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EXPLORING OPPORTUNITIES FOR ENHANCING GROWTH OF TOURISM AND HOSPITALITY INDUSTRY IN INDIA

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ABSTRACT

The tourism and hotel industry plays a critical role in the development of an economy. function in the growth of an economy. When considering growing economies such as India, its function becomes even more essential. In the current global context, where tourism is playing an increasingly significant role in generating employment, boosting economic growth, adding to the GDP of the nation, earning foreign exchange, developing infrastructure, and more, studies pertaining to the tourism and hotel industries become pertinent and essential. India's tourism and hospitality sectors benefit the nation's economy and populace in numerous ways in addition to increasing the GDP of the nation. This makes the study crucial from both an international and Indian perspective. This study aims to investigate the economic impact and function of the tourist sector by analyzing pertinent global tourism and hotel industry statistics, with a particular focus on India. Analyzing the number of visitors, both domestic and foreign, to the monuments under the Archaeological Survey of India's protection is another goal of the study. It also attempts to assess the information regarding the recognized Indian tourism service providers and the

availability and occupancy of hotels that have been approved by the Indian government.

Keywords: foreign exchange earnings, tourists, hotel industry, tourism, and tourist arrivals.

INTRODUCTION

The travel and tourism sector is linked to individuals journeying to different destinations, both domestically and abroad. Individuals may relocate to other places for a variety of reasons. Leisure, religion, culture, society, commerce, and other goals are a few of the motivations. The hotel, transportation, and hospitality industries are all connected to the tourism sector. Among the biggest industries in the world is this one. In actuality, tourism is the main driver of the economies of many countries. It is mostly a service-oriented industry that deals with supplying clients or travelers with the necessities for their travels or stays in other places. Within the tourism and travel industry, the hotel sector is thought to be growing at the quickest rate. This is because lodging is a major component of tourism, which in turn contributes to the growth of a country's tourism industry. The majority of the needs for travelers are met by the hotel sector. It also significantly boosts

an area's tourism industry. The hotel and travel industries collaborate to meet the needs of travelers and are greatly involved in the development and progress of the nation or region. They also impact and support one another. Both industries benefit a country in many ways, including creating jobs, bringing in foreign exchange, assisting with infrastructural advancement, and many more. This study aims to analyze tourism and hotel sector statistics in order to determine the industry's importance in India.

LITERATURE REVIEW

Because it generates both direct and indirect jobs for people, tourism is an employment generator. Additionally, it increases discretionary incomes and broadens economic growth. The gross domestic product benefits both directly and indirectly from tourism. Indirectly, it encourages the government to invest in infrastructure and supports a large number of people's livelihoods in India while directly supporting lodging, transportation, attractions, and other businesses (Jaswal, 2014). India's economic aspects are impacted by the tourism industry. It has the potential to provide economic gains by providing jobs for the vast pool of skilled and unskilled laborers in India. Additionally, it serves society because it develops the countryside and supports rural residents. It also aids in achieving sustainable human development and the reduction of poverty. It is essential to a nation's economic success (Mir, 2014). One of the global industries with the quickest rate of growth is tourism. In 2017, the tourism sector's GDP grew by 50% faster than the world economy. It

developed more quickly than other economic areas. In 2017, the tourism sector generated one out of every 10 jobs globally. In addition to producing a substantial amount of income, the hotel and resort sector employed around 4.3 million people. It made a major contribution to the global exchange of services as well. The sector serves society and the economy globally, and it has the power to change people's lives by fostering understanding and peace, reducing poverty, and stimulating economic progress. It's anticipated that this industry would grow quickly and benefit everyone. In addition, it has enabled the hotel sector to grow and create jobs and income. With the support of the travel and tourist sector, the hotel industry also anticipates further expansion (Sofronov, 2018). India's tourism sector has the potential to generate enormous profits while also supporting other sectors of the economy. Despite being viewed as a significant source of employment, tourism is not thought of as a recreational activity. Additionally, it employs the majority of the workforce in the nation and ranks as the third-largest source of foreign exchange revenues. ABT magazine has ranked India as the world's most sought-after holiday destination. Heritage sites, ecotourism offerings, cultural variety, and rural and adventurous areas abound in the nation. The nation anticipates an increase in both local and foreign visitor numbers. The nation's administration seized the chance to attract investment and permitted 100 percent foreign direct investment in the hotel and tourism industries. In addition, improved business prospects, strong economic growth, and foreign direct investment are contributing to the hotel industry's expansion (Sharma et al., 2012). While tourism makes up the largest

portion of foreign exchange profits in many countries, it is a viable option for sustained economic development in many emerging and less developed nations. The labor-intensive tourism industry employs a wide range of people, including women, young people, and the impoverished. It is anticipated that the travel and tourism sector would continue to contribute to global economic growth and job creation in spite of the new difficulties. It serves as a means of economic advancement as well. Growth in the industry is anticipated as long as progress and investment are made in a sustainable manner. Growth in the industry is anticipated as long as progress and investment are made in a sustainable manner. It is anticipated that the industry would continue to contribute economically (Hazra, 2018). Economic gains are supported by tourism. It may be seen as a means of obtaining a substantial quantity of resources. Locals make money from tourism, which improves their standard of living. Additionally, tourism helps emerging nations develop and improve their quality of life. Given that it generates significant amounts of income and millions of employment worldwide, it is an equally important sector of the global economy. To save plants and animals, it also aids in the creation of national parks. It aids in a country's socioeconomic progress. The people in the area who work in hotels, handicrafts, and transportation make good money. Travelers like to visit locations with good transportation options. In addition, infrastructure development, hotel operations, knowledge acquisition about tourism, and household income are all aided by tourism (Azam et al., 2018).

RESEARCH METHODOLOGY

The information for this study came from secondary sources, including the Reserve Bank of India, the Archaeological Survey of India (ASI), the tourism departments of the States and Union Territories, the Ministry of Tourism, the Bureau of Immigration, the Government of India, UNWTO Barometer May 2023, and the NIDHI Database. When it was deemed necessary, the data was analyzed, evaluated, and displayed using pie charts, line charts, and bar graphs.

Tourism Finance Management and Greetings:

Similar to marketing in the travel and hospitality sectors, financial management faces a number of difficulties, including erratic financial returns, environmental sensitivity, large capital expenditures, etc. The hospitality industry's best practices for financial management include creating an annual budget, creating a comprehensive financial monitoring model, conducting regular audits, and creating a reporting system that makes it easier for managers to keep track of revenues and losses over time.

Challenges in Human Resources:

The management of human resources in the tourist sector differs from that of other sectors. Since the tourist and hospitality sectors are service-oriented, they rely more on human resources for customer happiness, service standardization, and customer contact. Services are differentiated from product-based sectors by certain attributes. The tourism business is characterized by a higher degree of human

variation and perishable services, which limit the opportunity for error correction. Furthermore, the foundation of the travel and hospitality sectors is the client experience, which is jointly developed by the latter and the former. The tourist business has a number of human resource-related issues (Kusluvan et al., 2010). In the tourist and hospitality industry, human resource managers' main worries are:

Employment's Seasonality:

Since most tourist destinations only see a spike in travel during certain times of the year, the business has an extremely high turnover rate. For instance, winter is the ideal time of year to visit desert regions, while summer is the ideal time to visit mountainous regions. Due to this problem, the tourism sector typically hires workers for a set amount of time, leaving them unemployed during the off-season. Employee commitment and job security are impacted by this. As looking for work security is the main component of searching for a job (Khasawneh, 2013). It is necessary to guarantee the promotion of financial benefits for workers during the season so they can obtain a respectable sum and easily manage their expenses during the off-season or when they are unemployed. They will believe that they will work for the same company the following season if a set portion of their pay is placed into their savings account, which they can access during the off-season. This will also encourage them to work harder and more engagedly during the season in order to earn more money.

Remote Locations: The lack of qualified workers willing to work in far-off and remote areas is one of the biggest issues facing human resource managers in the travel and tourism

sector. Similar to history, adventure, or rural tourism, these destinations are far away and inconvenient, making qualified staff hesitant to settle there. In the tourism sector, finding talent is a major challenge (Parish, 2016). In these situations, hiring locals is necessary because they are familiar with the local way of life and culture and are suited to the climate. Additionally, they serve as a liaison between locals, visitors, and members of the tourism industry. They can also play a significant role in promoting historical tourism by showcasing the regional cuisine, events, and culture. Industry professionals can choose local employees based on their behavioral traits and provide them with additional training in knowledge and other skills necessary for the tourism sector. Additionally, this will partially meet CSR objectives and promote community development. Other Challenges India faces a number of strategic difficulties in addition to these functional ones. Sustainable tourist practices, stronger security measures, and better infrastructure are all necessary. Absence of Sufficient Infrastructure Stable tourist operations require a suitable infrastructure, which India lacks. This infrastructure should include adequate transportation, health, and other human resources, as well as stability and unbroken communication. The majority of tourist spots lack the amenities needed to provide comfort to visitors from other countries. An area-based planned development of infrastructure facilities is the solution to this. Both large tourism groups and the government should prioritize infrastructure related to roads, energy, internet, water, and hygiene. Companies and the government may collaborate to build the necessary infrastructure. The growth of

destinations depends heavily on transportation infrastructure (Khadaroo, & Seetanah, 2007). Security Concerns The Indian tourism sector has numerous security and safety-related issues. India is a risky tourist destination because its rates of terrorism, abuse, and thievery are comparatively greater than those of affluent nations. The government and its partners in the tourism sector are required to publish and enforce safety and security guidelines for both visitors and industry employees. This will make international visitors to India more inclined to go without hesitation. High levels of security along with well-maintained facilities will be shown to be the primary draw for tourists. Effective security measures are necessary for the growth of tourism (Mansfeld & Pizam, 2006). Prospects for Indian Tourism and Hospitality Due to the rising demand for travel-related services like heritage, cultural, and rural tourism, there are numerous prospects and chances for the Indian tourist and hospitality business. In the near future, industry professionals will need to take advantage of these opportunities and skillfully address those obstacles (Tiwari, 2012).

Information systems' function in tourism:

Information technology not only helps and supports the efficient operation of tourism-related businesses and activities, but it also lowers the time and expense involved in these endeavors. The growth of tourism and its connected industries is directly and closely tied to the advancements in information and communication technologies. Information systems are essential to the operation of industries such as transportation, airline, hotel, and tourism services including online booking

and travel agencies. It plays a significant part in the creation, management, and promotion of a tourism attraction. To guarantee the efficient operation of the travel and tourist industry, destination managers might benefit from the development of a destination management system. The marketing and promotion of tourism locations is another use for information systems. Additionally, it will assist in getting consumer feedback and managing complaints, which will encourage travelers to return and boost revenue. Below is a discussion of the role that information technology plays in several tourism-related businesses. Data and information, which together make up an information system, are essential to the functioning of corporate organizations in the context of globalization and rising competitiveness. Regardless of the type of organization or industry, information technology is a necessary instrument for management actions and decision-making. An extensive analysis of the literature on the use of information systems in managerial decision making made it abundantly evident how beneficial these systems are for raising the effectiveness and performance of various departments and activities that are connected by information systems and subsystems. When it comes to developing and implementing strategies, information technology plays a crucial part in strategic management. An information system is a collection of interconnected parts or subsystems that gather data from many sources and provide the processed data to decision makers via mechanical, automated, or manual methods. Management Information Systems (MIS) are information systems utilized by those in

managerial positions. At different levels, such as the operational level, there are numerous types of information systems.

Hospitality, Tourism, and Other Sectors:

Numerous industries, including horticulture, handicrafts, agriculture, construction, and even poultry, have benefited from the rise of the tourism sector. The government of India has also had a big influence on tourism by mandating that every state in the country have a company to handle tourist-related support matters. Across the globe, tourism has emerged as a significant societal phenomena. It is motivated by the innate need that all people have for novel experiences as well as the need to be informed and amused. Religious and commercial interests are also major drivers of tourism; the expansion of knowledge has stoked curiosity in the world's many regions. The innate human desire for fresh experiences and insights has grown, as technological advancements and communication hurdles are being surmounted. One of the main forces behind the expansion of India's services sector is the country's tourism and hospitality sectors. With an annual growth rate of 8.9%, the second-largest subsegment of the services sector—which includes trade, repair services, hotels, and restaurants—contributed almost US\$ 295.7 billion, or 19.2%, to the GDP in 2015–16. India has a lot of promise for tourism given its diverse ecosystem, rich cultural and historical legacy, varied topography, and abundance of stunning natural areas. In addition to being a substantial source of foreign cash for the nation, tourism has the potential to create a big number of jobs. In sub-segments such restaurants (10.49 million jobs), hotels (2.3 million jobs), and travel

agents/tour operators (0.66 million jobs), the industry is predicted to create 13.45 million employment. By offering hospitality education to students and certifying and updating the abilities of current service providers, the Ministry of Tourism intends to assist the industry in meeting the growing demand for competent and trained labor. India's ranking in the Tourism & Travel Competitive Index has improved by 13 spots, from 65th to 52nd.

Investing:

One of the top ten industries in India for foreign direct investment (FDI) is tourism and hospitality. Based on data supplied by the Department of Industrial Policy and Promotion (DIPP), the hotel and tourist sector garnered approximately US\$ 9.23 billion in foreign direct investment (FDI) between April 2000 and March 2016. Numerous businesses have made investments in the tourism and hospitality sectors as a result of the increase in foreign visitors and their realization of India's potential. The following are a few recent investments made in this industry:

- The US-based hotel chain Marriott International Inc. is currently seeking to grow its business in North India, including well-known Uttar Pradesh cities like Agra, Varanasi, and Kanpur. A joint venture between the German luxury hotel operator Steigenberger Hotels and the Delhi-based MBD Group, which operates the five-star Radisson Hotels in Noida and Ludhiana, aims to construct five luxury hotels and oversee an additional fifteen luxury hotels in India by 2030.
- By the end of FY 2017, there will be ten Keys Hotels in India, thanks to the introduction of three new hotels under the premium brand of

Berggruen Hotels in Vishakhapatnam, Calicut, and Jaipur.

The low-cost hotel and homestay aggregator Stayzilla has secured a Series C funding round of over US\$ 13 million from Matrix Partners and Nexus Ventures. The funds will be utilized to enhance the product, technology, and marketing strategies for its alternate stay business.

- Travel Tripper, a US-based hotel technology company, has expanded into the Indian market by establishing its second global delivery center outside of the US in Hyderabad. This facility will support the company's global operations by acting as a development and customer service hub.
- With an investment of Rs 300 crore (US\$ 44.47 million), Marriott International Incorporation, a major player in the global diversified hospitality industry, opened its first dual-branded hotel in India, named the Courtyard and Fairfield, in Bengaluru, Karnataka. This brings the total number of Marriott hotels in India to 31.
- Through its user-friendly booking platform, OYO Rooms, India's largest branded hotel network, has teamed with Indian Railway Catering and Tourism Corporation (IRCTC) to provide train riders standardized lodging alternatives.
- The largest travel website in China, Ctrip.com, has acquired convertible bonds for US\$ 180 million to acquire a portion of MakeMyTrip, the largest travel website in India. This acquisition enables Ctrip to extend its ownership of MakeMyTrip to 26.6%.
- To assist finance SAMHI's expansion goals, global investment banking giant Goldman Sachs has committed Rs 441 crore (US\$ 65.37

million) to purchase an ownership share in Gurgaon-based SAMHI Hotels, a hotel development and investment start-up.

- In an effort to increase inbound tour business, Fairfax-owned Thomas Cook purchased the Indian and Hong Kong operations of Swiss tour operator Kuoni Group for around Rs 535 crore (US\$ 79.31 million).
- To build its mid-market brands in India, US-based Vantage Hospitality Group and Miraya Hotel Management have entered into a franchise arrangement.
- Onyx Hospitality, a Thai company, and Kingsbridge India, a hotel asset management company, have formed a joint venture (JV) to establish seven hotels in the nation by 2018. The JV aims to raise \$100 million.
- To grow its hotel portfolio to 150 properties, ITC intends to invest over Rs 9,000 crore (US\$ 1.33 billion) over the course of the next three to four years. By 2018, ITC plans to open five more hotels: one each in Mahabalipuram, Kolkata, Ahmedabad, Hyderabad, and Colombo.
- Vatika Hotels has received a US\$37.8 million (Rs 255 crore) investment from Goldman Sachs, a global investment banking fund with its headquarters in New York.
- The Rs 630 crore (US\$ 93.4 million) fundraising round for Gurgaon-based OYO Rooms will be spearheaded by Japanese conglomerate SoftBank.
- For an undisclosed amount, MakeMyTrip will purchase the assets of the travel planning website Mygola, with the joint goal of revolutionizing the online travel industry.

State-sponsored Projects:

The Indian government has undertaken many measures to establish India as a worldwide tourist hub, having recognized the potential of the nation in this domain. The following are a few of the significant steps the Indian government has made to support the country's tourist and hospitality industries:

- In an effort to encourage more people to provide homestays for travelers, the Ministry of Tourism intends to update its regulations to remove the exemption of homestays from service tax and other commercial taxes and to move the licensing procedure online.
- ITC Ltd and Starwood properties & Resorts have extended their 40-year collaboration to manage 11 opulent properties throughout India. Three additional opulent hotels will be opened in Hyderabad, Ahmedabad, and Kolkata over the course of the following four years, bringing the total number of hotels to 15.
- The number of countries covered by the e-Tourist Visa (e-TV) program has increased to 150 with the addition of 37 new nations.
- In an effort to strengthen bilateral tourist collaboration, the Union Cabinet has approved the signing of a Memorandum of Understanding between the Ministries of Trade, Industry, and tourist of Colombia and India.
- With the goal of fostering bilateral travel between the two nations, the Central Government has approved the signing of a Memorandum of Understanding (MoU) between India and Cambodia for tourist cooperation.
- The Ministry of Tourism has approved projects related to Product/Infrastructure Development for Destinations and Circuits (PIDDC), Human Resource Development (HRD), Fairs and Festivals, and Rural Tourism totaling Rs 844.96 crore (US\$ 125.26 million)

for States and Union Territories to develop tourism destinations and circuits during FY 2014–15.

- The HRIDAY National Empowered Committee has approved the action plans for eight mission cities—Varanasi, Mathura, Ajmer, Dwaraka, Badami, Vellankini, Warangal, and Amaravati—for the Heritage City Development and Augmentation Yojana (HRIDAY), at an estimated total cost of Rs 431 crore (US\$ 63.89 million).
- Government of India plans to cover 150 countries under e-visa scheme by the end of the year besides opening an airport in the NCR region in order to ease the pressure on Delhi airport.
- Under „Project Mausam“ the Government of India has proposed to establish cross cultural linkages and to revive historic maritime cultural and economic ties with 39 Indian Ocean countries.

Problems Faced by The Tourism & Hospitality Industry In India:

Infrastructure Deficiency: One of the most critical issues is the inadequacy of infrastructure. Many tourist destinations lack proper roads, airports, and other basic amenities, making accessibility a major concern.

Quality of Services: Inconsistent service quality is a recurring problem. While some establishments uphold international standards, others struggle to meet even basic expectations. This inconsistency erodes the credibility of the industry.

Regulatory Hurdles: Cumbersome regulatory procedures and bureaucratic red tape hinder the development of tourism-related projects. Obtaining licenses, permits, and adhering to

various compliance standards can be time-consuming and complicated.

Lack of Skilled Manpower: The industry faces a shortage of skilled and trained personnel, particularly in areas like hotel management, tour guiding, and customer service. This leads to a gap in the delivery of high-quality services.

Security Concerns: Safety is a significant concern for both domestic and international tourists. Incidents of crime, especially against tourists, can have severe repercussions on the industry's reputation.

Environmental And Cultural Impacts:

Environmental Degradation: Irresponsible tourism practices can lead to environmental degradation. Improper waste disposal, damage to natural habitats, and over-exploitation of resources can harm ecosystems.

Cultural Insensitivity: Uncontrolled tourism can lead to cultural insensitivity and erosion of local traditions and customs. Over-commercialization can dilute the authentic experience that tourists seek.

Prospects Of The Tourism & Hospitality Industry In India:

Cultural Diversity and Heritage: India's rich cultural heritage, historical landmarks, and diverse traditions offer a unique and immersive experience for travelers. This cultural wealth serves as a significant draw for tourists.

Natural Beauty and Landscapes: India boasts a diverse landscape, ranging from the Himalayas in the north to coastal regions in the south. This diversity offers a wide array of experiences, from trekking in the mountains to relaxing on pristine beaches.

Emerging Trends: The emergence of niche tourism segments like wellness tourism, adventure tourism, and eco-tourism presents

new opportunities for growth and specialization within the industry.

Government Initiatives: The Indian government has launched initiatives like 'Incredible India' and various state-level programs to promote tourism. Additionally, policies aimed at easing regulations and attracting foreign investments are in place.

Technological Integration: The integration of technology, including online booking platforms, virtual tours, and augmented reality experiences, is enhancing the overall tourist experience and making it more accessible.

CONCLUSION

India's travel and tourism industry has huge growth potential. India fares much better as a business destination due to its economic growth. It still remains a highly price-competitive destination. The recent changes in its visa regime with the introduction of visa on arrival can lead to a great boost in the international arrivals. This sector has emerged as one of the key drivers of growth in India. The tourism industry in India is an important employment generator and an important source of foreign exchange for the country. It has a huge growth potential. India has great potential to benefit from the reforms and infrastructural growth initiatives undertaken by the new government. The major concerned areas like as health and hygiene, security and safety of tourists should be given more emphasis in the coming years. India is projected to be number one for growth in the wellness tourism sector in the next five years. There are large areas which need to be tapped from the tourist point of view. The growth and development of the tourism industry

should be made more and more environmental friendly. According to the World Travel and Tourism Council (WTTC), Indian tourism will be one of the most rapidly growing industries in the next few years. A growing recognition of tourism's contribution to employment and economic growth, the availability of better infrastructure, focused marketing and promotion efforts, liberalization of air transport, the growth of online travel portals, growing intra-regional cooperation and more effective PPPs are seen as key drivers for tourism in the next decade. The centrally funded scheme of Swadesh Darshan and PRASAD provide for introducing suitable Public Private Partnership (PPP) for improved sustainability of the projects. The Viability Gap Funding may be provided under the schemes in accordance with the relevant guidelines/instructions of the Government.

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