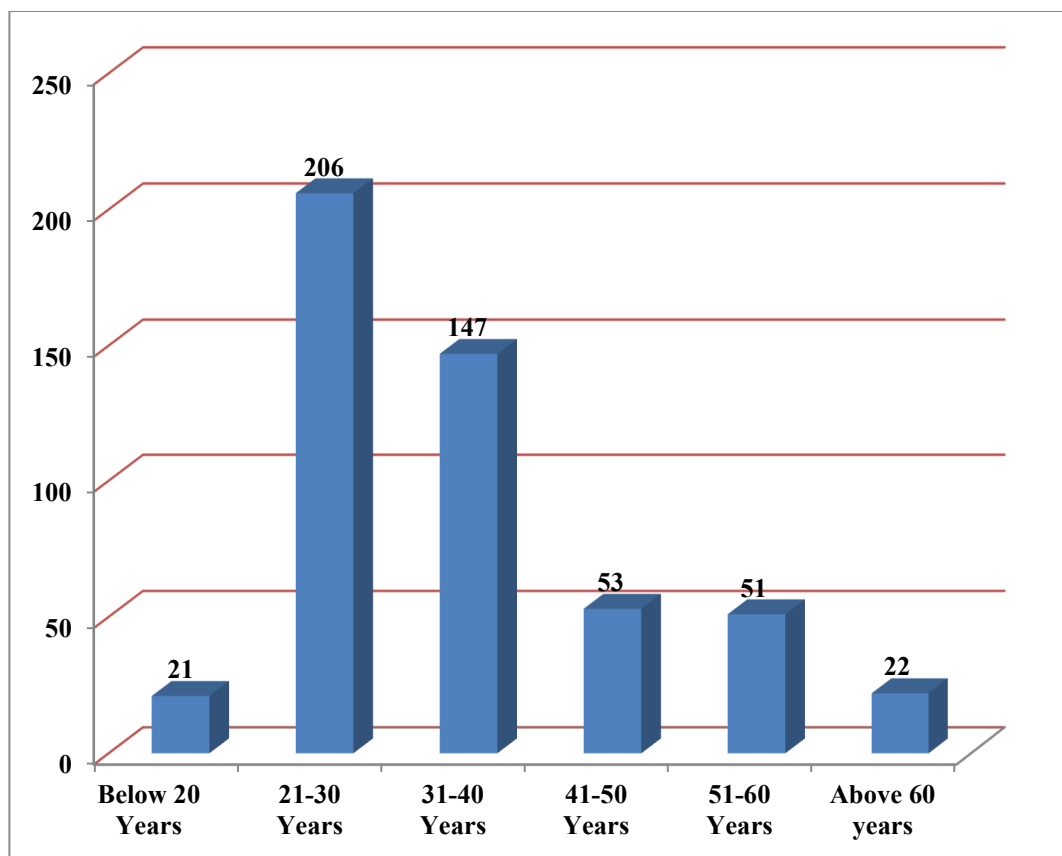


Graph 4.1: Gender of Respondents

Interpretation: The classification of the sample on the basis of gender is tabulated and it is observed that 54.80% of respondents are female as compared to 45.20 % who are male respondents.

Table 4.2: Age Group of Respondents

Age Group	No. of Respondents
Below 20 Years	21
21-30 Years	206
31-40 Years	147
41-50 Years	53
51-60 Years	51
Above 60 years	22
Total	500

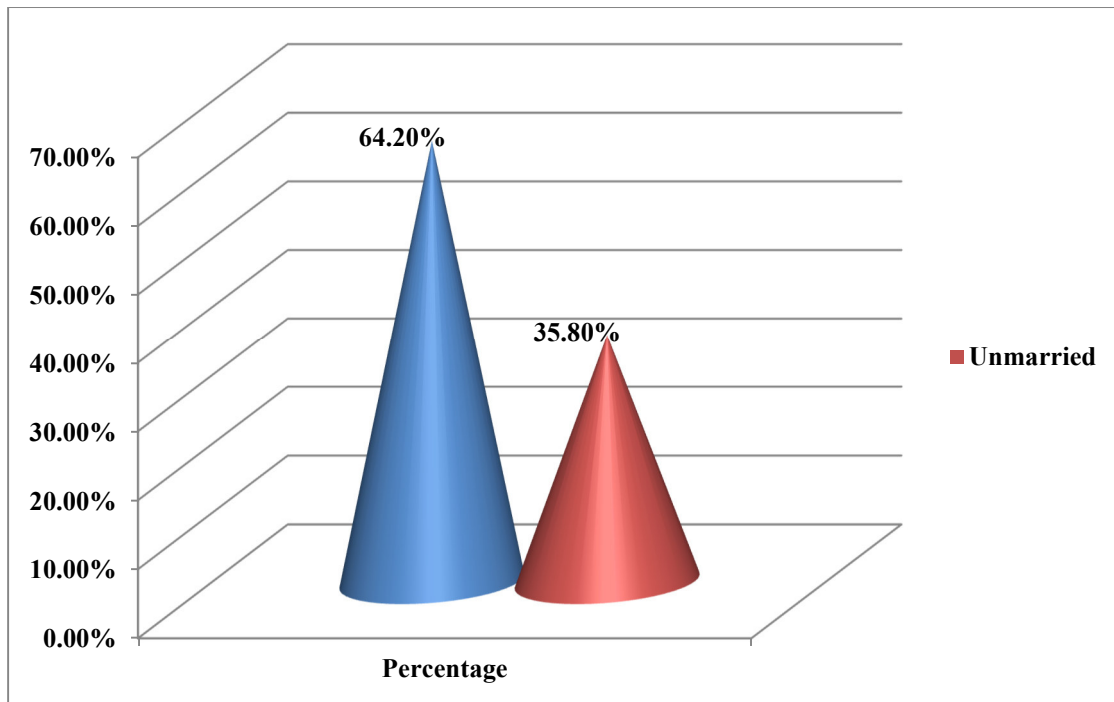


Graph 4.2: Age Group of Respondents

Interpretation: The sampled respondents are grouped into six categories on the basis of age and it is observed that (206) maximum 41.2% falls under the category 21-30 years followed by minimum 4.2% in the category below 20 years which shows that almost 75% of the total are below 40 years which shows that most of the respondents are young ladies and gentleman who have chosen to visit the tourist destination selected under the study.

Table 4.3: Marital Status of Respondents

Marital Status	No. of Respondents	Percentage
Married	321	64.2
Unmarried	179	35.8
Total	500	100

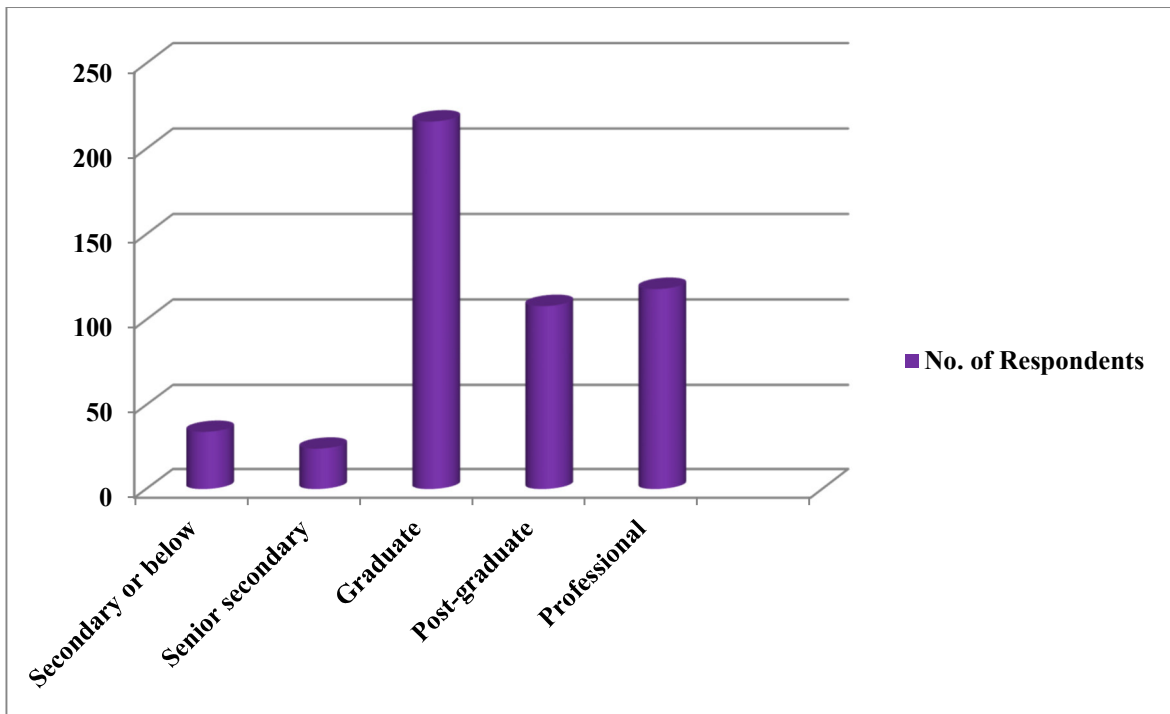


Graph 4.3: Marital Status of Respondents

Interpretation: The marital status of the respondents is tabulated above and this is a required parameter to know the profile of tourists. It is observed from the data that 321 of them are married i.e.64.2% and 35.8% of the sampled respondents are unmarried.

Table 4.4: Qualification of Respondents

Qualification	No. of Respondents
Secondary or below	34
Senior secondary	24
Graduate	216
Post-graduate	108
Professional	118
Total	500

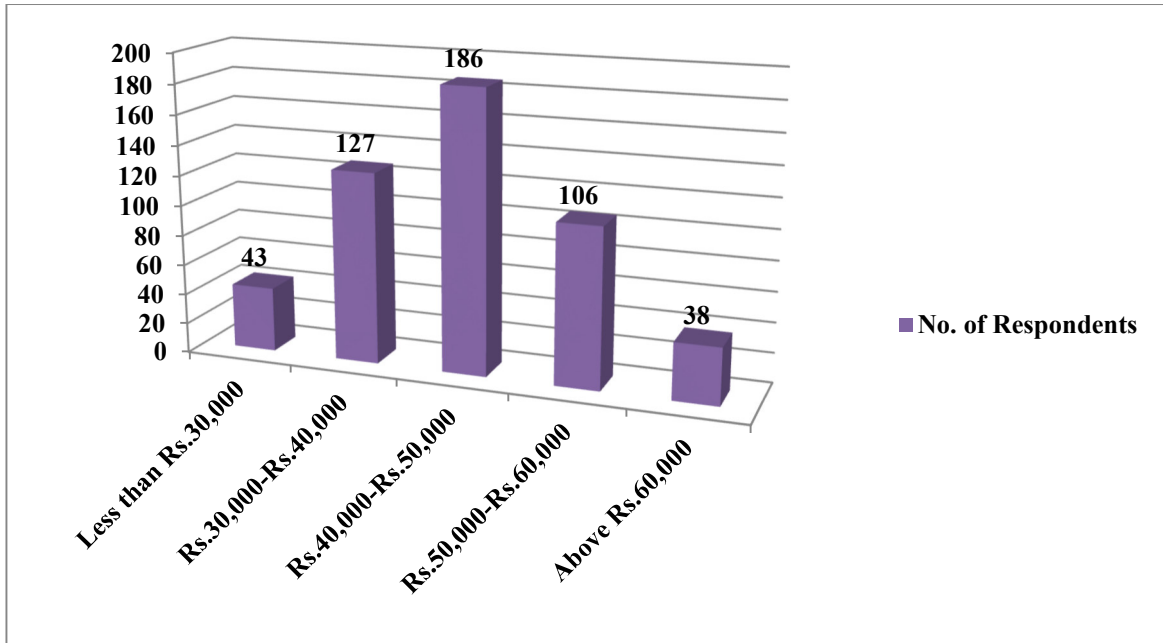


Graph 4.4: Qualification of Respondents

Interpretation: Educational qualification is an important feature to know the views of the respondents. The data is grouped into five categories and professional degree is kept as the highest qualification of the respondents. The table reveals that maximum 43.2 % tourists are graduates nearly 25% of them hold a professional degree. And only 6.8% are either having education till secondary or below it

Table 4.5: Monthly Income of Respondents

Monthly Income	No. of Respondents
Less than Rs.30,000	43
Rs.30,000-Rs.40,000	127
Rs.40,000-Rs.50,000	186
Rs.50,000-Rs.60,000	106
Above Rs.60,000	38
Total	500

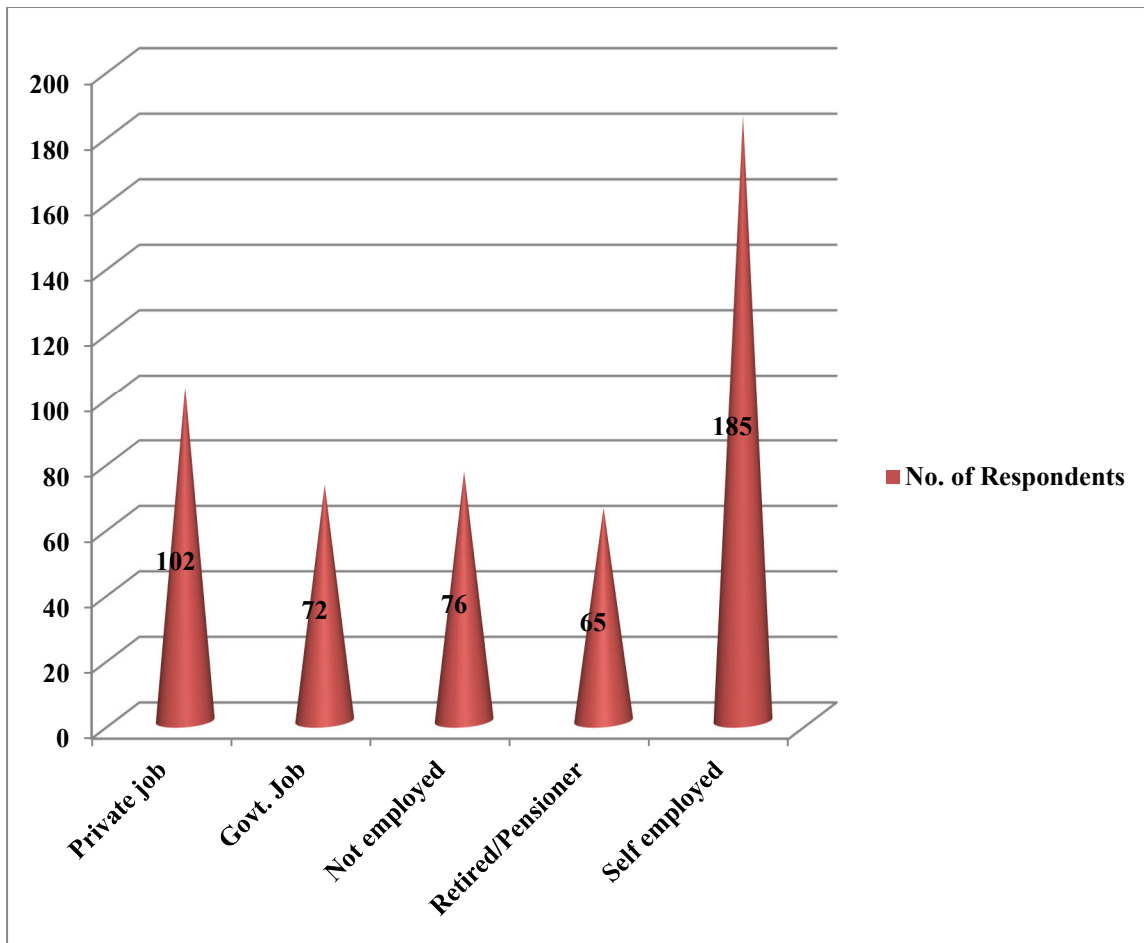


Graph 4.5: Monthly Income of Respondents

Interpretation: The important aspect of respondent decision to visit various tourists places depends upon monthly income and his purchasing power. The tourists select destinations to visit on various parameters and to assess the respondents monthly income, they are grouped in five categories. The data reveals that maximum 186 are in the band of Rs. 40,000- Rs. 50,000 followed by 127 in the band of Rs. 30,000- Rs. 40,000. The less than 30,000 band has 43 respondents and more than 60,000 band also has 38 respondents which shows that monthly income has a huge variation among the selected respondents.

Table 4.6: Profession of Respondents

Profession	No. of Respondents
Private job	102
Govt. Job	72
Not employed	76
Retired/Pensioner	65
Self employed	185
Total	500

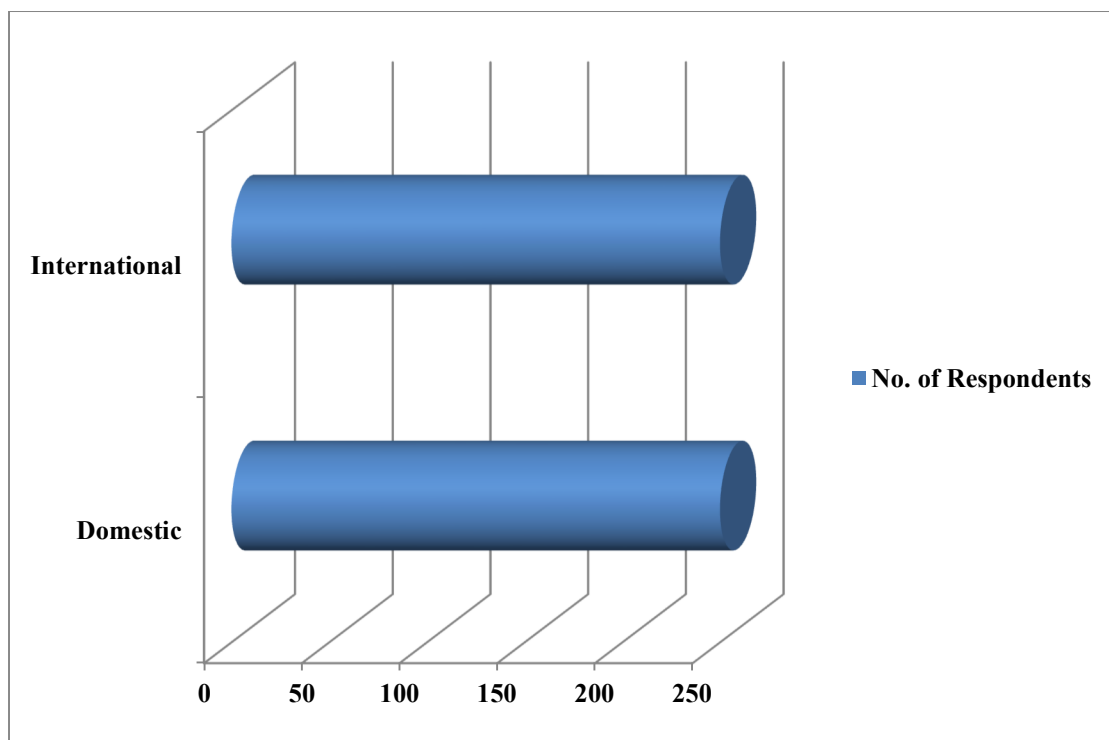


Graph 4.6: Profession of Respondents

Interpretation: The profession have many categories and the data is classified into five categories. The data reveals that maximum 185 are self employed followed by 102 who are in private jobs. Nearly 15 % are not employed out of a total sample size of 500.

Table 4.7: Type of Tourist

Type	No. of Respondents	Percentage
Domestic	250	50%
International	250	50%
Total	500	100%

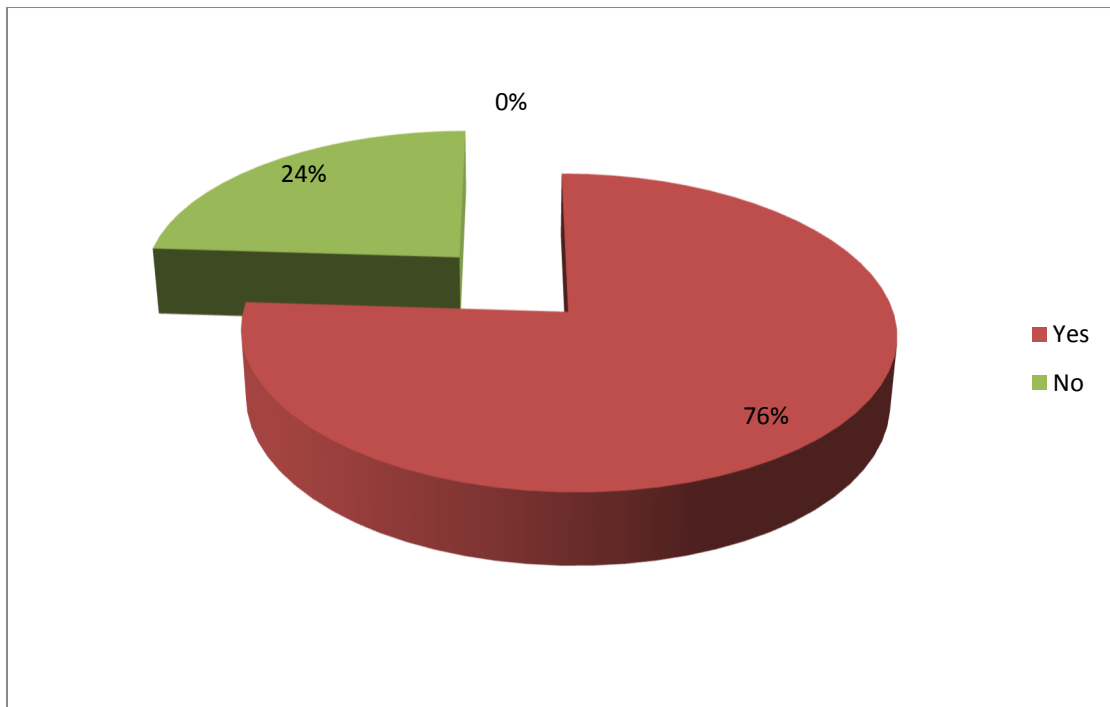


Graph 4.7: Type of Tourist

Interpretation: The tourist type was observed and they were classified as domestic and international. Out of 500, 50% are from various locations in India and 50% are from various foreign countries ie. International tourists

Table 4.8: Frequency of visit

Is this your first visit to this tourist destination?	No. of Respondents	Percentage
Yes	380	76
No	120	24
Total	500	100

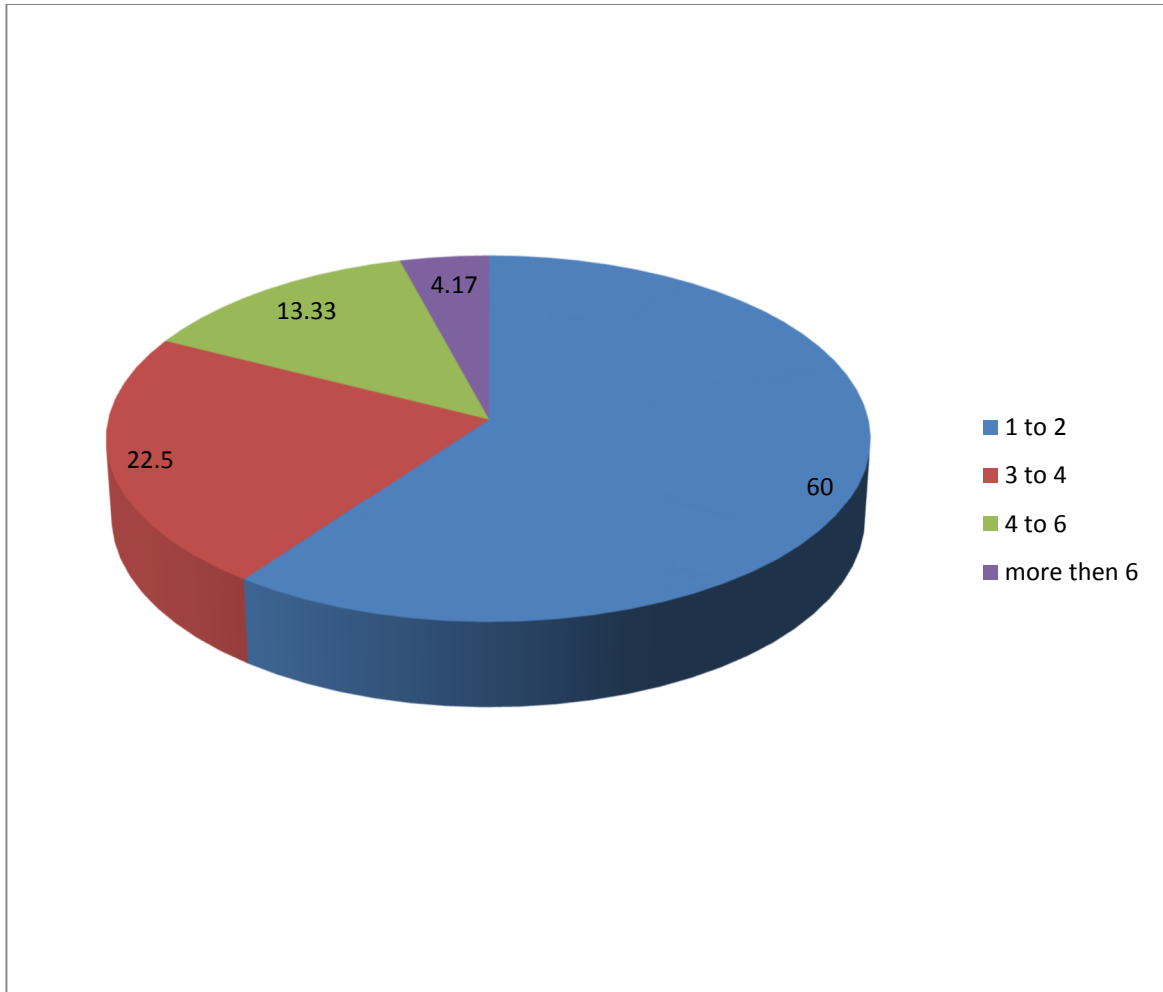


Graph 4.8: First Visit to this tourist destination

Interpretation: Response to the question is this your first visit to this tourist destination was recorded and tabulated to know the frequency of visit to the destination. The data shows that out of 500, 76% of respondents visited the tourist place for first time and 24% already visited this tourist destination previously too.

Table 4.9: How many times have you visited this touristic destination in the past?

Frequency of visit	No. of Respondents	%
1-2	72	60
3-4	27	22.5
5-6	16	13.33
More then 6	5	4.17
Total	120	

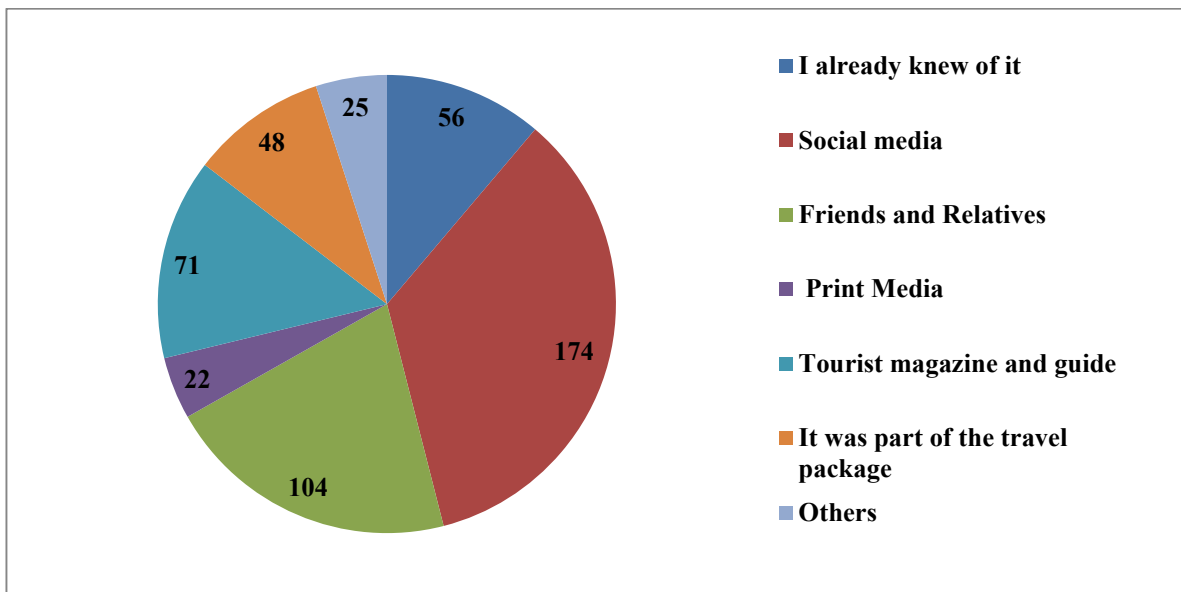


Graph 4.9: How many times have you visited this touristic destination in the past

Interpretation: The frequency of previous visits to this tourist destination by the sampled respondents was recorded and tabulated. The data shows that out of 120 maximum 60% respondents visited the tourist place for 1-2 time and 22.5% already visited this tourist destination 3-4 times previously. Very few 4.17% too visited the region previously more than 6 times and 16 tourists visited the places 5-6 times. The researcher also asked for the reasons of repetitive visit and many of them opined that the place is so beautiful that whenever they want to relax they come to the place. Out of these 120 maximum were domestic tourist however few foreign tourists were also visiting the place twice or third time

Table 4.10: Source of Information about the selected tourist destination

Source of Information	No. of Respondents
I already knew of it	56
Social media	174
Friends and Relatives	104
Print Media	22
Tourist magazine and guide	71
It was part of the travel package	48
Others	25
Total	500



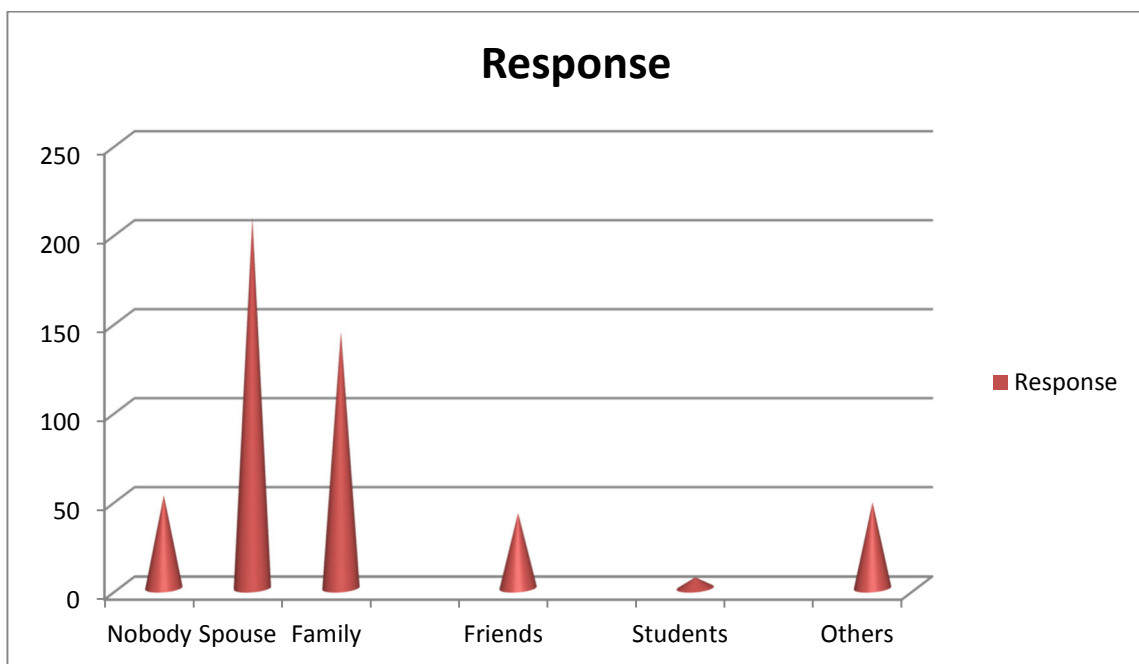
Graph 4.10: Source of Information about the selected tourist destination

Interpretation: When it was asked about the source of information regarding details of selected tourist destination, it was revealed that maximum 174tourists got information from social media sites and followed by 104 who received information through friends and relatives.

This data reveals that social media platforms are one of the major options to spread information in this era.

Table 4.11: Who has accompanied you?

Who has accompanied you	Response
Nobody	52
Spouse	208
Family	144
Friends	42
Students	06
Others	48
Total	500

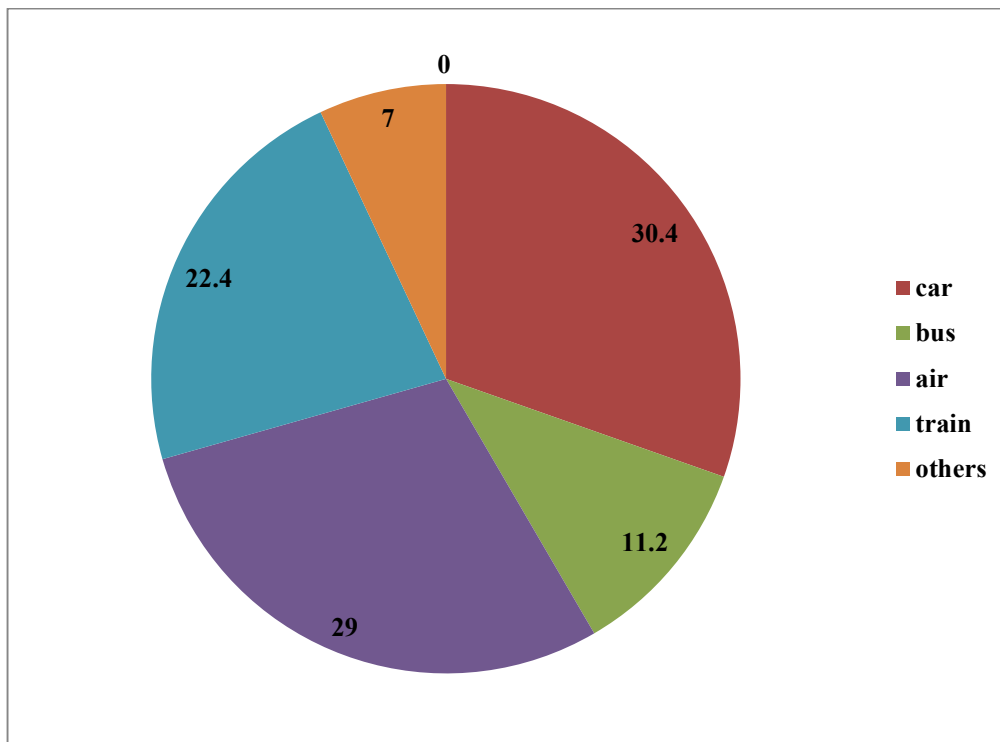


Graph 4.11: Who has accompanied you?

Interpretation: Tourist were also questioned about their accompanied persons and maximum 208 replied that they have visited the destination with their spouse. Out of 500, 52 were solo travellers and 144 came to visit the place with their family. 6 of the tourist accompanied students and 42 were on this trip with their friends

Table 4.12: Mode of Travel

Mode of Travel	Response	%
Car	152	30.4
Bus	56	11.2
Air	145	29
Train	112	22.4
Others	35	7

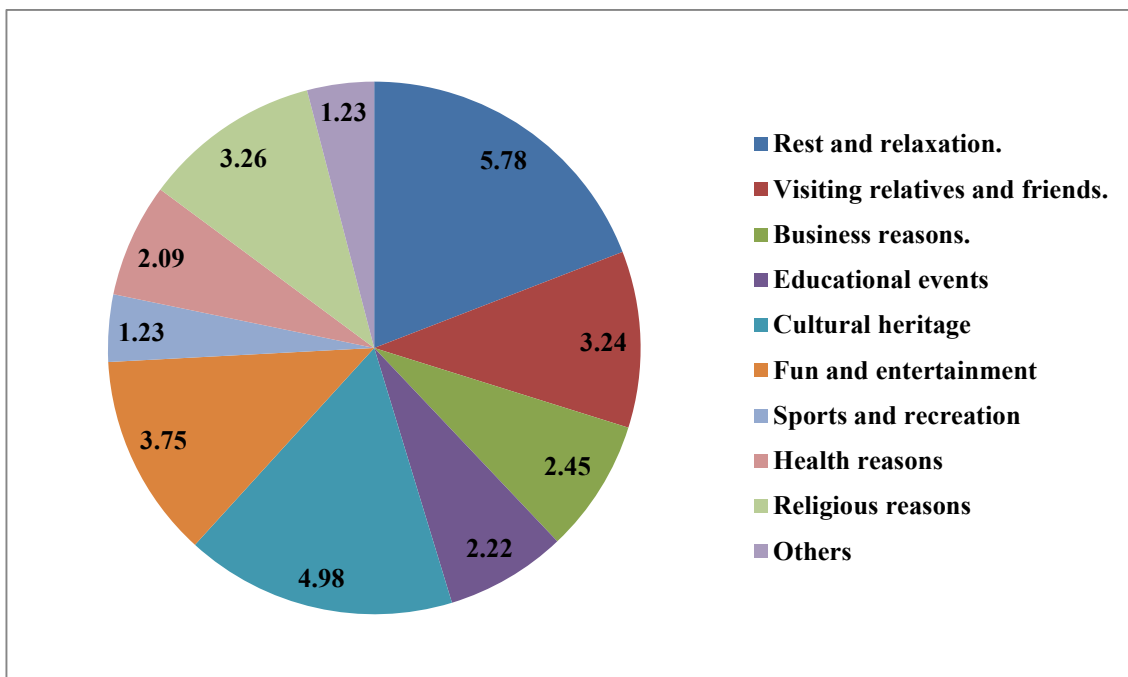


Graph 4.12: Mode of Travel

Interpretation: The maximum of tourists 30.4% travelled by car, 29% by air, 22.4% by train, 11.2% by bus and 7% by other modes of travel. The mode of travel depicts that maximum tourists come from nearby places and so they like to travel by car for exploring all the tourists spots and having freedom of stay.

Table 4.13: Main reasons to choose the selected tourist destination

Reasons	Mean value
Rest and relaxation.	5.78
Visiting relatives and friends.	3.24
Business trip	2.45
Educational events	2.22
Cultural heritage	4.98
Fun and entertainment	3.75
Sports and recreation	1.23
Health and medical issues	2.09
Religious tour	3.26
Others	1.23

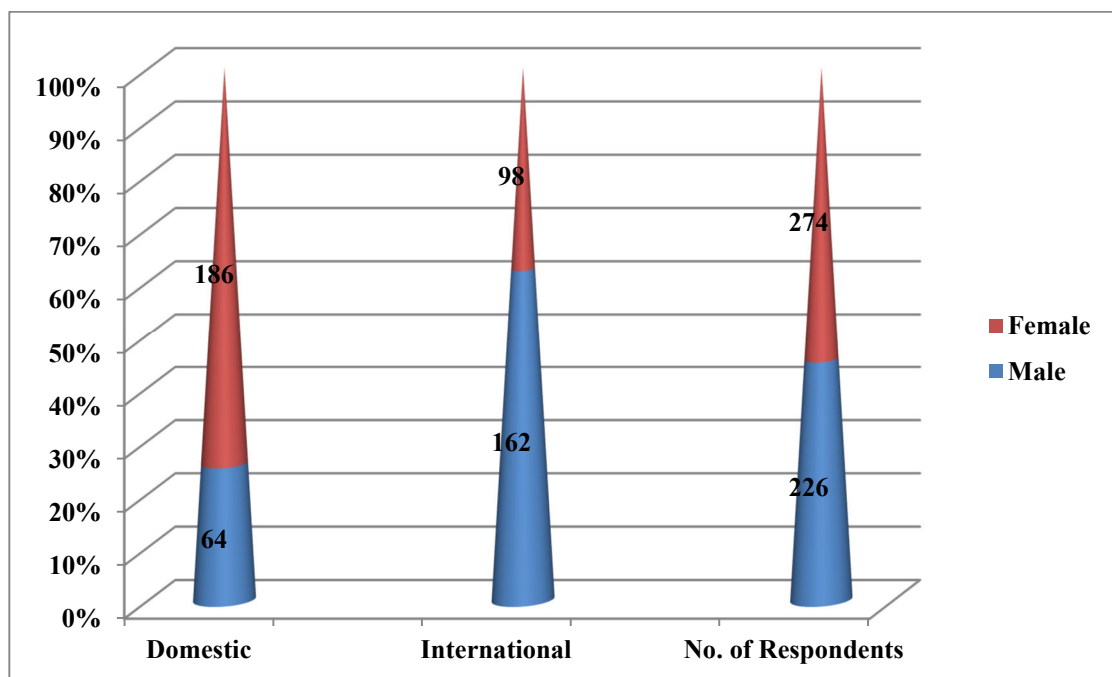


Graph 4.13: Main reasons for visit to the selected tourist destination

Interpretation: The most interesting outcome was to know their reason of travel and the mean values of the data show two important reason of travel the first one is rest and relaxation and the next is to know the rich cultural heritage of this region. Along with fun and entertainment Religious tourism is also high in this circuit. Medical tourism is also one of the reason but the value is low but as sports and recreation is also showing low values, the stakeholders should take into account the necessity of such activities that can attract more tourists who love adventure and recreational sports activities

Table 4.14: Gender wise Type of Tourist

Gender	Domestic	International	Total No. of Respondents
Male	64	162	226
Female	186	98	274
Total	250	250	500

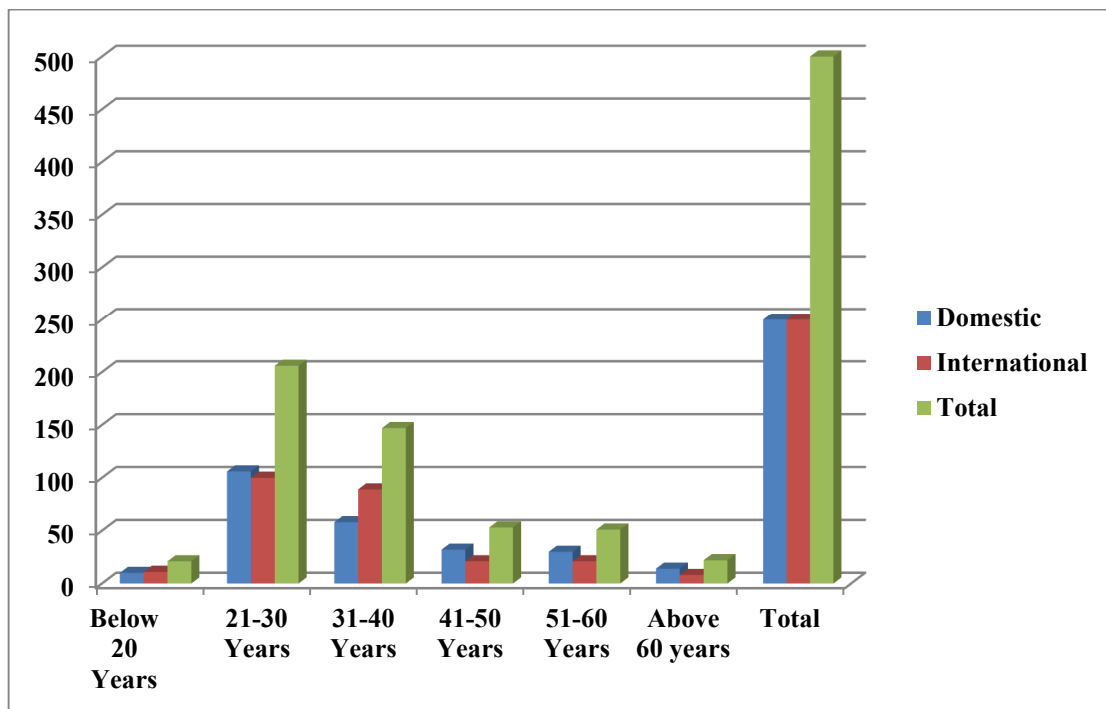


Graph 4.14: Gender wise Type of Tourist

Interpretation: The cross tabulation between the variables gender and type of tourist was done to visualize gender wise arrival of domestic and international tourist and it was found that in case of domestic tourist maximum females 186 out of 250 are visiting the research area which was opposite for international tourist where maximum 162 out of 250 are there and overall it is 226 males and 274 female tourists

Table 4.15: Age wise type of tourist

Age Group	Domestic	International	Total
Below 20 Years	10	11	21
21-30 Years	106	100	206
31-40 Years	58	89	147
41-50 Years	32	21	53
51-60 Years	30	21	51
Above 60 years	14	8	22
Total	250	250	500



Graph 4.15: Age wise type of tourist

Interpretation: The cross tabulation between the variables age and type of tourist was done to visualize age wise distribution of domestic and international tourist and it was found that in case of domestic as well as international tourist maximum 106 and 100 belongs to 21-30 age group which interprets that young people are more prone to explore tourists destinations. Total 206 of this age group is followed by 147 from the age group 31-40 Years.

Part II

Data analysis

Objective 1: To explore the factors affecting regional tourism competitiveness

To satisfy this objective factor analysis is conducted by Exploratory method

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.894
	Approx. Chi-Square	2454.290
Bartlett's Test of Sphericity	df	466
	Sig.	.000

A high KMO value of .894 depicts the suitability of applying exploratory factor analysis. The variables are reduced to tangible factors by applying exploratory factor analysis as discussed below.

Table 4.16:

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.551	6.596	51.105	2.551	6.596	51.105	3.70	22.756	22.756
2	2.020	5.55	56.563	2.020	5.55	56.563	3.77	10.210	32.966
3	1.727	5.667	51.230	1.727	5.667	51.230	2.55	6.715	39.681
4	1.552	5.166	55.396	1.552	5.166	55.396	2.570	6.676	46.357
5	1.32	3.736	59.132	1.32	3.736	59.132	2.253	6.09	52.447
6	1.255	3.393	62.525	1.255	3.393	62.525	2.063	5.576	58.023
7	1.032	2.790	6.21	1.032	2.790	6.21	1.99	5.132	63.155
8	.992	2.206	75.656						
9	.99	2.120	77.776						
10	.965	2.669	70.950						
11	.925	2.500	73.550						
12	.16	2.206	75.656						
13	.75	2.120	77.776						
15	.709	1.916	79.691						

15	.630	1.705	1.395							
16	.562	1.519	2.915							
17	.532	1.53	5.352							
18	.506	1.36	5.720							
19	.593	1.333	7.052							
20	.555	1.203	.255							
21	.519	1.135	9.39							
22	.35	1.039	90.527							
23	.379	1.025	91.553							
25	.375	1.015	92.567							
25	.355	.95	93.525							
26	.302	.16	95.251							
27	.273	.737	95.97							
28	.255	.69	95.667							
29	.250	.675	96.351							
30	.255	.659	97.001							
Extraction Method: Principal Component Analysis.										

Table 4.17: Rotated Component Matrix^a

	1	2	3	4	5	6	7
Lakes And Natural Beauty	.057	-.055	-.155	.455	.275	.125	.555
Fairs And Festivals	.178	.077	-.017	.252	.175	.664	.175
I CT Readiness	.111	.121	.612	.050	-.055	.116	.159
Advertisements	-.045	.042	.044	.854	-.055	.076	.156
Heritage Monuments	.150	.271	.264	.455	.055	-.171	.568
Exhibitions	.254	.482	.124	.456	-.097	.812	.110
Food And Beverage	.060	.784	-.028	.059	.021	-.070	.096
Local Cuisine	.151	.416	.162	.164	.206	.251	.859
Recognition By Rating Firms	.288	.486	.228	.776	.071	.079	-.070
Souvenir And Gifts	.261	.976	.474	.196	.147	.066	.226
Regional Costumes And Culture	.267	-.072	.207	-.071	.186	.488	.707
Transportation And Logistics	.722	.198	.270	-.198	.248	.287	.377
Roads And Connectivity	.201	-.104	.807	.101	-.067	.144	-.071
Relaxation Activity	.648	.047	.097	.271	.078	.106	.088
Adventure Sports And Safari	-.040	-.016	.021	.097	.099	-.160	.612
Stay And Accommodation	.077	.929	.309	.009	.094	.007	-.078
Readiness To Communicate	.019	.072	.107	.104	.596	.498	.025
Health And Medical Services	.671	.064	.242	.120	.416	.108	.254
Boarding And Lodging	.154	.180	.540	-.051	.209	.424	.075
Medical Tourism	.440	.467	.267	.176	.264	.880	.161
Cooperation Of Local People	.482	.272	.015	-.257	.508	.152	.205

Geographical Proximity	.470	.486	.264	.069	.498	.879	-.075
Tourist Police And Safety	.597	.466	.175	.190	.479	.096	.354
Tourist Information Center	.961	.405	.098	.156	-.157	.354	-.011
Recreational Activity	.305	.863	.477	.045	.166	-.086	.007
Local Transportation	.450	.601	.455	-.069	.076	.055	-.057
Medical Aid	.474	.728	.915	-.048	.446	.041	.048
Law And Order	.419	.084	.881	.479	.400	.144	-.187
Tourist Guide Services	.649	.194	.444	.017	.397	.104	.079
Pilgrimage	.246	.147	.277	-.044	.210	.926	.414

Table 4.18:

Name of Factor	Statements	Factor Loading	Total Variance
Availability Of Tourist Services	Transportation And Logistics	.722	22.756
	Relaxation activity	.648	
	Health and medical Services	.671	
	Tourist Police and safety	.597	
	Tourist Information Centre	.961	
	Tourist Guide services	.649	
Price of Tourist Services	Food and Beverage	.784	10.210
	souvenir and gifts	.976	
	Stay and Accommodation	.929	
	recreational activity	.863	
	Local Transportation	.601	

Tourism infrastructure	ICT readiness	.612	6.715
	Roads and connectivity	.807	
	Boarding and lodging	.540	
	Medical aid	.728	
	Law and order	.881	
Promotion of local tourism	Advertisements	.854	6.676
	Recognition by rating firms	.776	
Behaviour of local people	Readiness to communicate	.596	6.09
	Cooperation of local people	.508	
Tourist interest	Fairs and festivals	.664	5.576
	Exhibitions	.812	
	Geographical proximity	.879	
	Pilgrimage	.926	
	Medical Tourism	.880	
Tourist attractions	Lakes and natural beauty	.555	5.132
	Heritage monuments	.568	
	Local cuisine	.859	
	Regional costumes and culture	.707	
	Adventure Sports and Safari	.612	

Factor Description

Factor 1: Availability of Tourist Services

This factor is named as Availability of Tourist Services which is commonly reflecting six statements related to availability of various types of services for the tourists like transportation and logistics within the tourist region, health and medical services and tourist police services. Tourist information services and availability of guide for dissemination of proper information to the tourists also is an important criteria affecting competitiveness of a particular tourist region. The factor has a total variance of 22.756 and it is reflecting all the different types of mandatory tourist services expected by the tourists in place and it also determines a comparative competitive identity of the tourist regions.

Factor 2: Price of Tourist Services

The effectiveness of tourist competitiveness is explained by the prices of the products and services which a tourist has to pay while his stay. He is concerned about the price of food, hotel and stay, tickets of various spots and relaxation activities. Price has always been a competitive factor to gain advantage and this definitely makes a place more competitive if the price incurred by the tourist contributes to enhancement of satisfaction and a proper fulfilment of expectations. The second factor includes five statements related with price of tourist services including transportation and souvenir and gifts which tourists tend to buy as a memento or memory.

Factor 3: Tourism infrastructure

The regional competitiveness of tourism has an extended support from the infrastructural facilities in terms of ICT readiness, internet connectivity inter and intra roads connectivity, boarding and lodging Medical aid Law and order. The factor has a total variance of 6.715 and it is reflecting all the different types of mandatory infrastructural requirements related to tourist services and expected by the tourists in place for comfortable visit and travel and it also determines a comparative view in selection of the tourist regions by the tourists

Factor 4: Promotion of local tourism

This factor incorporates two statements related to Advertisements of the tourists place, its major attractions and promotion of the region to attract more tourists in the different

seasons round the year. The mega festivals, and other peculiarities about the region if promoted properly the information seekers will defeneily perceive the place and will like to visit on specific occasions. The Recognition of the tourist place by rating firms at national and international level also motivates tourists to visit certain places which are highlighted by the firms which rate them on several basis and it provides an extra leverage for creation of tourist perception.

Factor 5: Behaviour of local people

This factor depicts the behaviour of local people and it incorporates two statements related to how the local mass communicates with the tourists and their level of cooperation with the tourists. The factor have a total variance of 6.09 and it is reflecting all the ways which create a positive thought regarding help and cooperation by the locals and their readiness to cooperate for different requirements related to tourist services The locals of a tourist place play a major role in providing a congenial environment to the outsiders and their readiness to communicate and cooperate with them during adverse situations or in case of query resolution helps the tourists to familiarize with the tourist destination. it also motivates tourists to visit certain places which are hidden and only known to the local inhabitants which provides an extra leverage for creation of tourist perception and satisfaction.

Factor 6: Tourist interest

This factor depicts the interest of tourists regarding the selection and visit to the destination of their choice and if tourist have a peculiar interest in fairs, festivals, holy pilgrimage and if they desire to be part of special event than it helps them to select a destination which can satisfy their peculiar needs can be one of the important factor of regional competitiveness. The factor have a total variance of 5.576 and it is reflecting all the ways which create a positive inclination regarding Fairs and festivals, Exhibitions, Geographical proximity, Pilgrimage, Lakes and natural beauty or a very pertinent variable of Medical Tourism. The regional importance and innovative attributes of a local place play a major role in providing a decisive factor to the outsiders and their interest could be raised in a region by providing such types of tourist amenities. The regional peculiarities of a tourist destination is significant in assuring competitiveness which provides an extra influence for creation of tourist preferred destination.

Factor 7: Tourist attractions

This factor is named as Tourist attractions which is commonly reflecting six statements related to availability of various types of attraction for the tourists within the tourist region for entertainment. The factor have a total variance of 5.132 and it is reflecting all the different types of mandatory tourist charms services expected by the tourists in a tourist place and it also determines a comparative competitive identity of the tourist regions. These attractions may be the local cuisine, Regional costumes and culture, Adventure Sports and Safari or heritage sites and monuments which have a glorified ancient past and is a reflection of the rich history of the tourist region. This is one of the important factor that result in enhancing the competitive advantage to a particular tourist region.

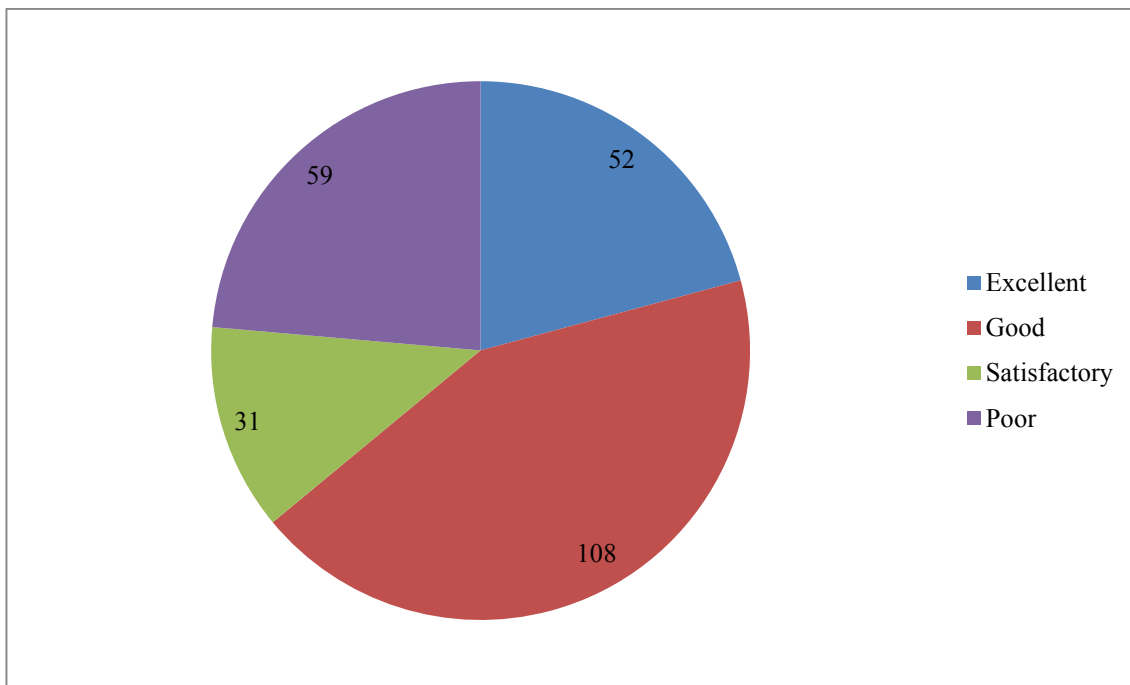
Objective 2: To compare the perceptions of domestic and foreign tourists about the tourism competitiveness in the selected area of research

The respondents perception about various parameters were recorded d on a scale of excellent, good, satisfactory and poor. The parameters undertaken were five and the perception of domestic and international tourists is recorded for individual parameters in the tables below

- Quality of local Transportation
- Quality of Accommodation
- Availability of food and cuisine
- Availability of fun and Entertainment
- Price of tourist services
- Tourist spots and places

Table 4.19: Quality of local Transportation

Perceptions	Domestic	International
Excellent	52	48
Good	108	29
Satisfactory	31	68
Poor	59	105
Total	250	250

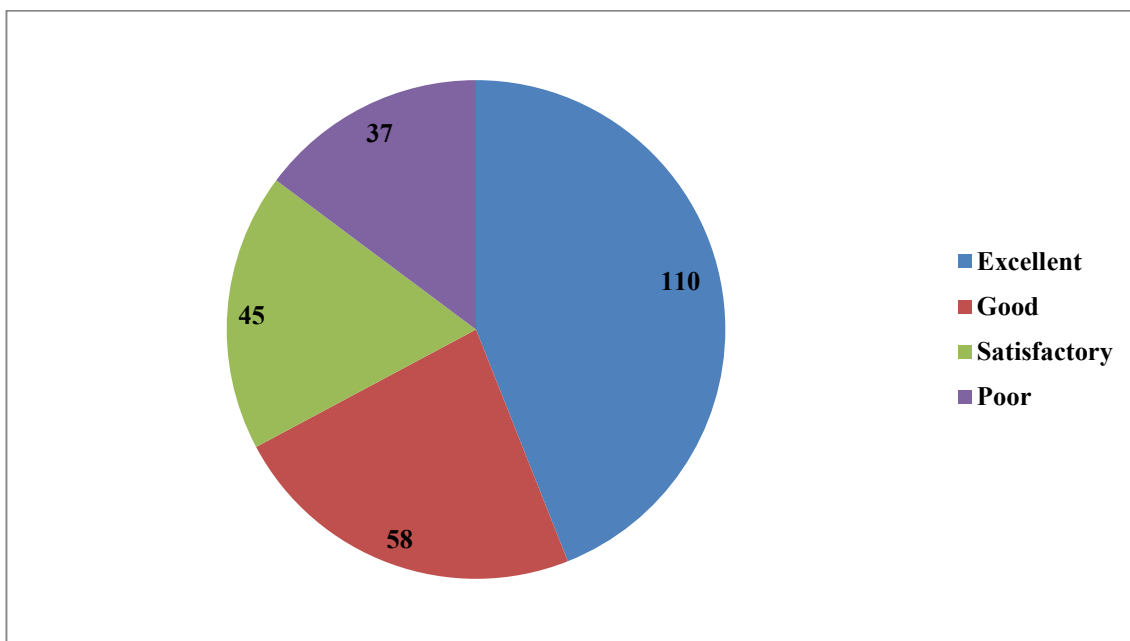


Graph 4.16: Quality of local Transportation

Interpretation: The respondents perception about Quality of local Transportation in the study area was recorded d on a scale of excellent, good, satisfactory and poor 52 domestic tourists and 48 international tourists have given excellent rating for the quality of local transportation system in the area of Rajasthan. Numbers of domestic tourists who have given good and satisfactory rating are 108 and 31 respectively, whereas numbers of international tourists who have given good and satisfactory ratings are 29 and 68 respectively. 105 international and 59 domestic tourists have given poor rating to local transportation system.

Table 4.20: Quality of Accommodation

Perceptions	Domestic	International
Excellent	110	154
Good	58	54
Satisfactory	45	27
Poor	37	15
Total	250	250

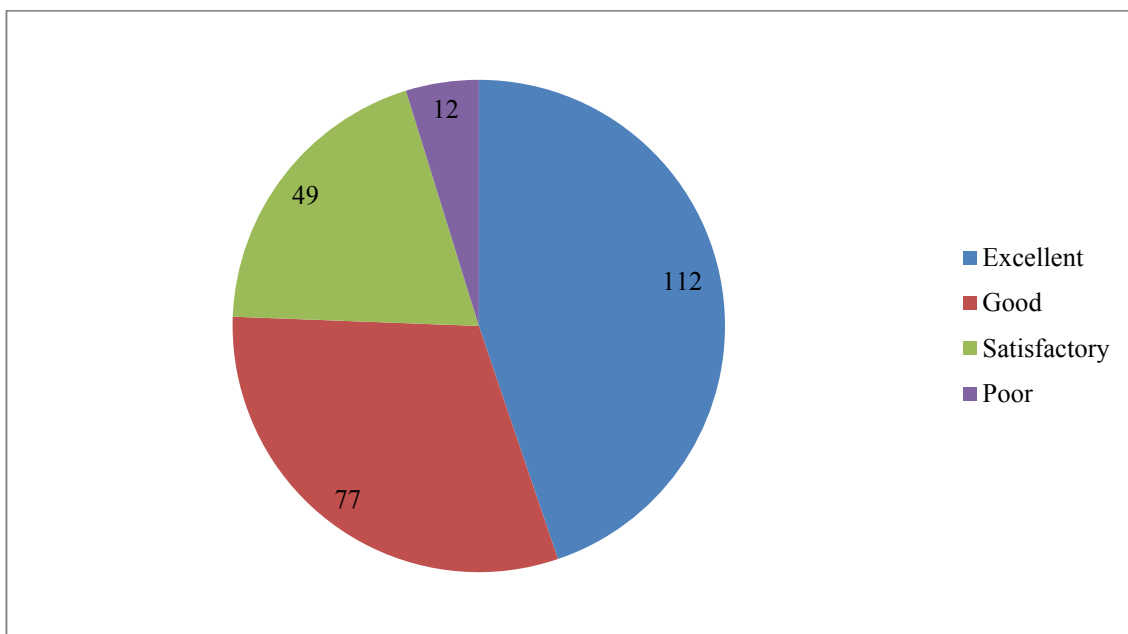


Graph 4.17: Quality of Accommodation

Interpretation: The respondents perception about Quality of accommodation in the study area was recorded d on a scale of excellent, good, satisfactory and poor.110 domestic tourists and 154 international tourists have given excellent rating for the quality of accommodation in the area of Rajasthan. Numbers of domestic tourists who have given good and satisfactory rating are 58 and 45 respectively, whereas number of international tourists who have given good and satisfactory ratings are 54 and 27 respectively. Only 37international and 15 domestic tourists have given poor rating to Quality of accommodation.

Table 4.21: Availability of food and cuisine

Perceptions	Domestic	International
Excellent	112	89
Good	77	105
Satisfactory	49	25
Poor	12	31
Total	250	250

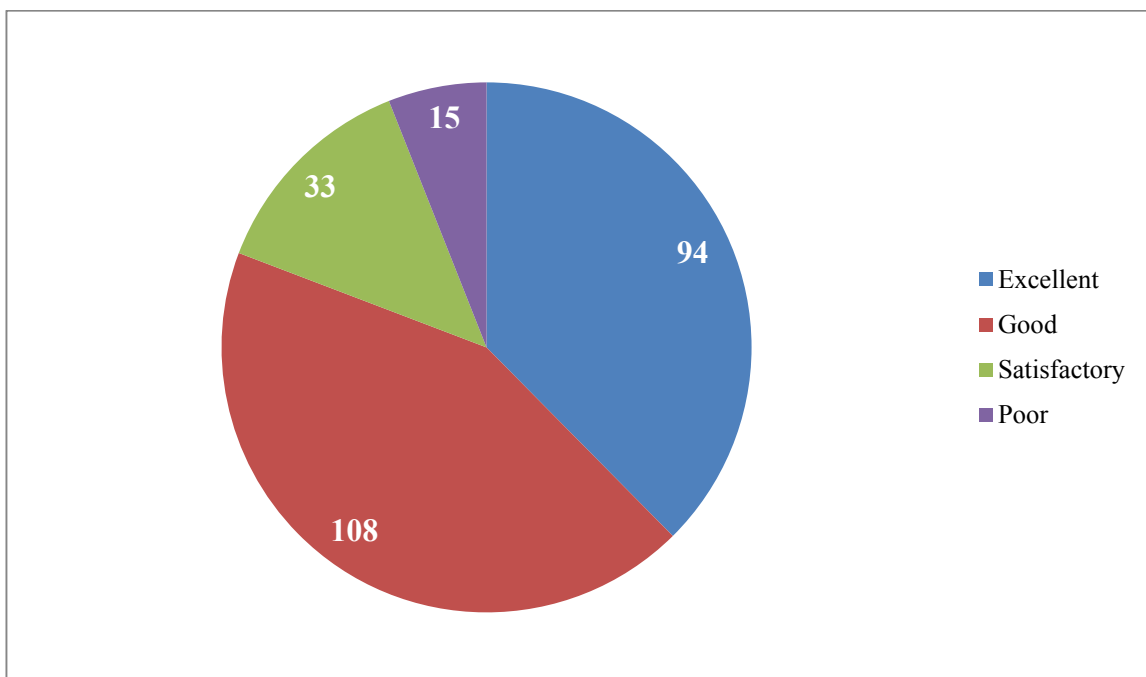


Graph 4.18: Availability of food and cuisine

Interpretation: The respondents perception about Availability of food and cuisine in the study area was recorded d on a scale of excellent, good, satisfactory and poor.112 domestic tourists and89 international tourists have given excellent rating for the Availability of food and cuisine in the area of Rajasthan. Numbers of domestic tourists who have given good and satisfactory rating are 77 and 49 respectively, whereas numbers of international tourists who have given good and satisfactory ratings are 105 and 25 respectively. Only 12international and 31 domestic tourists have given poor rating to Availability of food and cuisine.

Table 4.22: Availability of fun and Entertainment

Perceptions	Domestic	International
Excellent	94	78
Good	108	126
Satisfactory	33	03
Poor	15	43
Total	250	250

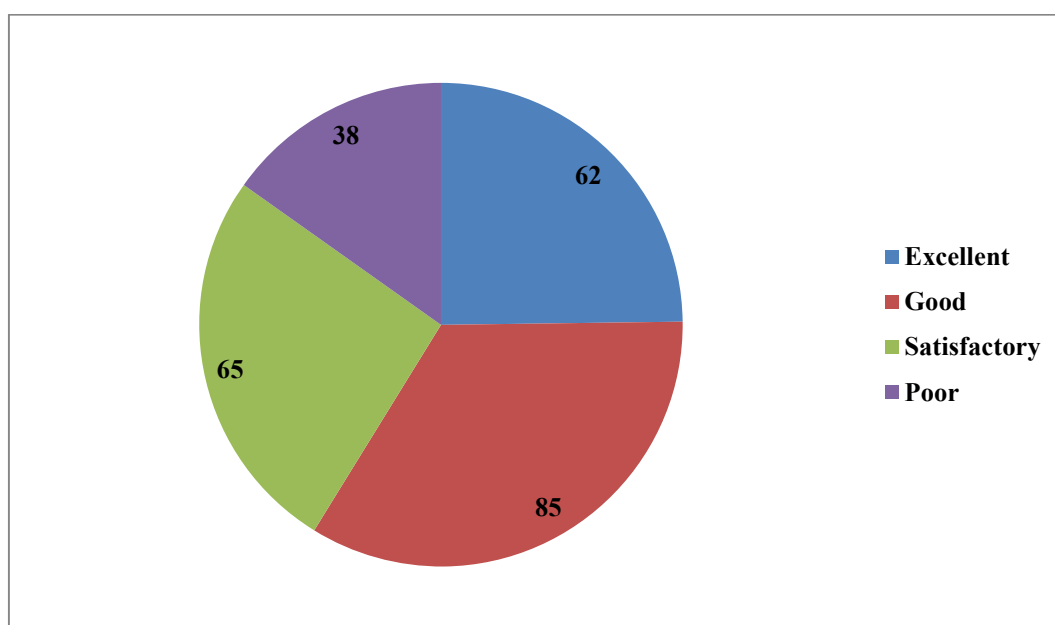


Graph 4.19: Availability of fun and Entertainment

Interpretation: The respondents perception about Availability of fun and Entertainment in the study area was recorded d on a scale of excellent, good, satisfactory and poor.94 domestic tourists and 78 international tourists have given excellent rating for the Availability of fun and Entertainment in the area of Rajasthan. Numbers of domestic tourists who have given good and satisfactory rating are 108 and 33 respectively, whereas numbers of international tourists who have given good are 126 poor rating to Availability of fun and Entertainment has been given by 43 international and 15 domestic tourists.

Table 4.23: Price of tourist services

Perceptions	Domestic	International
Excellent	62	148
Good	85	49
Satisfactory	65	38
Poor	38	15
Total	250	250

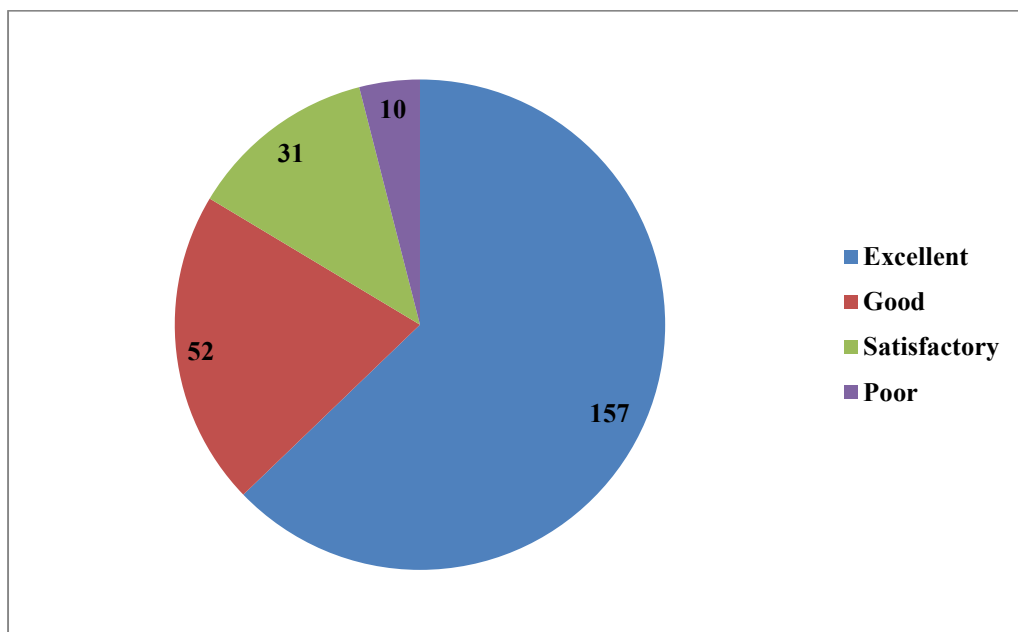


Graph 4.20: Price of tourist services

Interpretation: The respondents perception about Price of tourist services in the study area was recorded on a scale of excellent, good, satisfactory and poor.62 domestic tourists and 148 international tourists have given excellent rating for the Price of tourist services in the area of Rajasthan. Numbers of domestic tourists who have given good and satisfactory rating are 85 and 65 respectively, whereas numbers of international tourists who have given good and satisfactory ratings are 49 and 38 respectively. Only 15international and 38 domestic tourists have given poor rating to Price of tourist services.

Table 4.24: Tourist spots and places

Perceptions	Domestic	International
Excellent	157	104
Good	52	76
Satisfactory	31	35
Poor	10	35
Total	250	250



Graph 4.21: Tourist spots and places

Interpretation: The respondents perception about Tourist spots and places in the study area was recorded on a scale of excellent, good, satisfactory and poor. Maximum 157 domestic tourists and 104 international tourists have given excellent rating for the Tourist spots and places in the area of Rajasthan. Numbers of domestic tourists who have given good and satisfactory rating are 52 and 31 respectively, whereas numbers of international tourists who have given good and satisfactory ratings are 76 and 35 respectively. 35 international and 10 domestic tourists have given poor rating to Tourist spots and places

Part III

Hypothesis Testing

- Ho1 : There is no significant difference between the perceptions of domestic and international tourists towards the quality of transportation in the selected area of research.
- Ha1 : There is a significant difference between the perceptions of domestic and international tourists towards the quality of transportation in the selected area of research.
- H02 : There is no significant difference between the perceptions of domestic and international tourists towards the quality of Accommodation in the selected area of research.
- Ha2 : There is a significant difference between the perceptions of domestic and international tourists towards the quality of Accommodation in the selected area of research.
- H03 : There is no significant difference between the perceptions of domestic and international tourists towards the availability of food and cuisine in the selected area of research.
- Ha3 : There is a significant difference between the perceptions of domestic and international tourists towards the availability of food and cuisine in the selected area of research.
- H04 : There is no significant difference between the perceptions of domestic and international tourists towards the availability of fun and Entertainment options in the selected area of research.
- Ha4 : There is a significant difference between the perceptions of domestic and international tourists towards the availability of fun and Entertainment options in the selected area of research.
- H05 : There is no significant difference between the perceptions of domestic and international tourists towards the price of tourism product in the selected area of research.

Ha5 : There is a significant difference between the perceptions of domestic and international tourists towards the price of tourism product in the selected area of research.

H06 : There is no significant difference between the perceptions of domestic and international tourists towards the tourist spots and places in the selected area of research.

Ha6 : There is a significant difference between the perceptions of domestic and international tourists towards the tourist spots and places in the selected area of research.

Table 4.25: Chi square test

Parameters	Calculated value	Tabular value	Decision
Quality of local Transportation	3.35	7.815	Accepted
Quality of Accommodation	13.54	7.815	Rejected
Availability of food and cuisine	11.6	7.815	Rejected
Availability of fun and Entertainment	12.56	7.815	Rejected
Price of tourist services	8.56	7.815	Rejected
Tourist spots and places	5.64	7.815	Accepted

Significance level: 0.05

Chi square Output

The calculated value and tabular value are compared at 3 degree of freedom and 5% level of significance. The null hypothesis is rejected if the calculated value of chi square is greater than the tabular value for 3 degree of freedom and 5% level of significance and accepted if the calculated value of chi square is less than the tabular value. So, the null hypothesis is rejected for four variables and accepted for two i.e. the null hypothesis for quality of local transportation and tourist spots and places is accepted but for all the other parameters it is rejected because the calculated value of chi-square is greater than the

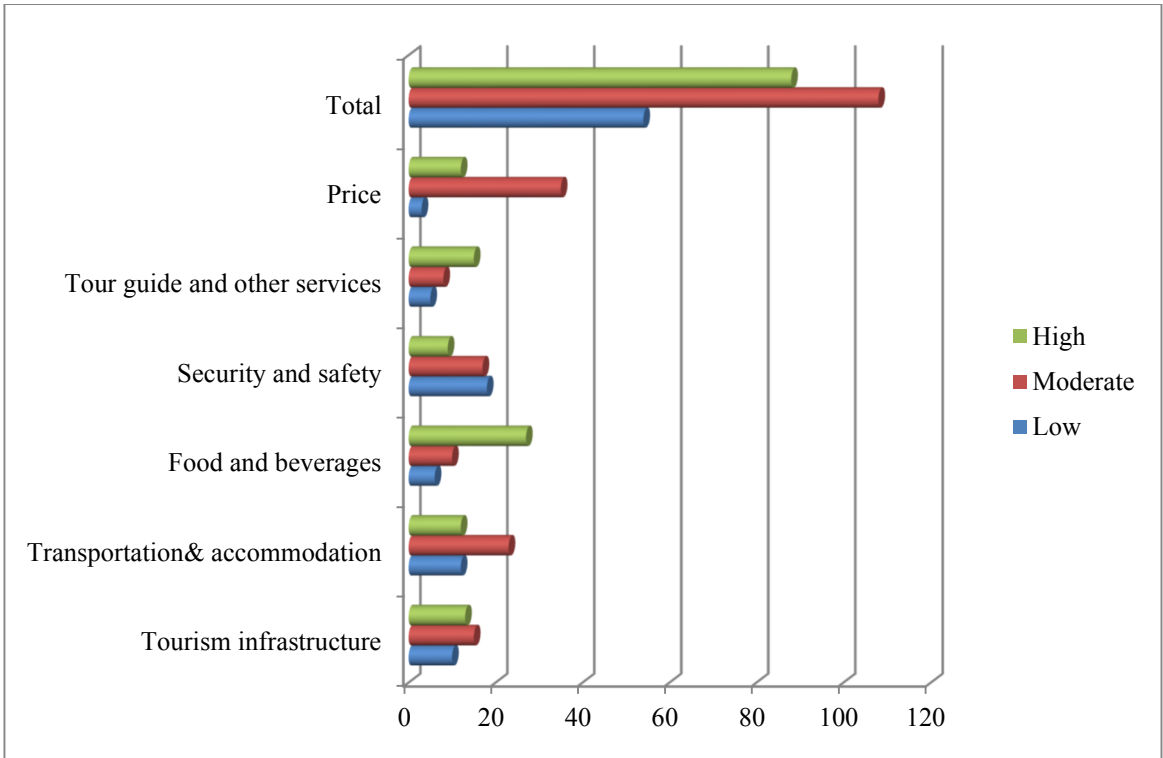
original tabular value at 95% level of significance. The calculated values are shown above and so it can be statistically proven that there is no significant difference between the perceptions of domestic and international tourists towards the quality of local transportation and tourist spots and places in the selected area of research while for the other parameters it is rejected and there is a significant difference between the perceptions of domestic and international tourists towards the Quality of Accommodation , Availability of food and cuisine, fun and Entertainment and Price of tourist services in the selected area of research

Objective 5: To analyse the impact of tourism services on the satisfaction of domestic and international tourists

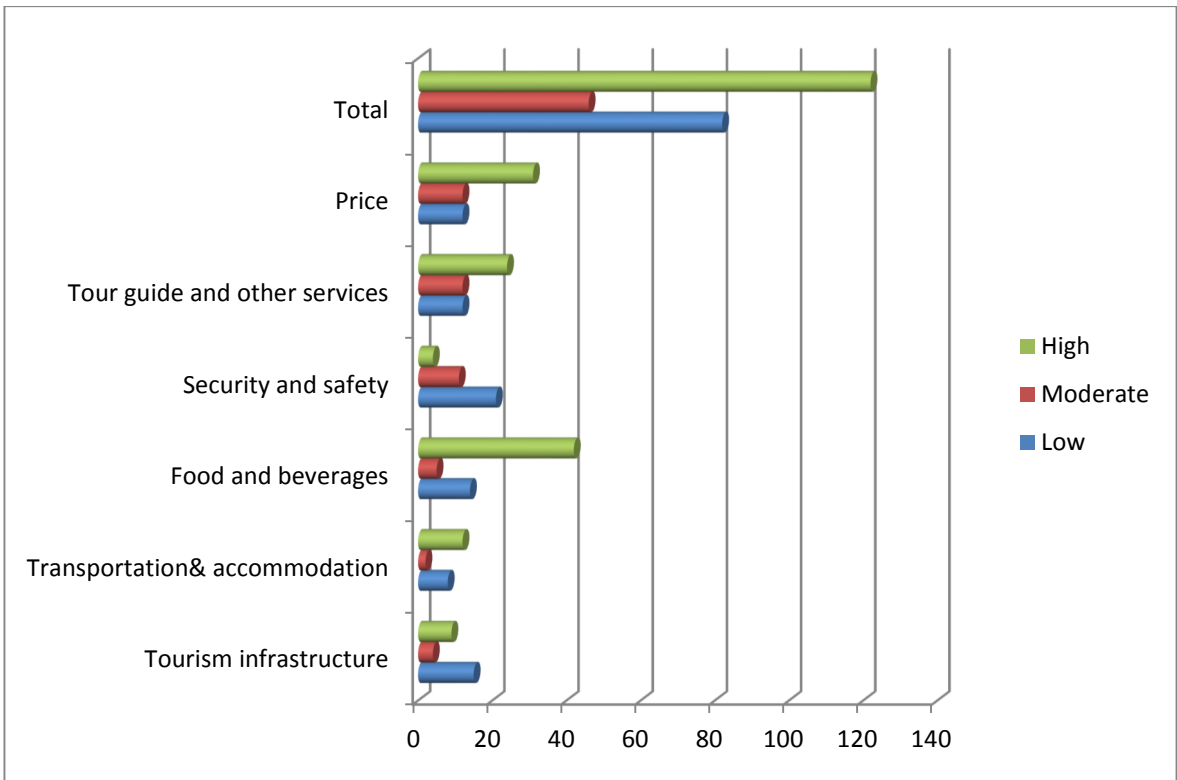
The researcher have identified variables to study the impact of tourism services on satisfaction of domestic and international tourists. The satisfaction is recorded on a scale of three i.e. 1=low, 2= moderate,3= high. The response is recorded regarding tourist services. For each statement please indicate to what extent you are satisfied with it.

Table 4.26:

S. No.	Variables of tourism services	Satisfaction level of Domestic Tourists			Satisfaction of International Tourists		
		Low	Moderate	High	Low	Moderate	High
1.	Tourism infrastructure	10	15	13	15	04	09
2.	Transportation & accommodation	12	23	12	8	02	12
3.	Food and beverages	6	10	27	14	05	42
4.	Security and safety	18	17	09	21	11	04
5.	Tour guide and other services	5	8	15	12	12	24
6.	Price	3	35	12	12	12	31
	Total	54	108	88	82	46	122



Graph 4.22: Level of Satisfaction of Domestic Tourists



Graph 4.23: Level of Satisfaction of International Tourists

Interpretation:

The impact of tourism services on satisfaction of domestic and international tourists. The satisfaction is recorded on a scale of three i.e. 1=low, 2= moderate,3= high. The response is tabulated and presented in graphical view above.

For each statement maximum domestic tourist 108 has rated moderate satisfaction while international tourist 122 have rated high satisfaction. Food and beverages have high score 27 and 42 by domestic and international tourist and a quite low score is given by both the type of tourist to security and safety which is a matter of concern Tourism infrastructure is also ranked low by international tourist.

Hypothesis testing

H01 There is no significant difference between impact of tourism services on the satisfaction of domestic and international tourists

Ha1 There is a difference between impact of tourism services on the satisfaction of domestic and international tourists

Table 4.27: ANOVA test

<i>Source of Variation</i>	<i>SS</i>	<i>Df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>	<i>Sig.</i>
Between Groups	730.2222	5	146.0444	2.089002	0.094447	2.533555	Not significant
Within Groups	2097.333	30	69.91111				
Total	2827.556	35					

Level of significance 95%

This table depicts a summary of the results of an analysis of variance (ANOVA).

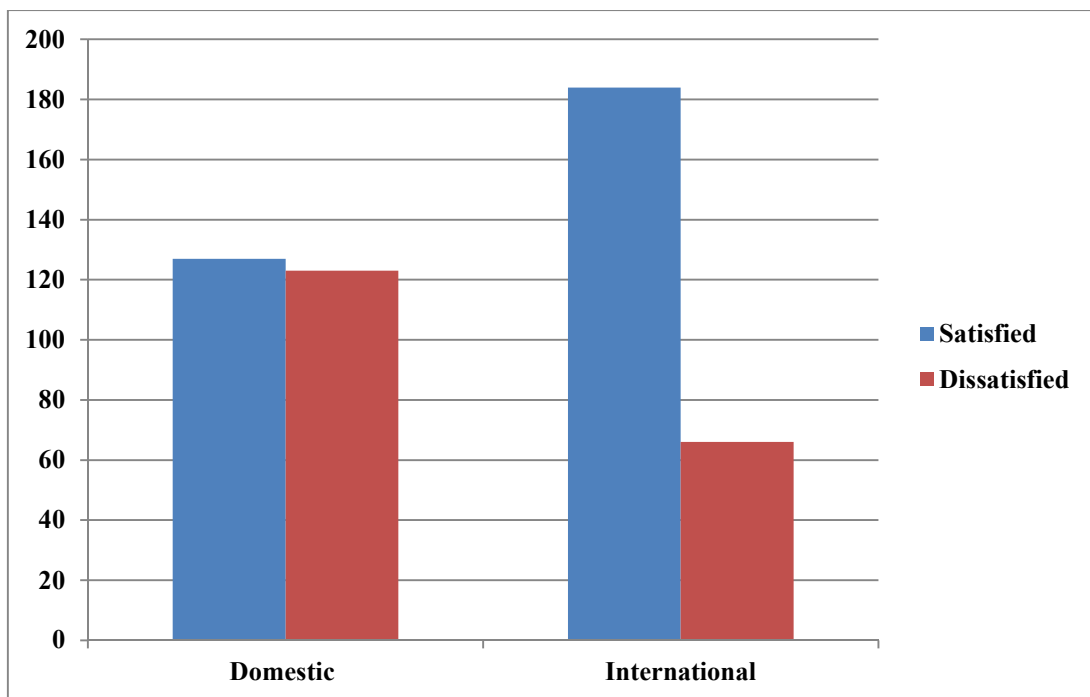
ANOVA is a statistical method used to compare means among three or more groups to determine if there are statistically significant differences between them. Here's how to interpret the table:

1. **Source of Variation:** This column indicates the different sources contributing to variability in the data. "Between Groups" refers to the differences between the group means, while "Within Groups" refers to the variability within each group that is not accounted for by the differences between the groups.
2. **SS (Sum of Squares):** This column shows the sum of squared deviations from the mean. For "Between Groups," it represents the variability between the group means. For "Within Groups," it represents the variability within each group.
3. **Df (Degrees of Freedom):** This column indicates the degrees of freedom associated with each source of variation. For "Between Groups," it is the number of groups minus one. For "Within Groups," it is the total number of observations minus the total number of groups.
4. **MS (Mean Square):** This is the sum of squares divided by the degrees of freedom. It represents the average variability within each group or between groups.
5. **F (F-statistic):** The F-statistic is the ratio of variability between group means to the variability within group means. It is calculated as the mean square between groups divided by the mean square within groups.
6. **P-value:** This indicates the probability of observing the given F-statistic under the null hypothesis that there are no differences between group means. If the p-value is less than a chosen significance level (usually 0.05), then the result is considered statistically significant. In this case, the p-value is 0.094447, indicating that there is a 9.4447% chance of observing the given F-statistic under the null hypothesis.
7. **F crit (Critical Value):** This is the critical value of the F-distribution for a given significance level and degrees of freedom. It is used to compare with the calculated F-statistic to determine statistical significance.

The null hypothesis is accepted, hence there is no difference between impact of tourism services on the satisfaction of domestic and international tourists

Table 4.28: Overall satisfaction

Level of satisfaction	Domestic	International
Satisfied	127	184
Dissatisfied	123	66
Total	250	250



Graph 4.24: Overall satisfaction

Interpretation: To satisfy the objective of identification of the overall satisfaction level of tourists the response is recorded on a scale of two point and the data is tabulated. The above table and graph shows that out of 250 domestic tourists only 127 are satisfied and 123 are dissatisfied as compared to satisfied 184 and only 66 dissatisfied out of 250 international tourists.

Hypothesis Testing

Ho1 : There is no significant difference in the overall satisfaction level of domestic and international tourists regarding visit to the tourist destination selected for the research study.

Ha1 : There is a significant difference in the overall satisfaction level of domestic and international tourists regarding visit to the tourist destination selected for the research study.

Table 4.29: Chi square test statistic

Tabular Value of chi -square	Calculated Value of chi-square	Degree of Freedom	Null hypothesis
3.84	24.29	1	Rejected

*At 95% level of significance

Chi square Output

1. **Tabular Value of Chi-square:** This is the critical value of the chi-square distribution for a specific significance level (usually 0.05) and degrees of freedom. It is used as a cutoff point to determine whether the calculated chi-square value is significant or not.
2. **Calculated Value of Chi-square:** This is the chi-square value calculated from the data you've analyzed.
3. **Degree of Freedom:** This indicates the degrees of freedom associated with the chi-square distribution. It is calculated based on the number of categories or groups in your data. In this case, it is 1.
4. **Null Hypothesis:** This is a statement that there is no significant difference or association between the variables being studied. In this case, it seems that the null hypothesis has been rejected.

Given the information provided:

- The calculated value of chi-square (24.29) exceeds the tabular value of chi-square (3.84).
- With 1 degree of freedom, and considering that the calculated value exceeds the tabular value, the null hypothesis is rejected.

Therefore, based on this interpretation, there is evidence to suggest that there is a significant difference or association between the variables being studied.

Demographic Factors and Satisfaction of Tourists

H01 : Tourism services have no association with the satisfaction of domestic and international tourists regarding visit to the selected tourist destination on the basis of demographical variables like age and gender of respondents

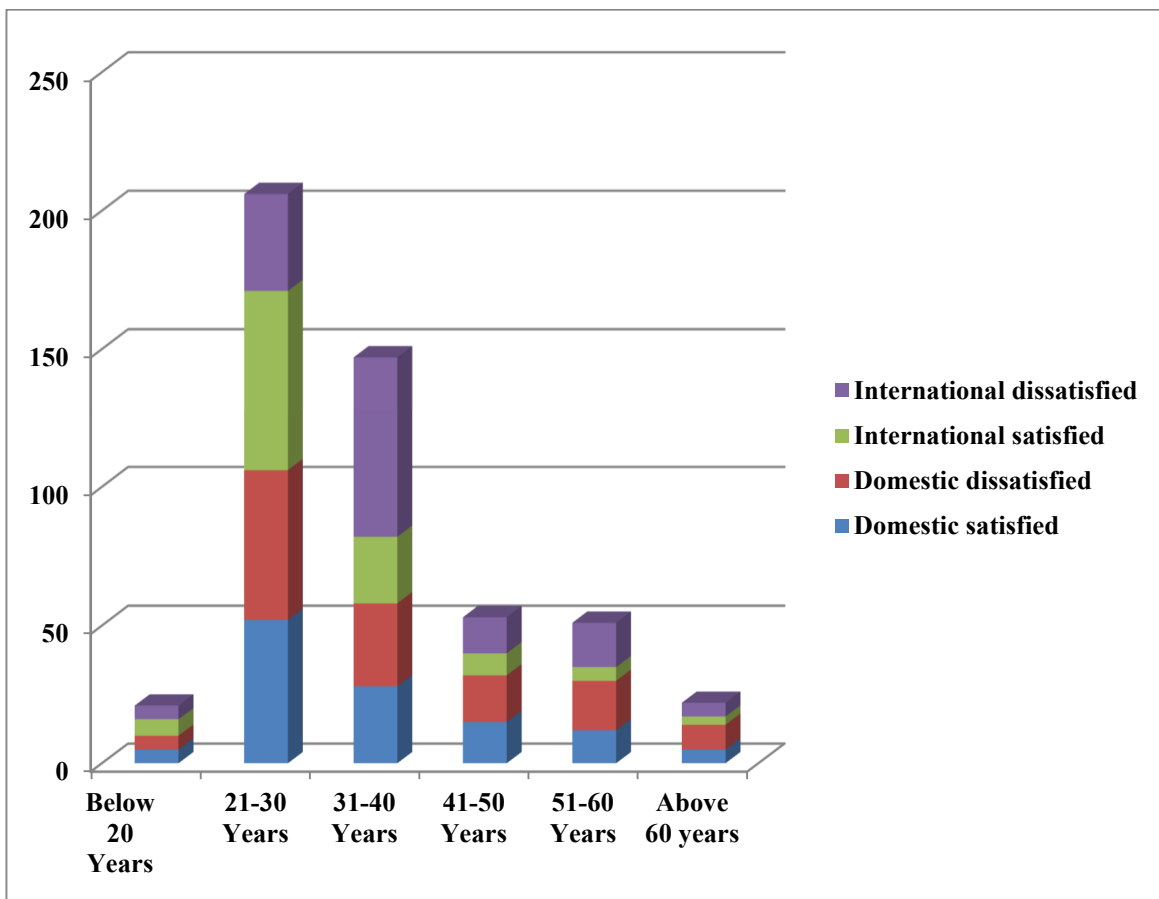
Ha1 : Tourism services have no association with the satisfaction of domestic and international tourists regarding visit to the selected tourist destination on the basis of demographical variables like age and gender of respondents.

Table 4.30: Age and Satisfaction of Tourists

Age Group (years)	Domestic		International		Total
	Satisfied	Dissatisfied	Satisfied	Dissatisfied	
Below 20	5	5	6	5	21
21-30	52	54	65	35	206
31-40	28	30	24	65	147
41-50	15	17	8	13	53
51-60	12	18	5	16	51
Above 60	5	9	3	5	22
Total	250		250		500

Age ab=ns

The satisfaction of domestic and international tourists regarding the tourist destination selected for the study was cross tabulated with the age group of the tourists and the data is tabulated above to analyse if there is any association between the two variables under study. It is revealed that out of 250 domestic tourists maximum 52 satisfied are falling in the age group 21-30 years and minimum in the age group above 60. The highest dissatisfied 54 are from the category 21-30 and minimum are from below 20 age category. Similarly out of 250 international tourists maximum satisfied are from the category 21-30 and maximum dissatisfied are from the age category of 31-40 which reflects that the age groups below 40 are the major tourists who create regional competitiveness of a tourist destination.



Graph 4.25: Age and Satisfaction of Tourists

Hypothesis Testing

H01 : Tourism services have no association with the satisfaction of domestic and international tourists regarding visit to the selected tourist destination on the basis of demographical variables like age of respondents.

Ha1 : Tourism services have an association with the satisfaction of domestic and international tourists regarding visit to the selected tourist destination on the basis of demographical variables like age of respondents.

Table 4.31: The above hypothesis is tested with the help of ANOVA test

Anova: Single Factor						
SUMMARY						
<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>		
Column 1	6	117	19.5	325.1		
Column 2	6	133	22.16667	317.3667		
Column 3	6	111	18.5	576.3		
Column 4	6	139	23.16667	540.9667		
<i>Source of Variation</i>	<i>SS</i>	<i>Df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	86.66667	3	28.88889	0.065667	0.977455	3.098391
Within Groups	8798.667	20	439.9333			
Total	8885.333	23				

This table represents the results of a one-way ANOVA (Analysis of Variance) test, which is used to compare means across multiple groups. Here's how to interpret the table:

1. **Summary:**

- **Groups:** This column lists the different groups or categories being compared.
- **Count:** The number of observations (sample size) in each group.
- **Sum:** The sum of all observations in each group.
- **Average:** The mean or average value of observations in each group.
- **Variance:** The variance of observations in each group, representing the spread of data around the mean within each group.

2. **Source of Variation:**

- **SS (Sum of Squares):** This column represents the sum of squared deviations from the overall mean. For "Between Groups," it indicates the variability between the group means. For "Within Groups," it represents the variability within each group.
- **Df (Degrees of Freedom):** The degrees of freedom associated with each source of variation.
- **MS (Mean Square):** This is the sum of squares divided by the degrees of freedom. It represents the average variability within each group or between groups.
- **F (F-statistic):** The F-statistic is the ratio of variability between group means to the variability within group means. It is calculated as the mean square between groups divided by the mean square within groups.
- **P-value:** The probability of observing the given F-statistic under the null hypothesis that there are no differences between group means. If the p-value is less than a chosen significance level (usually 0.05), then the result is considered statistically significant.

- **F crit (Critical Value):** The critical value of the F-distribution for a given significance level and degrees of freedom. It is used to compare with the calculated F-statistic to determine statistical significance.

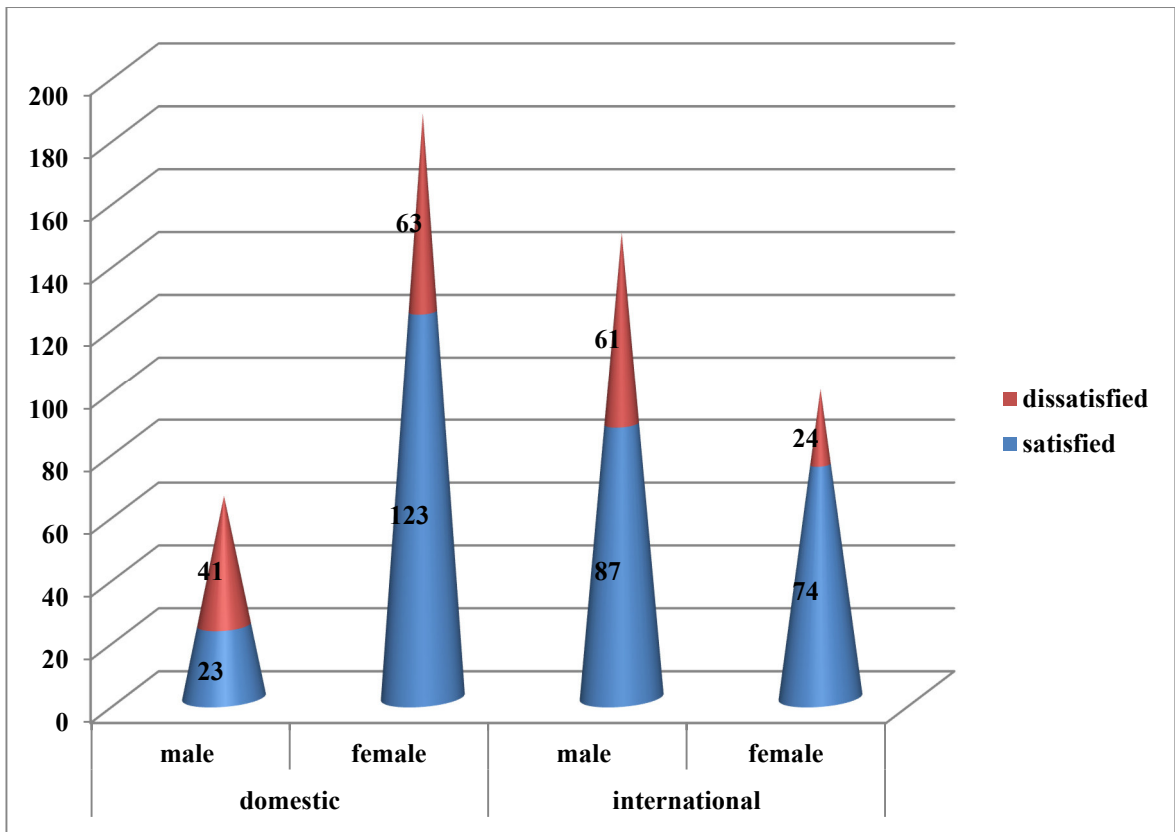
3. Interpretation:

- The "Between Groups" row indicates the variation between the group means.
- The "Within Groups" row indicates the variation within each group that is not explained by differences between the groups.
- The F-statistic is used to determine if there are significant differences between group means. In this case, the F-value is 0.065667 with a p-value of 0.977455.
- Since the p-value is greater than the typical significance level of 0.05, we fail to reject the null hypothesis. This suggests that there is insufficient evidence to conclude that there are significant differences between the group means.
- The lack of significance is also supported by the fact that the F-value is smaller than the critical value at a 0.05 significance level (3.098391).

In summary, based on this analysis, there are no statistically significant differences between the group means; hence Tourism services have no association with the satisfaction of domestic and international tourists regarding visit to the selected tourist destination on the basis of demographical variables like age of respondents.

Table 4.32: Gender and Satisfaction of Tourists

Level of satisfaction	Domestic		International		Total
	Male	Female	Male	Female	
Satisfied	23	123	87	74	311
Dissatisfied	41	63	61	24	189
	64	186	162	98	500



Graph 4.26: Gender and Satisfaction of Tourists

Table 4.33: Anova: Single Factor

SUMMARY						
<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>		
Column 1	3	128	42.66667	422.3333		
Column 2	3	372	124	3783		
Column 3	3	310	103.3333	2750.333		
Column 4	3	196	65.33333	1425.333		

Table 4.33 provides a summary of data grouped by different columns. Each column represents a group, and the table displays the count (number of observations), sum (total value), average (mean value), and variance of each group.

In Column 1, there are 3 observations with a total sum of 128. The average value for this group is approximately 42.67, and the variance is approximately 422.33.

Similarly, Column 2 has 3 observations with a sum of 372, an average of 124, and a variance of approximately 3783.

Table 4.34: ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>Df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	12091.67	3	4030.556	1.923663	0.204306	4.066180557
Within Groups	16762	8	2095.25			
Total	28853.67	11				

Table 4.34 presents the results of an Analysis of Variance (ANOVA) test, which is used to analyze the differences between group means and determine whether the differences are statistically significant.

The ANOVA table includes the following components:

- **Source of Variation:** This indicates the different sources contributing to the overall variation in the data.
- **SS (Sum of Squares):** This represents the sum of squared deviations from the group mean. For example, the sum of squares between groups is 12091.67, indicating the total variation between the group means.
- **Df (Degrees of Freedom):** For Between Groups, the degrees of freedom is 3, and for Within Groups, it is 8.
- **MS (Mean Square):** It represents the average variability within or between groups.
- **F (F-statistic):** This is the ratio of the between-group variability to the within-group variability. It tests the null hypothesis
- **P-value:** This is the probability of obtaining an F-statistic as extreme as the one observed, assuming that the null hypothesis is true.
- **F crit (Critical F-value):** This is the critical value of the F-statistic determined by the chosen significance level and degrees of freedom.

Interpretation:

- The F-statistic is 1.923663, and the associated p-value is 0.204306.
- The critical value of F at a significance level of 0.05 with 3 and 8 degrees of freedom is 4.066180557.
- Since the p-value (0.204306) is greater than the significance level of 0.05 and the F-statistic (1.923663) is less than the critical value (4.066180557), we fail to reject the null hypothesis.
- Therefore, we conclude that there is no statistically significant difference between the group means. ANOVA results suggest that there are no significant differences between the group means based on the given data.

The null hypothesis is accepted, Tourism services have no association with the satisfaction of domestic and international tourists on the basis of gender of respondents

Table 4.35: Regression Analysis

SUMMARY OUTPUT								
<i>Regression Statistics</i>								
Multiple R	0.999502							
R Square	0.999004							
Adjusted R Square	0.996515							
Standard Error	2.388646							
Observations	8							
<i>ANOVA</i>								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	5	11450.59	2290.118	401.3785	0.002487075			
Residual	2	11.41126	5.705631					
Total	7	11462						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	-35.7658	4.917864	-7.27263	0.018387	-56.9256633	-14.6059	-56.9257	-14.60594296
transportation	0.533923	0.050842	10.50162	0.008946	0.315167799	0.752679	0.315168	0.752678868
acc	1.168878	0.032573	35.88533	0.000776	1.028729757	1.309027	1.02873	1.309026845
food	2.173087	0.190898	11.38352	0.007629	1.351720623	2.994453	1.351721	2.994452517
fun	-0.94747	0.103121	-9.18797	0.011639	-1.39116952	-0.50378	-1.39117	-0.503779729
spots	-1.35616	0.07231	-18.7547	0.002831	-1.66728699	-1.04503	-1.66729	-1.045034472

Regression analysis is done to suggest a model. R-square shows the total variation for the dependent variable regional competitiveness that could be explained by the independent variables namely quality of transportation and accommodation, availability of food, fun,

spots and places of tourist interest activities. A R-square value of the model is 0.99 which is larger than 0.5 and it shows that the model is useful to establish the association.

The R-square value is .099 which shows the measure of goodness of fit of the model. It means that 99% of the variation in the output can be explained by the input variables. This shows that this model can be suggested to maximise regional competitiveness.

In regression analysis, the main goal is to identify the relation among one dependent variable and one or more independent variables. The results typically include coefficients, standard errors, t-values (or z-values), p-values, and measures of fit such as R-squared.

Regression analysis is done to suggest a model. R-square shows the total variation for the dependent variable regional competitiveness that could be explained by the independent variables namely quality of transportation and accommodation, availability of food, fun, spots and places of tourist interest activities. A R-square value of the model is 0.99 which is greater than 0.5 and it shows that the model is effective enough to determine the relationship.

The R-square value is .099 which shows the measure of goodness of fit of the model. It means that 99% of the variation in the output can be explained by the input variables. This shows that this model can be suggested to maximise regional competitiveness.

Model Fit

A regression analysis has been conducted to suggest a model for predicting regional competitiveness. The independent variables considered in the model are the quality of transportation and accommodation, availability of food, fun, spots, and places of tourist interest activities. The dependent variable is regional competitiveness. The key finding from the analysis is that the model has a very high R-squared value of 0.99.

In this case, an R-squared value of 0.99 indicates that 99% of the variation in regional competitiveness can be explained by the quality of transportation and accommodation, availability of food, fun, spots, and places of tourist interest activities. A high R-squared value suggests that the model is effective in determining the relationship between the independent variables and regional competitiveness. It indicates a strong fit between the model and the data, implying that the chosen independent variables are highly predictive of regional competitiveness.

Therefore, based on the high R-squared value of 0.99, it can be concluded that the regression model is robust and can be recommended for use in maximizing regional competitiveness. However, it's essential to interpret these findings in the context of the specific variables and data used in the analysis, and further validation and testing may be necessary before applying the model in practice.

Chapter - 5
Findings,
Recommendations &
Conclusions

Chapter - V

FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 RESPONDENTS PROFILE

- The respondents were classified on the basis of gender and it is observed that 54.80% of respondents are female as compared to 45.20 % who are male respondents.
- The age of maximum respondents (206) 41.2% falls under the category 21-30 years and minimum 4.2% in the category below 20 years which shows that almost 75% of the total respondents are below 40 years.
- The marital status of the respondents revealed that 64.2% are married and 35.8% are unmarried.
- Educational qualification was grouped into five categories which revealed that maximum 43.2 % tourists are graduates nearly 25% of them hold a professional degree.
- The maximum respondents 186 are in the band of Rs. 40,000- Rs. 50,000 of monthly income followed by 127 in the band of Rs. 30,000- Rs. 40,000.
- The respondents profession data reveals that maximum 185 are self employed followed by 102 who are in private jobs.

Tourist's profile

- Type of tourist data shows that 50% are domestic tourists who belong to various locations across India and 50% are international tourists
- The frequency of visit to the destination was marked and it showed that out of 500, 76% of respondents visited the tourist place for first time and 24% already visited this tourist destination previously too.
- The frequency of previous visits **to this tourist destinations elected for the study was visited by the tourists was more than once**. It was found that maximum 60% respondents visited the tourist place for 1-2 time and 22.5% already visited this tourist destination 3-4 times previously. It shows the

popularity of the destination amongst the tourists and they were attracted to the destination

- The source of information regarding details of selected tourist destination was received from social media by maximum of tourists which may be recorded and it is thus clear that social media is the most important source of disseminating information to the target customers.
- Tourist mainly visited the destination with their spouse and some of them were solo travelers.
- The highest preferred mode of travel is by own car which facilitates them to explore nearby places and so they like to travel by car for ease and convenience having freedom of stay.
- The most interesting outcome was to know their reason of travel and the utmost important one was rest and relaxation and the next was to spot the rich cultural heritage of this region. Religious tourism is also high in this circuit and there are large prospects of medical tourism
- It was found that in case of domestic tourist maximum females are the visitors which was contrasting for international tourist where maximum are males
- In case of domestic as well as international tourist maximum belongs to 21-30 age group which shows that young people are more prone to explore tourist destinations

5.2 RESEARCH FINDINGS

Objective 1: To explore the factors affecting regional tourism competitiveness

A high KMO value of .894 depicted the suitability of applying exploratory factor analysis and the variables were reduced to tangible factors by applying factor analysis. The factor loadings are tabulated below followed by detailed description of the variables of each variable.

Table 5.1:

Name of Factor	Statements	Factor Loading	Total Variance
Availability of Tourist Services	Transportation And Logistics	.722	22.756
	Relaxation activity	.648	
	Health and medical Services	.671	
	Tourist Police and safety	.597	
	Tourist Information Centre	.961	
	Tourist Guide services	.649	
Price of Tourist Services	Food and Beverage	.784	10.210
	souvenir and gifts	.976	
	Stay and Accommodation	.929	
	recreational activity	.863	
	Local Transportation	.601	
Tourism infrastructure	I CT readiness	.612	6.715
	Roads and connectivity	.807	
	Boarding and lodging	.540	
	Medical aid	.728	
	Law and order	.881	
Promotion of local tourism	Advertisements	.854	6.676
	Recognition by rating firms	.776	
Behaviour of local people	Readiness to communicate	.596	6.09
	Cooperation of local people	.508	
Tourist interest	Fairs and festivals	.664	5.576

	Exhibitions	.812	
	Geographical proximity	.879	
	Pilgrimage	.926	
	Medical Tourism	.880	
Tourist attractions	Lakes and natural beauty	.555	5.132
	Heritage monuments	.568	
	Local cuisine	.859	
	Regional costumes and culture	.707	
	Adventure Sports and Safari	.612	

Factor Description

Availability of Tourist Services

This factor is named as Availability of Tourist Services which is commonly reflecting six statement related to availability of various types of services for the tourists like transportation and logistics within the tourist region, health and medical services and tourist police services. Tourist information services and availability of guide for dissemination of proper information to the tourists also is an important criteria affecting competitiveness of a particular tourist region. The factor have a total variance of 22.756 and it is reflecting all the different types of mandatory tourist services expected by the tourists in place and it also determines a comparative competitive identity of the tourist regions.

Price of Tourist Services

The effectiveness of tourist competitiveness is explained by the prices of the products and services which a tourist has to pay while his stay. He is concerned about the price of food, hotel and stay, tickets of various spots and relaxation activities. Price have always been a competitive factor to gain advantage and this definitely makes a place more competitive if the price incurred by the tourist contribute in enhancement of satisfaction and a proper receipt of expectations. The second factor includes five statements related with price of

tourist services including transportation and souvenir and gifts which tourists tend to buy as a memento or memory.

Tourism infrastructure

The regional competitiveness of tourism has an extended support from the infrastructural facilities in terms of ICT readiness, internet connectivity inter and intra roads connectivity, boarding and lodging Medical aid Law and order. The factor have a total variance of 6.715 and it is reflecting all the different types of mandatory infrastructural requirements related to tourist services and expected by the tourists in place for comfortable visit and travel and it also determines a comparative view in selection of the tourist regions by the tourists.

Promotion of local tourism

This factor incorporates two statements related to Advertisements of the tourists place, its major attractions and promotion of the region to attract more tourists in the different seasons round the year. The mega festivals and other peculiarities about the region if promoted properly the information seekers will definitely perceive the place and will like to visit on specific occasions. The Recognition of the tourist place by rating firms at national and international level also motivates tourists to visit certain places which are highlighted by the firms which rate them on several basis and it provides an extra leverage for creation of tourist perception.

Behaviour of local people

This factor depicts the behaviour of local people and it incorporates two statements related to how the local mass communicates with the tourists and their level of cooperation with the tourists. The factor have a total variance of 6.09 and it is reflecting all the ways which create a positive thought regarding help and cooperation by the locals and their readiness to cooperate for different requirements related to tourist services The locals of a tourist place play a major role in providing a congenial environment to the outsiders and their readiness to communicate and cooperate with them during adverse situations or in case of query resolution helps the tourists to familiarize with the tourist destination. it also motivates tourists to visit certain places which are hidden and only known to the local inhabitants which provides an extra leverage for creation of tourist perception and satisfaction.

Tourist interest

This factor depicts the interest of tourists regarding the selection and visit to the destination of their choice and if tourist have a peculiar interest in fairs, festivals, holy pilgrimage and if they desire to be part of special event than it helps them to select a destination which can satisfy their peculiar needs can be one of the important factor of regional competitiveness. The factor have a total variance of 5.576 and it is reflecting all the ways which create a positive inclination regarding Fairs and festivals, Exhibitions, Geographical proximity, Pilgrimage, Lakes and natural beauty or a very pertinent variable of Medical Tourism. The regional importance and innovative attributes of a local place play a major role in providing a decisive factor to the outsiders and their interest could be raised in a region by providing such types of tourist amenities. The regional peculiarities of a tourist destination is significant in assuring competitiveness which provides an extra influence for creation of tourist preferred destination.

Tourist attractions

This factor is named as Tourist attractions which is commonly reflecting six statements related to availability of various types of attraction for the tourists within the tourist region for entertainment. The factor have a total variance of 5.132 and it is reflecting all the different types of mandatory tourist charms services expected by the tourists in a tourist place and it also determines a comparative competitive identity of the tourist regions. These attractions may be the local cuisine, Regional costumes and culture, Adventure Sports and Safari or heritage sites and monuments which have a glorified ancient past and is a reflection of the rich history of the tourist region. This is one of the important factor that result in enhancing the competitive advantage to a particular tourist region.

Objective 2: To compare the perceptions of domestic and foreign tourists about the tourism competitiveness in the selected area of research

The perception of domestic and foreign tourists about the tourism competitiveness in the selected area of research about the five selected parameters were recorded on a scale of excellent, good, satisfactory and poor. The selected parameters are

- **Quality of local Transportation**

The tourists perception about Quality of local Transportation in the study area was reflecting an improvement. Only 52 domestic tourists and 48 international tourists

have given excellent rating for the quality of local transportation system in the area of Rajasthan. And maximum 105 international and 59 domestic tourists have given poor rating to local transportation system which shows that this is a component which need to be addressed for increasing the competitiveness of this region

- **Quality of Accommodation**

The tourists perception about Quality of accommodation in the study area was very excellent. Maximum 110 domestic tourists and 154 international tourists have given excellent rating for the quality of accommodation in this region which shows that tourists are having various options to stay in this destination.

- **Availability of food and cuisine**

The tourists perception about Availability of food and cuisine in the area was highly promising. Most of the domestic as well as international tourists have given excellent rating for the food and cuisine of this region and even it is available easily. Availability of local food and cuisine can be an important factor to enhance the regional competitiveness of this destination as this can be one of the major reason and speciality of a place can attract the food lovers and others too as they are visiting the place to have a different taste of food and culture

- **Availability of fun and Entertainment**

The tourists perceive that fun and entertainment in the study area is satisfactory and it has more scope for improvement. This can be one of the significant factor to ensure proper tourist infrastructure and attract more domestic tourists

- **Price of tourist services**

The destination becomes competitive in the minds of tourists when it is compared on the basis of price. The perception of local and foreign tourists is totally different in this rating for the Price of tourist services in the area of Rajasthan. Numbers of domestic tourists who have given good and satisfactory rating are 85 and 65 respectively, whereas numbers of international tourists who have given good and satisfactory ratings are 49 and 38 respectively. Only 15 international and 38 domestic tourists have given poor rating to Price of tourist services

- **Tourist spots and places**

The respondents perception about Tourist spots and places in the study area was recorded on a scale of excellent, good, satisfactory and poor. Maximum 157 domestic tourists and 104 international tourists have given excellent rating for the Tourist spots and places in the area of Rajasthan. Numbers of domestic tourists who have given good and satisfactory rating are 52 and 31 respectively, whereas numbers of international tourists who have given good and satisfactory ratings are 76 and 35 respectively. 35 international and 10 domestic tourists have given poor rating to Tourist spots and places.

Tourism Services and Satisfaction of Tourists

The satisfaction of domestic and international tourists was recorded on a scale of three i.e. 1=low, 2= moderate, 3= high. The variables of tourism services selected were Tourism infrastructure, Transportation & accommodation, Food and beverages, Security and safety, Tour guide and other services and Price

For each statement maximum domestic tourist 108 has rated moderate satisfaction while international tourist 122 have rated high satisfaction. Food and beverages have high score 27 and 42 by domestic and international tourist and a quite low score is given by both the type of tourist to security and safety which is a matter of concern Tourism infrastructure is also ranked low by international tourist.

The satisfaction of domestic and international tourists regarding the tourist destination selected for the study was cross tabulated with the age group of the tourists to analyse if there is any association between the two variables under study. It is revealed that out of 250 domestic tourists maximum 52 satisfied are falling in the age group 21-30 years and minimum in the age group above 60. The highest dissatisfied 54 are from the category 21-30 and minimum are from below 20 age category. Similarly out of 250 international tourists maximum satisfied are from the category 21-30 and maximum dissatisfied are from the age category of 31-40 which reflects that the age groups below 40 are the major tourists who create regional competitiveness of a tourist destination.

Part III

5.3 STATISTICAL FINDINGS

Table 5.2: Results of Hypothesis Testing

Parameters	Calculated value	Tabular value	Decision
Quality of local Transportation	3.35	7.815	Accepted
Quality of Accommodation	13.54	7.815	Rejected
Availability of food and cuisine	11.6	7.815	Rejected
Availability of fun and Entertainment	12.56	7.815	Rejected
Price of tourist services	8.56	7.815	Rejected
Tourist spots and places	5.64	7.815	Accepted

Significance level: 0.05

Chi square Output

The test results are shown above and so we can statistically prove that there is no significant variance among the perceptions towards the quality of local transportation and tourist spots and places in the selected area of research while for the other parameters it is rejected and there is a significant variance among the perceptions of domestic and international tourists towards the Quality of Accommodation , Availability of food and cuisine, fun and Entertainment and Price of tourist services in the selected area of research

Tourist Satisfaction

- There is no difference between impact of tourism services on the satisfaction of domestic and international tourists.

- There is no difference in the satisfaction level of domestic and international tourists regarding visit to the tourist destination selected for the research study
- Tourism services have no association with the satisfaction of domestic and international tourists regarding visit to the selected tourist destination on the basis of demographical variables like age of respondents
- Tourism services have no association with the satisfaction of domestic and international tourists on the basis of gender of respondents

Suggestive Model of Regional Competitiveness

- The Dependent Variable is regional competitiveness
- The Independent Variables are quality of transportation and accommodation, availability of food, fun, spots and places of tourist interest activities.
- Regression analysis was conducted to suggest a model of regional competitiveness among dependent and the independent variables namely quality of transportation and accommodation, availability of food, fun, spots and places of tourist interest activities.
- A R-square value of the model is 0.99 which is greater than 0.5 and it shows that the model is effective enough to determine the relationship.
- The R-square value is .099 which shows the measure of goodness of fit of the model.
- It means that 99% of the variation in the output can be explained by the input variables. This shows that this model can be suggested to maximise regional competitiveness.

5.4 CONCLUSION

In conclusion, the regional competitiveness of tourism is a multifaceted concept that requires a comprehensive approach to thrive in today's dynamic global landscape. Through careful analysis, strategic planning, and collaboration among stakeholders, regions can enhance their attractiveness, infrastructure, and offerings to become more competitive destinations. Embracing sustainable practices, leveraging technology, and fostering

innovation are crucial strategies for ensuring long-term success in the tourism industry. By continually adapting to evolving trends and consumer preferences, regions can position themselves as premier destinations, driving economic growth, fostering cultural exchange, and enriching the lives of both residents and visitors alike. Ultimately, investing in the development of a competitive tourism sector can yield significant social, economic, and environmental benefits for regions around the world.

The tourism and neighborliness segment plays an imperative part within the financial advancement of nations. Tourism is as a rule seen as multidimensional, having physical, social, social, financial and political characteristics. Worldwide tourism is the moment most elevated worker. It is vital to recognize between distinctive sorts of sightseers in arrange to get it and dissect the reason of their visit. There are different ways to draw in household and foreign visitors, we ought to understand what sorts of administrations are required to draw in and hold clients. There's a huge potential advertise for provincial tourism, particularly for remote visitors, which has not however been created since the government has not received any systematic approach to pull in outside sightseers. Tourism is one of the developing industries competent of forming the complete financial potential of a country. It is one of the foremost critical civilian businesses within the world Tourism uncovers itself as one of the exercises with the most noteworthy potential within the world. For its development potential and as a item that can be as it were expended on neighborhood, this division encompasses a unmistakable quality part as a nearby advancement procedure.

Tourism is an unimaginable way to exhibit India's wealthy and marvelous history, culture and differing qualities whereas harvesting noteworthy financial benefits. The center on competitiveness arose from the conviction that globalization had made a world of strongly competition on the ground.

The competitiveness of a locale lies not as it were within the competitiveness of its person firms and their interactions, but moreover within the more extensive resources and social, financial, organization and open properties of the region itself. The concept of territorial competitiveness is hence as much around subjective components and conditions (such as non-traded systems of informal knowledge, believe, social capital and the like) because it is almost quantifiable properties and forms (such as inter-firm exchange, rate licensing, labor supply and so on). Besides, the causes of competitiveness are more often than not

credited to the impacts of a combination of factors rather than the affect of any single calculate. The sources of territorial competitiveness can moreover come from distinctive topographical scales, from local to territorial to national and indeed worldwide. In this manner, the capacity to confine the exact impacts of any single factor is restricted. This has major suggestions for the experimental estimation and investigation of territorial competitiveness.

This investigate pointed to suggest a theoretical demonstrate of competitiveness of a tourism cluster for territorial advancement. Watching the advancement that the tourism division plays in competitiveness and territorial, national and worldwide advancement, is pressing to ponder it and develop models that are adjusted to its peculiarities.

5.5 CHALLENGES OF TOURISM SECTOR

The research analysis regarding the growth of tourism and especially regional tourism in India shows that although the industry has recently seen significant expansion in the country two to three decades, most of the prospective for its growth has not yet been tapped and there are still many wishes left. This disappointing growth of this industry in our country is due to a number of challenges that it faces. A few of the components that limited growth of tourism within the locale are recorded underneath. The absence of an integrated tourism promotion program and synergetic efforts of local communities and government hindered the growth of regional tourism. The challenges facing regional tourism are diverse and multifaceted, requiring careful consideration and strategic planning to address effectively. Some of the key challenges include:

- **Infrastructure limitations:** Many regions lack adequate infrastructure such as transportation networks, accommodation options, and tourist facilities, which can hinder their ability to attract and accommodate visitors.
- **Seasonality and fluctuating demand:** Seasonal variations in tourism demand can lead to fluctuations in visitor numbers, posing challenges for businesses and communities reliant on tourism income. Finding ways to diversify offerings and attract visitors during off-peak seasons is crucial for sustainable tourism development.
- **Environmental sustainability:** Tourism can have significant environmental impacts, including pollution, habitat destruction, and strain on natural resources. Balancing

the economic benefits of tourism with the need to protect and preserve fragile ecosystems is a critical challenge for regions.

- Socio-cultural impacts: Tourism can bring both positive and negative socio-cultural impacts to communities, including changes in local customs, increased pressure on infrastructure and services, and conflicts between residents and visitors. Managing these impacts while promoting cultural exchange and understanding is essential for sustainable tourism development.
- Competition and market saturation: The tourism industry is highly competitive, with regions vying for market share and visitor attention. Competition from other destinations, changing consumer preferences, and the rise of alternative accommodations like Airbnb can pose challenges for traditional tourism businesses.
- Economic vulnerability: Regions heavily reliant on tourism may be particularly susceptible to exterior shock such as economic slowdown, natural disasters, or war and political unrest. Diversifying the economy and reducing dependence on tourism can help mitigate these risks.
- Accessibility and connectivity: Limited access to transportation options, including air, road, and rail networks, can impede visitors' ability to reach a destination. Improving connectivity and accessibility is crucial for unlocking a region's tourism potential. Addressing these challenges requires collaboration among government agencies, local communities, businesses, and other stakeholders to develop sustainable tourism strategies that balance economic growth with environmental and social responsibility.
- The indifference of government towards the various aspects of tourism makes the situation vulnerable. One significant factor limiting its growth is the granting of industry status.
- Another factor is the inability of tourism mandarins to adapt quickly changing environment
- Insufficient transportation network and territorial commutation modes
Deficiently carrier capacity, particularly amid top visitor season, awful conditions

of airplane terminals, delays in getting reservations, flight cancellations and delays make discuss travel a bad dream for remote visitors.

- Need of clean and comfortable settlement for sightseers in common, but sensibly great accommodation for the low-spending middle-class visitor
- There's a need of up-to-date data frameworks with a fast look which causes burden to sightseers.
- Lacking advancement of elective and territorial tourism goals
Regularity is another critical figure that ruins the development of tourism industry with a active season constrained to six months
- Absence of an integrated tourism promotion program hindered the growth of regional tourism.

By identifying and addressing these challenges proactively, regions can unlock the full potential of their tourism sector while safeguarding their natural and cultural assets for future generations.

5.6 THE INNOVATIVE SCHEMES

The role of government in development of innovative schemes at national and international level is also studied to understand their perspective to promote regional tourism competitiveness.

The Ministry of Tourism distinguishes trade and industry as a key principle for sustainable and competitive tourism as laid down by UNWTO. The need to achieve it, will ensure feasible solutions to strategic problems and ensure viable operations for fair distribution of payback to all components. Competitiveness of destinations is essential for tourists satisfaction Government it as an important factor to ensure sustainable tourism.

The Travel & Tourism Competitiveness Index (TTCI), which has been released every two years for the last fifteen years, directly led to the creation of the Travel & Tourism Development Index (TTDI). A nation's development is aided by the Travel and Tourism (T&T) sector's sustainable and resilient development, which is made possible by a collection of policies and elements that the TTDI benchmarks and measures.



Source: WEF INSIGHT REPORT MAY 2022

A new structure for the key reflect the position of Travel and Tourism in broader economic and social development.

The change from TTCI to TTDI represents the index's broader coverage of ideas related to travel and tourism (T&T) development, such as the growing importance of sustainable solutions

The role of government in the development of innovative schemes at the national and international levels is crucial for promoting regional tourism competitiveness.

Governments play a pivotal role in shaping policies, providing funding and incentives, and creating a conducive environment for innovation and growth in the tourism sector. Some key perspectives and actions undertaken by governments include:

1. Policy formulation and regulation: Governments develop policies and regulations to support the growth of the tourism sector while ensuring sustainable development and responsible tourism practices. This includes implementing measures to protect natural and cultural resources, promoting quality standards for tourism services, and establishing guidelines for infrastructure development.
2. Financial support and incentives: Governments often provide financial support, grants, and incentives to encourage innovation and investment in the tourism industry. This may include funding for research and development, infrastructure

- projects, marketing campaigns, and training programs aimed at enhancing the competitiveness of regional tourism destinations.
3. **Public-private partnerships:** Governments collaborate with private sector stakeholders, industry associations, and local communities through public-private partnerships to drive innovation and development in the tourism sector. These partnerships facilitate knowledge sharing, resource mobilization, and the implementation of joint initiatives to promote regional tourism competitiveness.
 4. **Promotion and marketing:** Governments play a key role in promoting regional tourism destinations domestically and internationally through marketing campaigns, trade shows, and promotional events. By showcasing the unique attractions, cultural heritage, and experiences offered by a region, governments can attract visitors and boost tourism revenue.
 5. **Capacity building and skill development:** Governments spend in capability structure and skill development programs to improve the competitiveness of the tourism workforce. This includes training initiatives for tourism professionals, entrepreneurship development programs, and educational opportunities aimed at fostering innovation and creativity in the industry.
 6. **International cooperation and collaboration:** Governments engage in international cooperation and collaboration to promote regional tourism competitiveness on a global scale. This includes participating in international forums, sharing best practices, and collaborating with other countries to develop joint tourism initiatives and exchange programs.

By adopting a strategic and proactive approach to promoting regional tourism competitiveness, governments can unlock the full potential of the tourism sector as a driver of economic growth, job creation, and sustainable development. Through innovative schemes and initiatives at the national and international levels, governments can support the diversification of tourism products, enhance destination attractiveness, and ensure the long-term viability of regional tourism destinations.

5.7 RECOMMENDATIONS

Finally, we suggest the following steps to redesign regional tourism and make it more competitive:

1. Hospitality and tourism professionals must be connected to developmental authorities for feasible changes in the decision.
2. All data and information centers have proper staff and working hands to carry out the tourist services and data enabled programs.
3. A quite low score is given by both the type of tourist to security and safety which is a matter of concern Tourism infrastructure is also ranked low by international tourist.
4. More emphasis should be given on development and maintenance of tourism infrastructure so that both domestic and international tourists are attracted
5. Tourists spots and places should be made more competitive so that they gain a competitive advantage in some parameters and gain preference over other destinations.
6. International and domestic tourists have given poor rating to local transportation system which should be improved with respect to regional tourists places surrounding the main city
7. Ensuring effective management and conservation of heritage sites.
8. Working with local communities on promotion of culture and traditions
9. Getting the balance right in the volume, timing and location of visits to Enhance positive impact of tourism on communities as well as tourists
10. Information, Education and Communication and capacity building of local communities
11. The policy makers should promote regional tourism by providing assistance at ground level.
12. State Government should send proposals to tourism ministry and Development Centre for implementation of projects that can make the region more attractive and the policymakers should be responsible to provide consultancy and suitable support to complete them.

13. The stakeholders have the responsibility to build a comprehensive plan to execute and govern the interest of all through planned activity of all the entities.
14. There should be better cooperation between state and central tourism development authorities.
15. Planning should be done from bottom to top to carry out futuristic goals and ascertain a remarkable target based growth.
16. Antagonistic promotion will need to be adopted in existing service sector producing markets exploration of new regional destinations should be done to create new markets.
17. At the same time, maximum efforts should be made to develop local tourism, which is a healthy way to initiate development of local regions and boost growth of tourism.
18. The future of this service sector is very lucrative and so support and backup system should be created by cooperation and coordination between the different components.
19. The research and focus of education in this sector can enhance local regional and national tourism which will be the goal of all stakeholders as it will become a socio economic issue and can give a boost to the development of local society and nation at the global platform
20. Local attractiveness can be accomplished in diverse ways and by interpreting micro-level attractiveness into macro-level affluence
21. Training and awareness among local masses can help to better serve the tourists and thus creating maximum satisfaction
22. A positive word of mouth should be created to popularise the regional tourist destinations.
23. Factors of regional tourism identified during the study should be monitored for specific consequences and results in obtaining regional competitiveness.
24. All the seven factors of regional competitiveness identified in the present work requires attention of all the stakeholders to strengthen the regions competitive advantage

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Appendix - I

Questionnaire

QUESTIONNAIRE

A Research is being carried out by me of which this questionnaire is part. I therefore request you to be so kind as to complete the questionnaire and take this opportunity to thank you for dedicating me your time. By filling in this questionnaire, you will have contributed to improving the quality and development of tourism in Rajasthan, which is one of the most desirable holiday destinations.

PART - A

1. Gender

- a. Female
- b. Male

2. Age

- a. Below 20 Years
- b. 21 - 30 Years
- c. 31-40 Years
- d. 41-50 Years
- e. 51-60 Years
- f. Above 60 Years

3. Monthly Income

- a. Less than Rs 30000
- b. Rs 30001 - Rs 40000
- c. Rs 40001 - Rs 50000
- d. Rs 50001 - Rs 60000
- e. Above Rs 60000

4. Educational Qualifications

- a. Secondary
- b. Senior Secondary
- c. Graduate

- d. Post Graduate
- e. Doctorate
- f. others

5. Marital Status

- a. Single
- b. Married
- c. Widowed
- d. Divorced/separated

6. Profession

- a. Private job
- b. Govt. Job
- c. Unemployed
- d. Retired/Pensioner
- e. Self employed

7. Type of Tourist.

- a Domestic
- b International

8. Who has accompanied you?

- a. Nobody
- b. Spouse
- c. Family
- d. Friends
- e. Students
- f. Others

9. Where did you heard about this tourist destination? (More answers possible)

- a. I already knew of it
- b. The Internet
- c. Friends and Relatives
- d. Media
- e. Tourist magazine and guide
- f. It was part of the travel package
- g. Fairs and/or Exhibitions
- h. If other, please specify

10. How did you arrive to this place?

- a. By car
- b. By bus
- c. By air
- d. By train
- e. If other, please specify _____

11. Is this your first visit to this tourist destination?

- a. Yes
- b. No

12. If No, How many times have you visited this touristic destination in the past?

- a. 1-2
- b. 3-4
- c. 5-6
- d. more then 6

13. What are the main reasons for your visit to this tourist destination?

- a. Rest and relaxation.
- b. Visiting relatives and friends.
- c. Business reasons.
- d. Attending seminars and other forms of education.
- e. Culture.
- f. Fun
- g. Sports and recreation
- h. Health reasons
- i. Religious reasons
- j. If other, please specify

14. Would you like to visit this touristic destination again?

- a. Yes
- b. No

15. If you would not like to visit this place again, then, what factors are responsible for it?

- a. Transport facility
- b. Safety
- c. Poor tourist service
- d. Poor accommodation
- e. Lack of good sights
- f. Any other, please specify

16. What is your overall satisfaction with your visit to this tourist destination?

- a. Completely satisfied
- b. Somewhat satisfied
- c. Satisfied

- d. Dissatisfied
- e. Completely dissatisfied

17. Do you think this is a recommendable tourist destination?

- a. Yes
- b. No

PART – B

18. Below are listed some statements which reflects the perception of tourists regarding regional destinations. For each statement please indicate to what extent you agree with it.

Where: 1= disagree 2= neutral 3= agree

S. No	Statements	1	2	3
1.	I think most people have a positive opinion about this tourist destination.			
2.	This tourist destination has a unique image.			
3.	I think this tourist destination is popular.			
4.	This tourist destination respects the natural environment.			
5.	I don't find any difficulty in reaching this place			
6.	The staff at this tourist destination is friendly towards the guests.			
7.	The prices of additional offer at this tourist destination (souvenirs, handcrafted products, excursions) etc. are favorable.			
8.	Climate and weather conditions are appropriate			
9.	Place is suitable for families to visit			
10.	Local products shopping experience is excellent			
11.	Evening entertainment and recreation facilities			
12.	Tourist accommodation is ample and of all category			
13.	Ease of being able to walk around			
14.	Surrounding countryside is serene			
15.	Restaurant/eating facilities are available			
16.	Public transport is available			
17.	The appearance of the destination is breathtaking			

18.	Historic interest and cultural heritage is abundant			
19.	The tourists places are clean and hygiene			
20.	Value for money			
21.	Proper connectivity with all modes of transport			
22.	Peace and quiet environment			
23.	Sporting and adventure facilities			
24.	Law and order of the region is safe and secure			
25.	Proper Promotion and marketing of the regional destination			
26.	Availability of tourists guide and assistance			
27.	High number of tourists footfall			
28.	Proper development of the regional tourists spots			
29.	Positive word of mouth by visitors			
30.	Availability of information and other support tourist services			

PART – C

19. Below are listed some Variables of tourist satisfaction regarding tourist services.

For each statement please indicate to what extent you are satisfied with it.

Where: 1= dissatisfied 2= neutral 3= satisfied

S. No.	Variables of tourist services	1	2	3
1.	Tourism infrastructure			
2.	Transportation & accommodation			
3.	Food and beverages			
4.	Security and safety			
5.	Tour guide and other services			
6.	Price			

Appendix - II
Published Research
Papers

UNNATI *The Business Journal*

Index

1 Challenges of Microfinance Institutions in Afghanistan	1
Azizuddin Sultani, Dr. Chandrashekhar. R.	
2 Role of ICT in Indian Education System and How does it Impact the Student's Learning?	14
Dr. Jagdeep Singh, Dr. Mamta Kumari	
3. Convergence of Behavioural Finance with the Real Estate Sector : An Integrative Research Framework	32
Shivani Singh, Dr. Sanjay Kumar Sah	
4. Factors of Competitiveness: A Roadmap of Growth at National & Regional Level	41
Prof. (Dr.) Dipin Mathur, Amit Chourasia	
5. Cointegrating Nexus Among Spot and Future Price of Crude Palm Oil	49
Rakhi Ranjith, Prof. (Dr.) K. Gangadharan	
6. The Effect of Flipped Classroom Model on Student's Academic Achievement	57
Dr. Anjali Dashora	
7. Social Responsibility of Educational Institutions to Contribute Efforts in Combating Drug Menace in Country	61
Dr. Ratna Sisodiya, Surendra Singh Bhati	
8. Impact of OCTAPACE Culture on Job Satisfaction of Hotel Employees	66
Ajoy Bhakat , Dr. Kulvinder Kaur	
9. Self-Help Group Participation and Women Empowerment : Evidence from Muslim Women Community of Dakshina Kannada	79
Masouda Sarwari, Dr. Subhashini Srivatsa	

Factors of Competitiveness: A Roadmap of Growth at National & Regional Level

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ABSTRACT

This paper aims to redefine the term competitiveness to enhance its usefulness for the evaluation of country performance and for economic growth. The researcher attempts to establish a definition that is adequate if economic policy strives for a new growth path that is more dynamic, socially inclusive and ecologically sustainable. In the first part of the paper, we examine the evolution of the concept from a focus on "inputs" at the firm level (price or cost competitiveness) to economic structure and capabilities at the country level and finally to "outcome" competitiveness, where outcomes are defined in a broad sense. Competitiveness can be defined as the "ability of a country or a region, to share more than expected in terms of economic goals for example say GDP". In the second part the researcher reviews the concept of the literature with focus from national to regional competitiveness. In the third part of the paper, the performance of the country India is assessed along the dimensions of growth and development which includes price competitiveness and then proceed to economic structure and countries' capabilities regarding innovation, education, the social infrastructure.

The outcomes of competitiveness in terms of economic, social and ecological outcomes are discussed on the basis of indicators that describe these different aspects of competitiveness. In this study, we redefine the term competitiveness for the purpose of monitoring the process of transition to a more dynamic, socially inclusive and ecologically ambitious growth path.

Keywords: Competitiveness, Economic Growth, Infrastructure, Knowledge-Based Economy

Introducing Competitiveness

Over the last decade or so, the term competitiveness has been widely used and sometimes abused. In essence the questions and issues that are the heart of the concept of competitiveness are basically those that policy makers and economic theorists have been trying to address for hundreds of years: a better understanding of the issues that are central to improving economic well-being and

to the distribution of wealth. India has become the most competitive and dynamic knowledge-based economy in the world over the decade, capable of sustainable economic growth with more and better jobs and greater social cohesion. Within this context, the real challenge here is to seek a more proper understanding of the term regional competitiveness and to gain insight into the driving factors behind it.

Before delving into regional competitiveness, it is important first to introduce the broader notion of competitiveness, as it has been used both at the micro-economic and the macro-economic level.

At the firm, or micro-economic, level there exists a reasonably clear and straightforward understanding of the notion of competitiveness based on the capacity of firms to compete, to grow, and to be profitable. At this level, competitiveness resides in the ability of firms to consistently and profitably produce products that meet the requirements of an open market in terms of price, quality, etc. Any firm must meet these requirements if it is to remain in business, and to gain market share and become market leader a firm needs to be better than its competitor and this advantage will make its position intact and reverse to this an uncompetitive firms will need 'artificial' support or protection to sustain.

Despite the fact that improving a nation's or region's competitiveness is frequently presented as a central goal of economic policy, arguments abound as to precisely what this means and whether it is even sensible to talk of competitiveness at a macro-economic level at all. The lack of a commonly accepted definition is in itself one source of opposition to the concept of macro-economic competitiveness; essentially the argument is that it is dangerous to base economic policy around such an amorphous concept which admits of diverse interpretations and understanding.

A more stringent line of criticism argues that the concept national competitiveness is essentially 'meaningless'. Krugman (1994), who goes so far as to describe the concept of national competitiveness as a dangerous obsession, raises three key points of opposition:

- 1 It is ambiguous and inaccurate to make an analogy between a nation and a firm; for example, whereas an unsuccessful firm will

ultimately go out of business there is no equivalent "bottom-line" for a nation.

- 2 The firms need to compete for market share and one firm's success depends on others too as it will be gained only on the expense of another's, the success of one country or economic region creates rather than destroys opportunities for each other and it is evident that trade between nations is not to be a 'zero-sum game'.
- 3 The understanding of the word competitiveness in another way is related to productivity; growth in national living standards is essentially determined by the growth rate of productivity.

By and large, these points are well recognized by proponents of the concept of macro-economic competitiveness. Within what may be termed the 'consensus view' of macro-economic competitiveness there is a general recognition that growth in economic performance and productivity is one of the central concerns of competitiveness.

"A nation's competitiveness is the degree to which it can, under free and fair market conditions, produce goods and services that meet the test of international markets while simultaneously expanding the real incomes of its citizens. Competitiveness at the national level is based on superior productivity performance and the economy's ability to shift output to high productivity activities which in turn can generate high levels of real wages. Competitiveness is associated with rising living standards, expanding employment opportunities, and the ability of a nation to maintain its international obligations. It is not just a measure of the nation's ability to sell abroad, and to maintain trade equilibrium."

President's Commission report on Competitiveness (1984) defines Competitiveness as the degree to which, under open market conditions, a country can produce goods and services that meet

the test of foreign competition while simultaneously maintaining and expanding domestic real income" OECD Programme on technology and the Economy (1992) "An economy is competitive if its population can enjoy high and rising standards of living and high employment on a sustainable basis. More precisely, the level of economic activity should not cause an unsustainable external balance of the economy nor should it compromise the welfare of future generations." European Competitiveness Report (2000).

The following elements of macro-economic competitiveness can be consequently derived:

- 1 A successful (economic) performance, typically judged in terms of rising living standards or real incomes.
- 2 Open market conditions for the goods and services produced by the nation in question (i.e. there is actual or potential competition from foreign producers).
- 3 Short-term 'competitiveness' should not create imbalances that result in a successful performance becoming unsustainable.

At this stage, it is important to shift attention to regional competitiveness, a term which has been used more rarely, and that has been defined more poorly. As a starting point, a definition for regional competitiveness comes from the Sixth Periodical Report on the Regions: "Competitiveness is defined as the ability to produce goods and services which meet the test of international markets, while at the same time maintaining high and sustainable levels of income or, more generally, the ability of (regions) to generate, while being exposed to external competition, relatively high income and employment levels'."

"In other words, for a region to be competitive, it is important to ensure both quality and quantity of jobs." The existence of firms in a region that are

able to consistently and profitably produce products that meet the requirements of an open market in terms of price, quality, etc. confirms the underlying assumption is that the interests of firms and the region in which they reside are always parallel. This notion is difficult to sustain, as firms will strive for productivity and profits, while regional competitiveness also needs to include employment levels, as put forward in the definition from the Sixth Periodic Report (1999).

The European Commission defines the concept of regional competitiveness as "to capture the notion that, despite the fact that there are strongly competitive and uncompetitive firms in every region, there are common features within a region which affect the competitiveness of all firms located there". Furthermore, though productivity is clearly important, and improving the understanding of what factors raise productivity is an essential input for developing strategies for regional competitiveness, the focus on productivity should not obscure the issue of translating productivity gains into higher wages and profits and, in turn, the analysis of institutional arrangements and market structures.

An alternative definition of regional competitiveness that reflects these notions is: "A regional economy's ability to optimize its indigenous assets in order to compete and prosper in national and global markets and to adapt to change in these markets".

Factors of Competitiveness

The literature review suggested two aspects:

- A. National competitiveness
- B. Regional competitiveness.

The various sources like IMD's World Competitiveness Yearbook (WCYB), The World Economic Forum's Global Competitiveness Report (WEGCR), and OECD's New Economy Report are

studied to measure sources of national competitiveness.

WCYB recognizes that “competitiveness needs to balance economic imperatives with the social requirements of a nation as they result from history, value systems and tradition”. The study places emphasis on GDP per capita as an indicator of overall competitiveness but also recognizes standards of living as a key indicator. The WYCB ranks and analyses the ability of nations to provide an environment in which enterprises can compete. The yearbook identifies 47 macro and micro-economic factors, sub-divided by 8 input factors, that it contends are the most important for a competitive environment. It also identifies the 20 strongest factors for a competitive environment in each country.

WEGCR discusses the complexity of measuring national competitiveness on the basis of:

- (a) The Current Competitiveness Index “uses micro-economic indicators to measure the set of institutions, market structures, and economic policies supportive of high current levels of prosperity;
- (b) The Growth Competitiveness Index focuses on global competitiveness as the set of institutions and economic policies supportive of high rates of growth in the medium term.

OECD's New Economy Report focused on the factors that primarily lead to greater labor productivity and labor utilization. Using significant comparative and regression analysis, across a wide set of primarily micro- economic indicators, the report identified the following

factors, sub-divided into five types, as having a strong causal relationship with economic competitiveness:

- a) **ICT usage** : Increasing the use of ICT; increasing competition in telecoms to enhance uptake of ICT; Building confidence in the use of ICT by business and consumers; Making e-government a priority.
- b) **Innovation and Technology Diffusion:** Increasing competitive funding and focus in public research; increasing effective IP regimes; promoting interaction between universities, firms and public laboratories.
- c) **Human Capital** : Investing in high quality early education and child care; Raising completion of basic and vocational education; Increasing links between higher education and the labor market; Wider vocational training opportunities.
- d) **Entrepreneurship** : Promoting access to finance; Facilitating firm entry and exit; encouraging an entrepreneurial spirit in society.
- e) **At the macro-level the report recommended:** Macro-economic stability; reduced barriers to competition; financial systems more supportive of risk; Mobilization of labor resources.

Factors like ICT, human capital, innovation and entrepreneurship affect the growth process, alongside fundamental policies to control inflation and instill competition, while controlling public finances are likely to bear the most fruit over the longer term”.

TABLE 1 : NATIONAL FACTORS OF COMPETITIVENESS

Infrastructure	Human Resources	Business Environment
• Basic Infrastructure	• Labor Force	• Entrepreneurial Culture
• Transportation	• Productivity And Flexibility	• Low Barriers To Entry
• Logistics	• Management Skills	• Risk Taking Culture
• Communication Network	• Internationalized Manpower	• Internationalization
• Educational Infrastructure	• Levels of Professionalism	• Global Trade
• Medical Infrastructure	• Levels of Efficiency	• Foreign Direct Investment
• Standard of Living	• High Skilled Workforce	• Cross Culture
• Societal levels	• Scientists And Engineers	• Technology Up-Gradation
• Entrepreneurship	• Symbolic Analysts	• Management Innovation
• Innovation & Invention	• High Literacy Rate	• Intellectual Property Rights
	• Skill Oriented Education	• Research & Development
	• Vocational Training	• Knowledge Sharing Corporate linkages
	• Business & Education	• Capital Availability

Regional Competitiveness

The regions are at differing stages of development and have differing socio-economic structures although they can be grouped into types. Therefore, the relative importance of the factors of competitiveness will vary between types of regions. The over-arching factors that are advocated will have greatest bearing on regional competitiveness are:

- Employment levels and the productivity levels of those in employment;
- Employment concentrations in sectors (productivity is highest in business and financial services; in agriculture, productivity is only half the average of other sectors);
- Demographic trends such as outward migration and an aging population have a negative effect on a region's competitiveness (and the inverse is also true);
- Investment as measured by gross fixed capital formation over time (the accumulated stock of capital);
- Investment in knowledge economy assets (R&D, education and ICT, telecoms, internet access are relatively more important than investment in fixed investments, especially in advanced regions);
- Infrastructure endowment (although the report notes that "Every region has its own specific needs in terms of both overall scale of transport

networks and particular modes of transport. A minimum level of transport infrastructure is necessary for regional competitiveness, but this is not necessarily the same level in all regions”);

- Level and nature of education (for instance share of population with degrees and with IT proficiencies);
- Innovation and RTD (for instance RTD expenditure and patent applications).

skill development and employment generation, asset monetization and resource mobilization for infrastructure development. The top five attractive factors of India's economy for business are - a skilled workforce, cost competitiveness, dynamism of the economy, high educational level and open and positive attitudes.

- India's Performance on four Parameters in the current year
- Economic performance: It has improved from

TABLE 2 :REGIONAL FACTORS OF COMPETITIVENESS

Infrastructure	Human Resource Management	Productive Environment
<ul style="list-style-type: none"> • Basic Infrastructure • Social Infrastructure • Technological Infrastructure • Knowledge Infrastructure • Quality of Life • Globalization 	<ul style="list-style-type: none"> • Demographic Trends • Skilled Manpower • Workforce Diversity • Cultural Diversity • Knowledge Management • Training & Development 	<ul style="list-style-type: none"> • Entrepreneurial Culture • Sectoral Development • Regional Balance • Employment Generation • Foreign Direct Investment • Technological Innovation • Market Research • Governance

India's Competitiveness

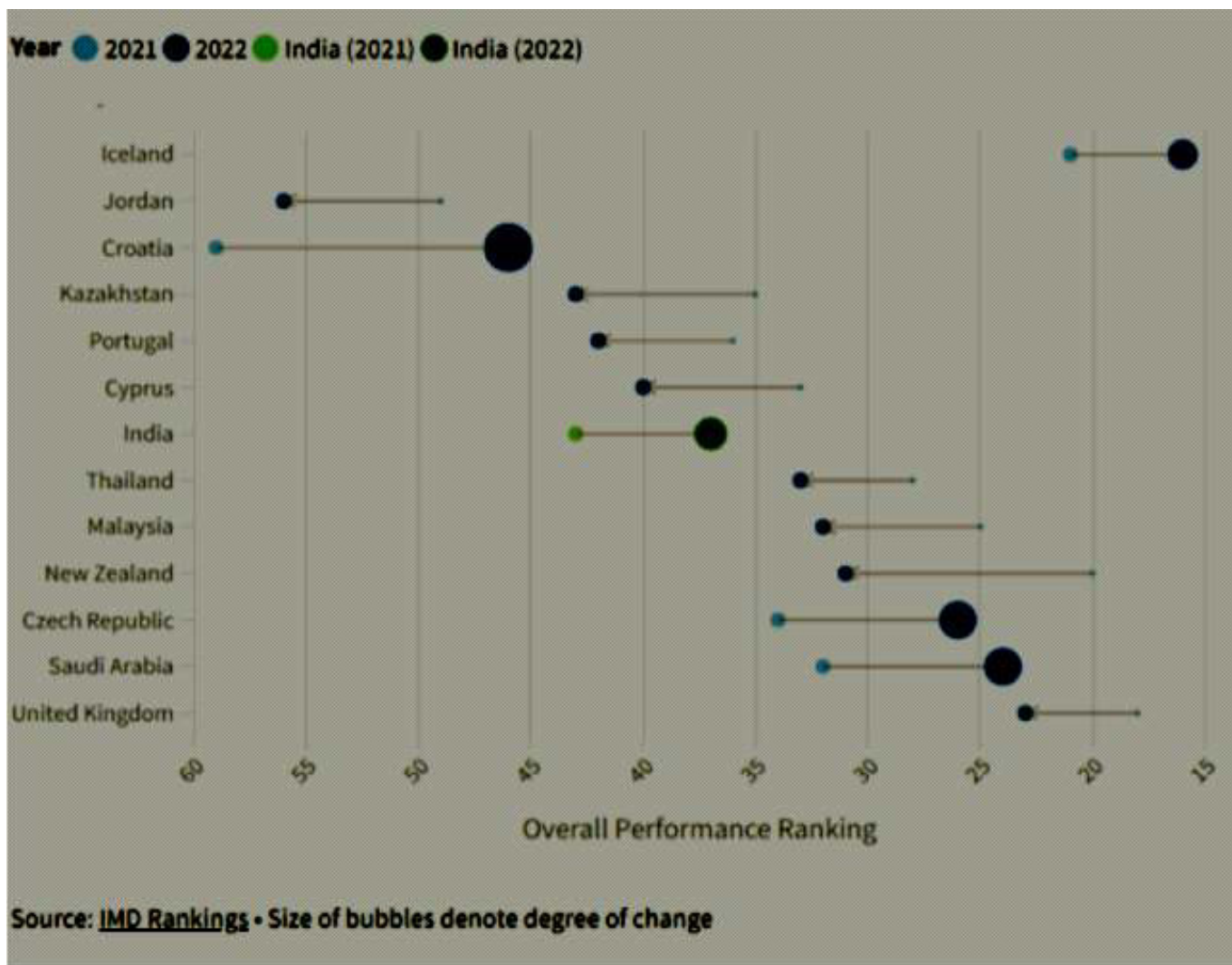
The IMD World Competitiveness Yearbook (WCY), first published in 1989, is a comprehensive annual report and worldwide reference point on the competitiveness of countries. It analyzes and ranks countries according to how they manage their competencies to achieve long-term value creation. The prosperity and competitiveness of countries by examining the Four factors Economic performance, Government efficiency, Business efficiency and Infrastructure identified by incorporating 334 competitiveness criteria. The challenges that India faces include managing trade disruptions and energy security, maintaining high GDP growth post the pandemic,

37th in 2021 to 28th in 2022.

- Government efficiency: It has improved from 46th in 2021 to 45th in 2022.
- Business efficiency: It saw a huge improvement from 32nd rank in 2021 to 23rd in 2022.
- Infrastructure: It on the other hand, saw no change at 49.

India has witnessed the sharpest rise among the Asian economies, with a six-position jump from 43rd to 37th rank on the annual World Competitiveness Index compiled by the Institute for Management Development, largely due to gains in economic performance.

Figure 1 : India's Performance Ranking



The domestic economy has experienced a stratospheric rise from 30th to 9th position in a year, Institute for Management Development (IMD) noted. The labour market, a key sub-factor in the business efficiency parameter, moved up from 15th to 6th, while management practices and business attitudes and values also made major leaps. India is also a driving force in the global movement to fight climate change and Mr. Modi's pledge of net-zero by 2070 at the COP26 summit in November 2021, sits in harmony with its strength in environment-related technologies in the ranking.

Reasons for India's Good Performance:

- Major improvements in the context of [retrospective taxes](#) in 2021
- Re-regulation of a number of sectors, including [drones](#), space and [geo-spatial mapping](#).
- Significant improvement in the competitiveness of the Indian economy
- India as a driving force in the global movement to fight climate change and India's [pledge of net-zero by 2070](#) at the [COP26 summit](#) also sits in harmony with its strength in environment-related technologies in the ranking.

- Increasing Manufacturing Capacity: India has made appreciable efforts to ensure resilience in manufacturing capacity such as via Atmanirbhar Bharat and Make in India initiatives which are aimed at domestic supply chains and heavy investment in manufacturing hubs.
- The government has introduced the Production-Linked Incentive (PLI) Scheme in various sectors for enhancing India's manufacturing capabilities and exports.
- Technological Advancement: To facilitate technological advancement for increasing competitiveness, India's Department of Telecom (DoT) has constituted six task forces on 6G technology.
- The Ministry of External Affairs, through its New, Emerging and Strategic Technologies (NEST) division is also ensuring India's active participation in international forums on technology governance. It acts as the nodal division within the ministry for issues pertaining to new and emerging technologies and assists in collaboration with foreign partners in the field of technology

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Tourism Competitiveness: A Comparative Study of Domestic & Foreign Tourists Perception Regarding the Selected Tourist Region

Abstract

The combination of a competitive supply of tourism services that meet the expectations of tourists and a positive impact on the development of regions and cities makes tourism a significant component of regional development. a significant factor in the economic development and competitiveness of regions or countries. There are two broad categories of factors that affect a country's ability to compete internationally; macroeconomic conditions and microeconomic strategies. The macroeconomic circumstances structure a setting that sets out open doors for seriousness at public, provincial and group levels and makes conditions for intensity at an organisational level. Tourism competitiveness is directly affected by microeconomic strategies, which include things like how well-developed the tourist spot is and what are tourist services available. This research paper tried to help undergo a Comparative Study of Domestic and foreign Tourists in selected Regions to assess tourism competitiveness and to identify the destination's regional potential for tourism development and competitiveness on the basis of responses received.

Keywords: Tourism Competitiveness, Perception, Domestic and foreign Tourists, Tourism Competitiveness Index

Introduction

Every nation recognizes tourism as a major source of income, employment, and wealth creation as well as one of the most important development sectors. In addition, it influences complementary domestic policies and enhances a nation's external image and international perception. Measuring tourism competitiveness is difficult due to the wide range of influence and importance. When it comes to providing evidence to support decisions, professionals face a significant obstacle in comprehending a nation's tourism competitiveness. Over the years, various organizations have developed a variety of indicators to address specific aspects of competitiveness; however, governments have not yet been able to use a comprehensive framework for measuring tourism competitiveness. The ongoing work by part and accomplice nations looks to address this hole and make a positive commitment to the down-to-earth estimation of seriousness.

In the modern era, tourism has emerged as a very important industry. It is thought of as perhaps one of the most different and most extravagant worldwide industries in the twenty-first 100 years and is supposed to be at the highest point of the world's major league salary ventures. It has a significant positive economic impact on both the host nations and the home nations of tourists. The anticipated economic growth of a region is one of the

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primary reasons that it promotes itself as a tourist destination in developing nations. The travel industry sets out work open doors, carries unfamiliar trade to the host country, decreases neediness and works on the way of life. In addition, it contributes to the improvement of infrastructure, promotes the preservation of traditional festivals, handicrafts, and customs, and encourages the conservation of wild animals. Accommodation, hotel and train reservations, restaurant services, hospitality, guide services, recreational services, communication, and transportation are all businesses that benefit from tourism.

The ability of a destination to maximize its attractiveness to both residents and non-residents, to provide consumers with high-quality, innovative, and attractive tourism services (such as good value for money), and to gain market shares in domestic and global markets are all aspects of a destination's tourism competitiveness. It is also important to ensure that the resources supporting tourism are utilized effectively and sustainably.

Tourism competitiveness is defined as the ability of a tourist destination to attract and satisfy potential tourists (Enright and Newton, 2004; Zhang et al., 2011).

The development of productive forces led to the rise of modern tourism during the industrial revolution of the late 19th and early 20th centuries. In the 20th century, tourism began to be the subject of systematic research and proved to be interdisciplinary. The various academic fields always investigate tourism from their respective points of view and using their respective methodological approaches; however, one field's knowledge influences others (Senková et al., 2017). For the tourism sector to continue expanding and thriving, it is essential to have a global perspective in order to comprehend the primary factors that influence market competitiveness. The tourism markets of today cannot be described as homogeneous. The tourism industry is significantly impacted by trends in consumer traveller demand, particularly in a global market that is overly segmented. The way destinations develop their appeal and maintain their competitive positions has changed as a result of the transnational emergence of niche and speciality tourism segments (Hassan, 2000). Free

rides are at the heart of tourism, and the industry's performance is heavily influenced by that of other sectors (Kubickova, 2016). As a result, understanding the region's competitive position is essential, particularly in the tourism industry.

Competitiveness

The economic literature does not provide a uniform definition of the term "competitiveness," as stated by Vida, Kadár, and Kadárová (2017). At the fundamental levels of competitiveness, specifically the region, state, industry, enterprise, and product, distinct characteristics of competitiveness can be distinguished. These characteristics result from a number of dimensions of the term.

Djogo and Stanisic (2016), compare the OECD's definition of macro-competitiveness, which states that macro-competitiveness is a nation's capacity to produce goods and services under fair market conditions that have the potential to raise the real income of its citizens. In addition, they provide a definition of the European Commission that is very similar to theirs which defines macro-competitiveness as the capacity of an economy to sustainably maintain a high employment rate and a high standard of living for its inhabitants.

Michael Porter demonstrates through numerous country and sectoral studies that competitiveness is now influenced by both macroeconomic and microeconomic changes. He discovered that marketing strategies, innovation, and relationships with the supply and user industries are becoming competitive, despite the fact that resource value did not influence industry competitiveness (Ajitabh, 2008).

Competitiveness of Tourism

Tourism's competitiveness One of the most important and fastest-growing sectors of the economy, tourism faces the challenges and opportunities of globalization. According to Karahuta et al., the growth of tourism is critical to the expansion of national economies. (2017). Since the 1970s, there has been a lot of empirical research on the connection between tourism activity and economic growth. According to Luticky&Musil (2016), the travel and tourism industry is widely recognized as a contributing factor to regional development and the growth of national and

regional economies. This is a sector that reaps significant economic benefits, as shown by UNWTO statistics (Hvizdová, 2017).

The intensity of vacationer locations turns out to be progressively vital to the nations that expect to control a huge portion of quickly developing the travel industry market. This is especially significant for nations that are heavily dependent on tourism and the travel industry. The identification and assessment of the travel industry's seriousness factors is a typical examination issue of many exploration studies and articles on the travel industry's financial matters (Navickas and Malakauskaite, 2009).

The visitors' feelings and perceptions of the destination's perceived capacity to meet their needs are what determine its attractiveness. According to Vengesai (2013), it is more likely that a destination will be chosen if it is able to meet the requirements of tourists to the fullest.

When it comes to providing evidence to support decisions, professionals face a significant obstacle in comprehending a nation's tourism competitiveness. Different markers have been created by various associations over the course of the years to address specific parts of intensity (Dupeyras and MacCallum, 2013).

According to Buhalis (2001), competitiveness and attractiveness view destinations from two distinct perspectives. one from the point of view of tourists, namely its attractiveness and the other one, looking at competitiveness from the destination's point of view. A comprehensive view of the dynamics of tourist destination competitiveness and attractiveness (TDCA) is provided by dual analyses of these two concepts. According to Vengesai (2013), TDCA is the capacity of a destination to offer a tourist a satisfying experience as well as social, physical, and economic benefits.

Competitiveness influences can change quickly, which creates additional challenges and necessitates ongoing indicator research and development.

According to Dupeyras & MacCallum (2013), global economic and tourism trends, such as shifting travel habits and market trends, the role of social media, and new sources of demand and

growth, raise the topic's importance and countries' ability to compete in the shifting global marketplace. The key indicators have been developed to address common challenges in the analysis of competitiveness in tourism in member and partner countries. According to the authors, the ability of the place to optimize its attractiveness for residents and non-residents, to deliver quality, innovative, and attractive tourism services to consumers, and to gain market shares on the domestic and global marketplaces are all aspects of tourism competitiveness. According to Dupeyras & MacCallum (2013), there are four categories in which the indicators are arranged:

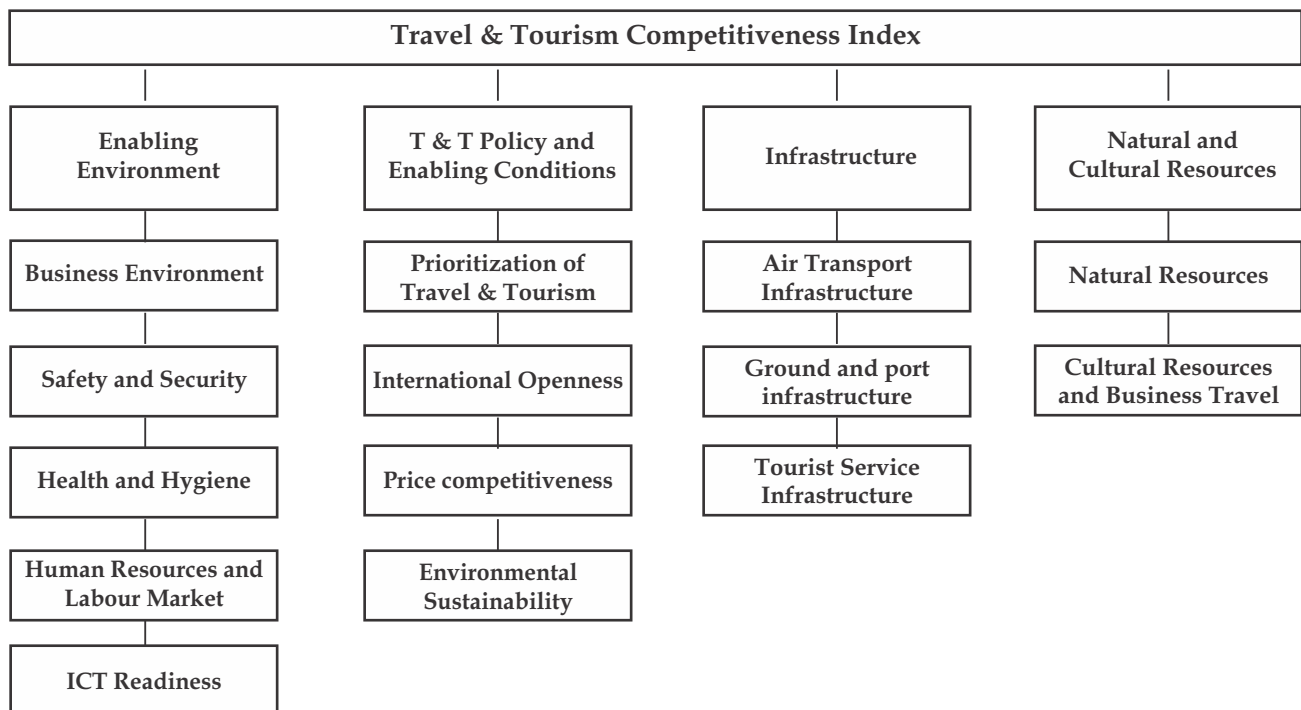
- Indicators that measure the impact and performance of tourism;
- Pointers checking the capacity of an objective to convey quality and seriousness to the travel industry administrations;
- Markers observing the engaging quality of an objective;
- Indicators of economic opportunities and policy responses.

Tourism Competitiveness Index

The first Travel and the travel industry Seriousness File (TTCI), created in 2007, measures a bunch of elements and strategies that empower a practical improvement of the Movement and the travel industry area, which, thus, adds to the turn of events and seriousness of a country. In close collaboration with our other partners, the index was created as part of the World Economic Forum's Industry Program for Aviation, Travel, and Tourism. It enables cross-country comparison, benchmarking of countries' progress in policy, and investment decisions related to the growth of businesses and industries.

The resulting Travel & Tourism Competitiveness Report serves as a forum for a discussion involving a variety of stakeholders with the goal of developing a robust and long-lasting T&T industry that can effectively contribute to international economic growth (World Economic Forum, 2017). The four main aspects of competitiveness are measured by the T&T Competitiveness Index. Figure 1 shows how these factors are arranged into 14 pillars and sub-indexes.

Figure 1 : Travel & Tourism Competitiveness Index



Source: World Economic Forum (2017)

Review of Literature

Agustin, Martini & Setiyono (2022) have stated that the purpose of this study is to determine the gap between rural tourism in four provinces, measure the competitiveness of each rural tourism sector, and examine the factors that determine Indonesia's competitiveness in rural tourism. According to the findings of this study, GiriEmas is the rural tourism industry with the highest competitiveness index score among all others.

Cao et.al (2022) has mentioned that an important tool for analyzing the potential of tourism in a particular setting is the evaluation of tourism competitiveness. As a case study, Enshi Autonomous Prefecture (EAP) in China is chosen to investigate mountain tourism's potential and competitiveness in the tourism industry. The mountain tourism competitiveness model developed by EAP is based on three criteria in this study: mountain tourism's core competitiveness, the economy's competitiveness, and infrastructure's competitiveness.

Liu et.al. (2022) has identified that the level of regional tourism development can be measured using an evaluation of tourism competitiveness.

An evaluation index system covering tourism development competitiveness, tourism resource competitiveness, and tourism-support competitiveness was developed for 14 cities and prefectures in Xinjiang, China, in order to investigate tourism competitiveness

Manglaw, Kaushik & Khayalia (2022) opined that one of the world's fastest-growing industries is tourism, especially in developing nations. It has a number of socio-cultural and economic advantages, including the creation of jobs, the exchange of foreign capital, the improvement of infrastructure, the investment of capital, the preservation of heritage sites, and other benefits. The desert tourism circuit has a lot of potential to draw a lot of domestic and international tourists. This study's primary objective is to investigate the pattern and trend of tourist arrivals in the desert tourist circuit.

Kim, Liu & Williams (2021) has found in their research article that in many different fields and disciplines, competitiveness is a well-discussed topic for research. One prominent research area is competitiveness in the visitor economy. Destinations, regions, industries, and businesses have had to adapt to internal and external changes

with varying degrees of success as the visitor economy has changed rapidly, significantly affecting their competitiveness.

Stecyk, Sidorkiewicz&Tomaszewska (2021) has stated that on the basis of 21 counties in the West Pomeranian Voivodeship, the article aims to develop a comprehensive, objective model that takes into account a variety of factors that influence regional tourism competitiveness. An in-depth examination of several dozen distinct factors that influence regional tourism competitiveness is a significant scientific contribution to the issue. The study's main finding is that a destination's natural and anthropological tourist attractions, accommodation, recreational infrastructure, and catering bases are the most important determinants of its level of tourist competitiveness.

Pérez León et.al. (2020) has propounded that the goal of this study is to come up with an index that can be used to measure how competitive Caribbean tourism destinations are. The goal of the application is to add Caribbean destinations to international rankings. The Travel and Tourism Competitiveness Index's four sub-indices were used to evaluate 33 destinations and 27 indicators. The outcomes demonstrate the explanatory power of the proposal and methodological advancements in the development of composite indicators to measure destinations' competitiveness.

Singh, Tyagi& Sharma (2020) Opined that the perception of tourists is a crucial aspect of the tourism industry. There are studies that support the significance of tourist perceived value and its application. The goal of the study is to create a scale for evaluating how tourists perceive a place. An extensive literature review serves as the basis for the creation of the initial constructs and survey instrument. The purpose of this paper is twofold: first, to identify the various variables and factors that are associated with tourist perception, and second, to develop a reliable, validated, and consistent tourist perception scale.

Research Objective

To compare the perceptions of domestic and foreign tourists about the tourism competitiveness in theselected tourist region The respondent's perceptions about various parameters were recorded d on a scale of excellent, good, satisfactory and poor. The parameters undertaken were five and the perception of domestic and international tourists is recorded for individual parameters in the tables below

- Quality of Local Transportation
- Quality of Accommodation
- Availability of food and cuisine
- Availability of fun and Entertainment
- Price of tourist services
- Tourist spots and places

Table 1 : Perception for Quality of Local Transportation

Perceptions	Quality of Local Transportation	
	Domestic	International
Excellent	52	48
Good	108	29
Satisfactory	31	68
Poor	59	105
Total	250	250

Source : Primary Data

Interpretation : The respondent's perception about Quality of local Transportation in the study area was recorded on a scale of excellent, good,satisfactory and poor.52 domestic tourists and 48 international tourists have given excellent rating for the quality of local transportation system in the area of Rajasthan. Numbers of domestic tourists who have given good and satisfactory rating are 108 and 31 respectively, whereas numbers of international tourists who have given good and satisfactory ratings are 29 and 68 respectively. 105 foreign and 59 domestic tourists have given poor rating to local transportation system.

Table 2 : Perception for Quality Accomodation

Perceptions	Quality of Accommodation	
	Domestic	International
Excellent	110	154
Good	58	54
Satisfactory	45	27
Poor	37	15
Total	250	250

Source : Primary Data

Interpretation : The respondent's perception about Quality of accommodation in the study area was recorded on a scale of excellent, good, satisfactory and poor. 110 domestic tourists and 154 international tourists have given excellent rating for the quality of accommodation. 15 foreign and 37 domestic tourists have given poor rating to Quality of accommodation.

Table 3 : Perceptions for Availability of Food and Cuisine

Perceptions	Availability of Food and Cuisine	
	Domestic	International
Excellent	112	89
Good	77	105
Satisfactory	49	25
Poor	12	31
Total	250	250

Source : Primary Data

Interpretation: The respondent's perception about Availability of food and cuisine in the study area was recorded and it was found that 112 domestic tourists and 89 international tourists have given excellent rating for the Availability of food and cuisine in the research area. Only 31 foreign and 12 domestic tourists have given poor rating to this parameter.

Table 4 : Perceptions for Availability of Fun & Entertainment

Perceptions	Availability of Fun & Entertainment	
	Domestic	International
Excellent	94	78
Good	108	126
Satisfactory	33	03
Poor	15	43
Total	250	250

Source : Primary Data

Interpretation : The respondent's perception about the Availability of fun and Entertainment was recorded and 94 domestic tourists and 78 international tourists have given excellent ratings for Availability of fun and Entertainment

Table 5 : Perceptions for Price of Tourist Services

Perceptions	Price of Tourist Services	
	Domestic	International
Excellent	62	148
Good	85	49
Satisfactory	65	38
Poor	38	15
Total	250	250

Source : Primary Data

Interpretation : Price of tourist services was also considered as an important variable and the respondent's perception was recorded on a scale of excellent, good, satisfactory and poor. 62 domestic tourists and 148 international tourists have given excellent rating for Price of tourist services whereas only 15 international tourists have given poor rating to this variable.

Table 6 : Perception for Tourist Spots and Places

Perceptions	Tourist Spots and Places	
	Domestic	International
Excellent	157	104
Good	52	76
Satisfactory	31	35
Poor	10	35
Total	250	250

Source : Primary Data

Interpretation : The respondent's perception about Tourist spots and places was recorded on a scale of excellent, good, satisfactory and poor. Maximum 157 domestic tourists and 104 international tourists have given excellent rating for the Tourist spots and places in the research area.

Hypotheses

H₀₁: There is no significant difference between the perceptions of domestic and international tourists towards the quality of Transportation in the selected area of research

H₀₂: There is no significant difference between the perceptions of domestic and international tourists towards the quality of Accommodation in the selected area of research

H₀₃: There is no significant difference between the perceptions of domestic and international tourists towards the availability of food and cuisine in the selected area of research

H₀₄: There is no significant difference between the perceptions of domestic and international tourists towards the availability of fun and Entertainment options in the selected area of research

H₀₅: There is no significant difference between the perceptions of domestic and international tourists towards the price of tourism product in the selected area of research.

H₀₆: There is no significant difference between the perceptions of domestic and international tourists towards the tourist spots and places in the selected area of research.

Hypothesis Testing:

Table 7 : Hypothesis Testing

Parameters	Calculated Value	Tabular Value	Hypothesis Decision
Quality of local Transportation	3.35	7.815	Accepted
Quality of Accommodation	13.54	7.815	Rejected
Availability of food and cuisine	11.6	7.815	Rejected
Availability of fun and Entertainment	12.56	7.815	Rejected
Price of tourist services	8.56	7.815	Rejected
Tourist spots and places	5.64	7.815	Accepted

Source : Test Output (Significance level: 0.05)

Statistical Inference

The null hypothesis for quality of local transportation and tourist spots and places is accepted but for all the other parameters it is rejected because the calculated value of chi-square is greater than the original tabular value at 95% level of significance. The calculated values are shown above and so it can be statistically proven that there is no significant difference between the perceptions of domestic and international tourists towards the quality of local transportation and tourist spots and places in the selected area of research while for the other parameters it is rejected and there is a significant difference between the perceptions of domestic and international tourists towards the Quality of Accommodation, Availability of food and cuisine, fun and Entertainment and Price of tourist services in the research area.

Conclusion

Tourism competitiveness helps in the branding of a place and gives a competitive advantage to differentiate a region's tourism offering, especially to induce a positive perception in the minds of domestic as well as international tourists. A significant amount is spent to promote a tourist destination and the various parameters like Quality of local Transportation, Accommodation, Availability of food and cuisine, fun and Entertainment, Price of tourist services and Tourist spots and places are the assets of attractiveness. Quality of local Transportation and Tourist spots and places have no significant difference between the perceptions of domestic and international tourists but all other parameters under study have a significant difference between the perceptions of domestic and international tourists. The evaluation of the perception of tourists is often driven by customer metrics and analyzing the return on investment done by him. The perception of tourists influences competitive performance and is challenging to measure it.

The competitiveness index is developed which can be used by the countries and it can be adapted to individual approaches. This would rightly recognize competitiveness as a powerful part of the marketing mix of a country to promote distinctiveness and attract more domestic as well

as international tourists in line with improved tourism competitiveness. The perception of domestic and international tourists may differ but ultimately if the emphasis is on the aforesaid parameters, undoubtedly the regional competitiveness of a tourist place can be enhanced.

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Appendix - III
Conference Certificates

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22-23 April, 2022

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This is to certify that Amit Chaurasia, Research Scholar
of Pacific Academy of Higher Education and Research University
has presented his paper entitled Regional Tourism Competitiveness and Economic Growth
Strategies for Sustainability
during the two-day International Conference organized by Faculty of Management, PAHER University, Udaipur.
The Organizers wish him success in his future endeavors.

Prof. Mahima Birla
Conference Director & Dean, FM

Dr. Pushpkant Shakdwipee
Organizing Secretary

Dr. Pallavi Mehta
Convener

Dr. Khushbu Agarawal
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/submitted in absentia his / her paper entitled _____ **Tourism, Competitiveness and Societal Prosperity** _____

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Mahima

Prof. Mahima Birla
Conference Director & Dean, FM

Pushpkant

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22-23 April, 2022



This certificate has been awarded to
Prof./Dr./Mr./Ms. Amit Chauhasia Research Scholar
of Pacific University, Udaipur
for presenting the paper titled Regional Tourism : Strategies
for Sustainable growth.

in the 13th International Conference held on 22-23 April, 2022. The organizers wish the participant a great success.

Prof. Mahima Birla
Conference Director

Dr. Pallavi Mehta
Organizing Secretary

Dr. Subhash Sharma
Convener

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Co-convener

Appendix - IV
Plagiarism Report

Regional tourism competitiveness: Study between Domestic and International tourists.

by Amit Chaurasia

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