

# Developing India as major International Tourist Destination for Atmanirbhar Bharat through motivating people to participate in cleanliness drive

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## Abstract

Atmanirbhar, i.e. self-reliant, broadly means reducing the dependence of a nation and its citizens on imports such that the economy does not face Balance of Payments problem, particularly on current account. This can be done through growth of agricultural as well as manufacturing sector, leading to limiting the imports and giving boost to the exports from the country, and additionally, through development of services sector and export of services. Several countries have developed as international tourist destinations extremely well such that they earn billions of dollars through foreign tourists visiting these places. As a result, such countries have been able to generate substantial employment – direct as well as indirect – and have also been able to enhance national GDP greatly. One main consideration of international tourists is “cleanliness” of the tourist destination as well as the markets and other places in the concerned cities in the tourist destination countries. However, other factors like uniqueness of the tourist attraction, good hotels, food quality/variety, transportation system, people’s behavior, non-cheating attitude of the locals, etc. do play important role in attracting tourists. This paper presents some results of a field study on urban cleanliness carried out in Delhi NCR. It is concluded that ‘urban cleanliness’ is significantly important in attracting tourists – foreign as well as domestic ones – which would result in employment generation, GDP growth and foreign exchange earnings, which will make India self-reliant, i.e. Atmanirbhar.

**Keywords:** International tourist destinations, atmanirbhar bharat, cleanliness drive

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## 1. Introduction

The Govt. of India, under the visionary leadership of Hon'ble Prime Minister Shri Narendra Modi, has taken another initiative to make India as a self-reliant country through Atmanirbhar (self-reliant) *Bharat Abhiyaan* (campaign), which outlines five pillars of self-reliance: Economy, Infrastructure, System, Vibrant Demography and Demand. Self-reliance broadly means reducing the dependence of a nation and its citizens on imports such that the economy does not face the problem of debt trap or Balance of Payments, particularly on current account. This can be done through growth of agricultural, manufacturing and services sectors, leading to limiting the imports and giving boost to the exports of goods and services from the country. Over the past several decades, the importance of services sector has been increasing across the world due to the increasing contribution (63 %) of this sector in the world GDP. The services sector is the largest contributor to the GDP of USA with around 15.53 trillion USD. About 30 countries receive more than 80 percent of their GDP from services sector whereas this sector contributes only about 61.5 % to the GDP of India. It is noteworthy that the services sector is the leading sector in about 201 countries.

In some countries, one major source of foreign exchange earnings has been international tourism, i.e. the foreign tourist arrivals. Several countries have developed as important international tourist destinations in a significant manner such that they earn billions of dollars through international tourists visiting these countries. France, Italy, U.K. etc. have had major historical tourist attractions whereas Singapore, UAE etc. have developed several tourist attractions during the past some decades. Apart from foreign exchange earnings, such tourism contributes to substantial employment generation – direct as well as indirect – and contributes to the GDP growth of the economy through multiplier effect.

There is a vast variety of international tourists with varying purposes of their foreign travel e.g., seeing historical tourist attractions (heritage tourism), leisure, honeymoon, religion (or pilgrimage), medical, official work, conference participation, meeting relatives or friends, and so on. Tourists are usually in a spending mode as they need to pay for their hotel, food, transport, shopping, buying gifts or souvenirs for near and dear ones back home. Same holds true for domestic tourists as well, but to a lesser extent. In smaller countries, the international tourism can contribute more towards GDP as compared to domestic tourism, whereas in large countries with high population base, the domestic tourism constitutes high potential for generating income and employment for the local people. Countries like Egypt, India, Russia, Iraq, and

several European capitals are the top choices when it comes to heritage tourism. International tourists have large choice across the world and like to visit those tourist destinations which are more attractive and where the markets and cities are “clean”, although other factors like uniqueness of the tourist attraction, quality hotels, desired food availability, good transportation system, people’s behaviour, non-cheating by locals etc. do play important role in tourism destination decision.

## 2. Objective

The key objective of this paper is to analyse the tourists’ arrivals to major international tourist destinations and contribution of international tourism to employment generation and foreign exchange earnings in the top-ranking countries in such context. Further, the findings of a field study are presented to highlight the importance of “cleanliness” in international tourism. A model is proposed for Atmanirbhar Bharat through Motivating People to Participate in Cleanliness Drive.

## 3. Literature review

The importance of tourism to economic development is well known but opportunity cost could be environmental degradation as per finding of research study conducted in three economies of Southeast Asia, (Indonesia, Philippines & Vietnam). Results revealed adverse impact of tourism on the environment of two economies, Indonesia and Philippines in the mentioned area whereas quality of environment of Vietnam is positively influenced by tourism. Variation attributes to the prevalence of diverse policies of environment in the select three economies. (Ahmad et al., 2019).

There is positive impact of Clean India Campaign on tourist Inflow and revenue generation with tourist satisfaction based on hygiene and sanitation. However, finding of the study also reflects that inadequacy of campaign impacts negatively. Hence, active participation of government is very important with proper strategies and planning for sustainable growth of tourists in the city based on destination image. (Arrawatia et al., 2017). Cleanliness is the most significant aspect while selection of beach to be visited by foreign tourists according to the findings of a research study. Beach users prefer to visit clean beaches by spending even seven times higher than the average trip cost. Litter is considered as very important factor because footfall of high percent of foreign tourist could be reduced remarkably if density of litter is as high as 10 or more packets within a meter of beach. Resultantly, regional economy could

face economic loss as foreign tourists give more thrust on Cleanliness than domestic tourists. (Ballancea et al., 2020).

This paper empirically investigated the effect of tourism on long run growth of economy of Chile by applying test of co-integration and causality based on the data of variables, Gross Domestic Product, Expenditure on tourism and the Real exchange rate during the period of 1988 to 2008. As per findings, that there is positive long run mutual association with tourism and Gross Domestic Product and also with expenditure on tourism, however, tourism has unidirectional association with real exchange rate to real GDP (Brida et al., 2009). This paper attempted to measure the contribution of tourism to economic growth of Iran based on the GDP data for the period of 2005–2014. As per finding, highest contribution of tourism is reflected to the economic growth of the province of Khorasan Razvi with Gilan and Ardabil respectively (Habibi et al., 2018). The results of a research study on Saudi Arabia revealed that economic growth has positive association with revenue from tourism and expenditure on tourism. It is also reflected that the relationship between number of tourist arrival and economic growth is very strong than other mentioned variables. The data for the analysis has been used for the period of 1990 to 2018 (Jamey, 2020).

Researcher tried to explore competitiveness based on health and hygiene as one of the important aspects of the Competitiveness Index of the Tourism to select the tourist destination in Serbia. As per findings, sustainable development in respect to health care of tourist to avoid various diseases coupled with sanitation is significant factor to attract tourists and increase competitiveness. (Jovanović, S. et al., 2015). In Sri Lanka, there is positive relationship between tourism and employment creation in the short-run not long run as tourist arrival is not consistent but it is fluctuated as per finding of research study. Consequently, it may cause seasonal unemployment. Thus, it is imperative that national policies should be effective to maintain the prevailing good tourist growth, and also generate employment avenues by attracting foreign investment in the tourism sector (Kajenthini, 2019). This study investigated the positive and direct association of tourism with various parameters such as growth of economy, development in the energy sector, development of agriculture and elimination of poverty by using econometric techniques. The results revealed, because of 1 per cent growth in tourism, foreign direct investment increases by 3 per cent which is more than increase of 0.051 per cent of gross domestic product and 0.3 per cent of agriculture development whereas poverty reduces by 0.51 per cent in the long run. (Khan, A. et al., 2020). This study examined the effect of tourism on economic growth of Italy based on direct relationship between important parameters like economic growth, growth of tourist, revenue t from international tourism, and expendi-

ture on tourism sector to attract international tourist. As per findings, there is mutual direct relationship between economic growth and tourism growth and no direct association between arrivals of tourist and expenditure on tourism sector (Khan, 2020). This study examined the causal relationship between earning from tourism and economic growth of Jordan for the period of 1970-2009 by using basic statistics. It revealed that there is a long-run positive and direct association between tourism growth and economic growth. The results also reflected that tourism earnings positively influenced economic growth but economic growth does not influence tourism earnings. (Kreishan, 2010).

The research paper revealed that tourists always prefer to visit a destination based on a clean and protected environment which has good hygiene and sanitation to gain value of money without compromising their own health. Nowadays, tourists like to see destinations with natural beauty coupled with flora and faunas. Therefore, natural beauty should be conserve, it should not be destroyed. So future of tourism lies on those destinations which are based on natural beauty and clean environment. (Kumar, 2017). This paper explored the relationship between tourism and increase in employment in Mexico for the 32 states for the years of 1999-2014 based on cointegration panel and found that tourism has a direct impact on the increase of employment in the tourism sector. (Lopez, et al., 2019). This paper tried to assess the growth in Malaysia based on tourism for 12 different tourism markets. The result of test of cointegration revealed that economic growth of Malaysia is positively associated with tourism in all the 12 selected markets in long-run. It is also reflected that the positive association of tourism with economic growth is only valid for 8 markets out of sample of 12 markets. (Tang et al., 2013).

## 4. The Data

The secondary data for this study have been taken from various sources, but primarily from World Tourism Organization (WTO). The primary data for the study have been collected through a filed survey in Delhi NCR. However, due to Covid, there has been a ban on tourist visa for India as per the decision of Govt. of India, and thus the tourists have not been coming to India for the past about 21 months. This has caused limitation to data collection from foreign tourists as per the sample plan and hence to the statistical analysis. Thus, these findings are based on a very small sample of foreign tourists.

## 5. Analysis and Discussion

### 5.1 Tourist Arrivals: Country and Tourist Attraction

France attracts the highest number of tourists annually. About 90 million tourists visited France in 2019, followed by Spain which saw about 83 million tourists' arrivals in the same year (Table 1). The USA, China, Mexico, Thailand, Japan, Hong Kong, Malaysia and Canada are non-European countries among the top 20 Most Visited Destinations by international Tourist Arrivals in the year 2019. It is observed that among all these countries, the international tourist arrivals showed a growth in the range of 0.8 % to 1.2 % in 2019 over 2018, except in case of Turkey which showed 5 % growth rate in the corresponding time period.

**Table 1:** Most Visited Destinations by international Tourist Arrivals (2019)

Rank	Country	International Tourist Arrivals (in million)	Change (2019 over 2018)
1	France	89.4	+ 0.8 %
2	Spain	82.7	+ 1.2%
3	USA	79.6	+1 %
4	China	62.9	+ 1%
5	Italy	62.1	+ 1%
6	Turkey	45.7	+ 5%
7	Mexico	41.4	+ 1%
8	Germany	38.8	+ 2%
9	Thailand	38,2	+ 1.3%
10	UK	36.3	+ 1%
11	Japan	31.1	+ 0.8 %
12	Austria	30.8	+ 1.2%
13	Greece	30.1	+ 0.8 %
14	Hong Kong	29.2	+ 1.2%
15	Malaysia	25.8	+ 0.8 %
16	Russia	24.5	+ 1.2%
17	Portugal	22.8	+ 0.8 %
18	Canada	21.1	+ 1.2%
19	Poland	19.6	+ 0.8 %
20	Netherlands	19.0	+ 1.2%

Sources: <https://worldpopulationreview.com> & <https://www.worldatlas.com>

Among the tourist attractions, as per the United Nations World Tourism Organization (UNWTO) database, the Forbidden City in Beijing had the highest number of visitors in 2018, i.e. more than 17 million, followed by St.

Peter’s Basilica in Vatican City (11 mn), Palace of Versailles in France (8.1 mn) and Lincoln Memorial in Washington, D.C., Colosseum Forum-Palatine Hill Circuit in Rome, Parthenon in Athens, Taj Mahal in Agra, Eiffel Tower in Paris having visitors in the range of 7 mn to 8 mn as shown in Table 2. There were 24 tourist attractions which had more than 3 million visitors in 2018 or close by reporting year. Most of the tourist attractions are in the developed countries and have an entry fee of USD 10 to 30. The revenue receipts on account of sale of entry ticket for each tourist attraction is easy to calculate. The income and employment generation in the process of catering to the transportation, accommodation and food needs of the tourists as also the associated shopping by them amounts to billions of dollars.

**Table 2:** Visitors to Top Tourist Attractions in the World

Rank	Tourist Attraction Name	Country Flag & City	Visitors per year	Year
1	Forbidden City	 Beijing	17,000,000+	2018
2	St. Peter’s Basilica	 Vatican City	11,000,000	2018
3	Palace of Versailles	 Versailles	8,100,000	2018
4	Lincoln Memorial	 Washington, D.C.	7,804,683	2018
5	Colosseum Forum-Palatine Hill Circuit	 Rome	7,650,519	2018
6	Parthenon	 Athens	7,200,000	2016
7	Taj Mahal	 Agra	7,090,207	2018
8	Eiffel Tower	 Paris	7,000,000	2017
9	Cologne Cathedral	 Cologne	6,000,000	2018
10	Peterhof Palace	 Saint Petersburg	5,245,900	2016
11	Łazienki Palace	 Warsaw	4,966,858	2019
12	Vietnam Veterans Memorial	 Washington, D.C.	4,719,148	2018
13	World War II Memorial	 Washington, D.C.	4,652,865	2018

14	Independence National Historical Park	 Philadelphia	4,576,436	2018
15	Sagrada Família	 Barcelona	4,500,000	2018
16	Statue of Liberty National Monument	 New York City	4,335,431	2018
17	Teotihuacán	 Teotihuacán	4,070,000	2018
18	National Palace Museum[iii]	 Taipei	3,900,000	2018
19	Mysore Palace	 Mysore	3,861,162	2019
20	Tsarskoe Selo State Museum-Reserve	 Saint Petersburg	3,694,000	2016
21	Pompeii	 Naples	3,646,585	2018
22	Musée d'Orsay	 Paris	3,300,000	2018
23	Wilanów Palace	 Warsaw	3,115,797	2019
24	Schönbrunn Palace	 Vienna	3,050,000	2017

Source: UNWTO Database

## 5.2 International Tourism Receipts

World Economic Outlook (2020), published by the World Bank, provides International Tourism Receipts. For the top 20 countries these figures for the year 2019 are presented in Table 3. It is discernible that the USA had highest International Tourism Receipts at USD 264.58 billion, followed by Spain, France, Thailand, Germany, Italy, UK, Australia, Japan, China, Turkey and India which had such receipts in the range of about USD 30 bn to USD 82 bn. India ranks 12<sup>th</sup> in this list. In terms of growth rate, Japan had the highest five-year CAGR at 17 %, followed by Thailand (11.5 %), UAE (8.3 %), Mexico (8 %) and India (7.7 %). However, given the fact that India has much larger number of tourist attractions as compared to most of these higher slotted countries, it can be said that India has not exploited the full potential of International Tourism Receipts as yet and there is a lot more to be done in this direction in terms of all dimensions of policy and action plan.



**Table 3:** Top Countries in International Tourism Receipts (2019)

Rank	Country	Receipts (USD in bn)	Growth Rate YoY	5years CAGR
1	USA	264.58	+3.3 %	+2.3 %
2	Spain	81.37	+0.1 %	+2.6 %
3	France	72.89	-0.3 %	+1.6 %
4	Thailand	66.16	+1.4 %	+11.5 %
5	Germany	60.25	-0.0 %	+0.5 %
6	Italy	50.90	-1.4 %	+2.2 %
7	UK	49.58	+2.2 %	-0.8 %
8	Australia	48.09	+1.6 %	+6.1 %
9	Japan	45.52	+0.6 %	+17.0 %
10	China	40.74	+0.9 %	-1.6 %
11	Turkey	36.54	-1.6 %	-1.2 %
12	India	30.10	+3.3 %	+7.7 %
13	Netherlands	26.07	+0.9 %	+5.8 %
14	Austria	25.08	-1.3 %	+3.7 %
15	Mexico	24.38	+2.4 %	+8.0 %
16	Portugal	24.17	+0.3 %	+6.6 %
17	UAE	22.64	+5.8 %	+8.3 %
18	Canada	21.86	-0.5 %	+4.2 %
19	Malaysia	21.86	+0.4 %	-2.2 %
20	Greece	21.42	-0.8 %	+1.9 %

Source: World Economic Outlook (2020)

### 5.3 Employment Generation

Tourism generates substantial employment. Table 4 shows the top countries in international tourism employment generation as in 2019. It is discernible that Japan, USA and Philippines have over 5 million persons employed in the tourism related activities in each country. Further, the five-year CAGR is positive for all these 20 countries. India does not find a place in the top 20 despite having Taj Mahal, Khajuraho Temples, acoustic wonder of Golconda Fort etc. India has a very large number of major 'religion tourism' destinations. Most of these religious places are open for people of all faiths in India. But it is not publicised. There can be a strict code of conduct in religious places for the tourists belonging to other religions. People do not know if they can enter a temple, gurudwara, mosque, church, or monastery.

All such religious places should display “Entry Policy” and the “Guidelines” to be strictly followed by the visitors or worshipers, particularly from “other” faiths. There is high potential of enhancing the tourist inflow to India which can lead to substantial employment generation in the country. If both categories of tourists are taken together, the total tourist potential in India can be a very major source of employment generation and income growth by way of undertaking the processes of infrastructure development and, on a continuous basis, the employment and income generation through growth of hotel industry, restaurants, local transport operators, souvenir manufacturers, traders, retailers, and so on.

**Table 4:** Top Countries in International Tourism Employment (2019)

Rank	Country	Employees (No.)	Growth Rate YoY	5years CAGR
1	Japan	6,817,906	+2.2 %	+1.2 %
2	USA	5,953,593	+0.5 %	+1.3 %
3	Philippines	5,470,938	+1.8 %	+2.6 %
4	Spain	2,611,556	+0.3 %	+3.5 %
5	Mexico	2,352,253	+0.3 %	+1.5 %
6	Turkey	2,204,728	-0.8 %	+4.1 %
7	Germany	2,163,683	+2.9 %	+5.6 %
8	Egypt (for 2015)	1,992,665	+13.7 %	NA
9	Colombia	1,992,069	+0.9 %	+2.2 %
10	UK	1,558,789	+0.2 %	+1.7 %
11	France	1,386,088	+0.2 %	+1.8 %
12	Australia	657,996	+1.5 %	+2.7 %
13	Peru	633,631	+1.3 %	+3.6 %
14	Chile	606,594	+1.5 %	+2.4 %
15	Morocco	553,282	+0.6 %	+1.8 %
16	Russia	537,894	+1.3 %	+4.1 %
17	Netherlands	475,129	+0.2 %	+2.8 %
18	Kazakhstan	468,630	+1.1 %	+2.6 %
19	Hungary	435,296	+1.6 %	+3.4 %
20	Greece	384,224	+0.6 %	+3.7 %

Source: OECD Statistics

### 5.4 Tourism Potential of India

As compared to most other countries, India has many remarkable and well-known historical tourist attractions in different parts of the country viz., Taj Mahal, Qutab Minar, Khajuraho Temples, Golconda Fort, Mysuru Palace, Meenakshi Temple, Hawa Mahal etc. to name a few. India’s only two tourist attractions viz., Taj Mahal and Mysore Palace find a place in the top tourist attractions in the world measured by the annual inflow of visitors. Exhibit 1 shows the most visited monuments in India in 2018.

Monumental tourist attractions can be developed through private or government initiative. Some of the post-independence major tourist attractions developed in India are: Bahá’ís Lotus Temple in Delhi built by Bahá’í faith organization, Rock Garden in Chandigarh developed by



**Figure 1: The Most Visited Monuments in India**

Source: <https://www.statista.com>

Mr. Nek Chand, Isha Foundation's Baba Sadhguru Ashram with world's largest bust sculpture (112 feet high) showing the face of Adiyogi which was completed in 2018 in a record time of 2.5 years, and world's tallest (597 feet or 182 metres) **Statue of Unity** in Kevadia (Gujarat) – a colossal statue of Indian statesman and independence leader Sardar Vallabhbhai Patel.

### 5.5 Urban Cleanliness and Tourism

Foreign tourists cannot see all tourist attractions in one visit to a large country like USA, China, India, Australia etc. Thus, they may like to come again to see the remaining places in different parts of the country. But that may largely depend on the golly of their first experience. Our survey of limited foreign tourists has revealed the importance of cleanliness around the places of tourist attraction and in the cities, markets etc. Some adversely affecting factors to the foreign tourists in any country have been reported to be nagging baggers, touts, cheating behaviour of transporters etc. India is a vast country with uncountable number of tourist attractions which foreign tourists would like to visit in subsequent visits to India. However, given the vast choice of travelling to other hitherto unvisited countries, a repeat visit to India would take precedence only if the cleanliness and other factors are favourable to them.

Foreign tourists, particularly from the developed countries, are considered to be major spenders as compared to tourists from the developing countries. Cleanliness around the places of tourist attractions and in the cities can significantly contribute to the inflow of tourists, particularly from the developed countries who are generally big spenders in view of their income levels vis-à-vis the currency conversion rates and the prices of goods in India. Expectations of domestic tourists and from other developing countries are not too high in terms of cleanliness, but their numbers would be very large and thus will significantly contribute to employment and income generation (Exhibit 2). Keeping in view the importance and potential of the tourism sector, it is important that high emphasis is laid on cleanliness programs with utmost sincerity. With the analysis of linkages between factors influencing high foreign tourist inflow and its impact on the economy, we have developed the Linkage Model of Urban Cleanliness, Foreign Tourist Inflow, Strong Economy and Atmanirbhar Bharat. This model is presented in Exhibit 3. Achievement of self-reliance India (Atmanirbhar Bharat) through cleanliness drive requires people's sincere participation. People of India need to shun their habit of uncleanness like littering, spitting etc. and the Municipalities need to play their role in keeping urban areas totally clean.



Figure 2: Impact of Urban Cleanliness

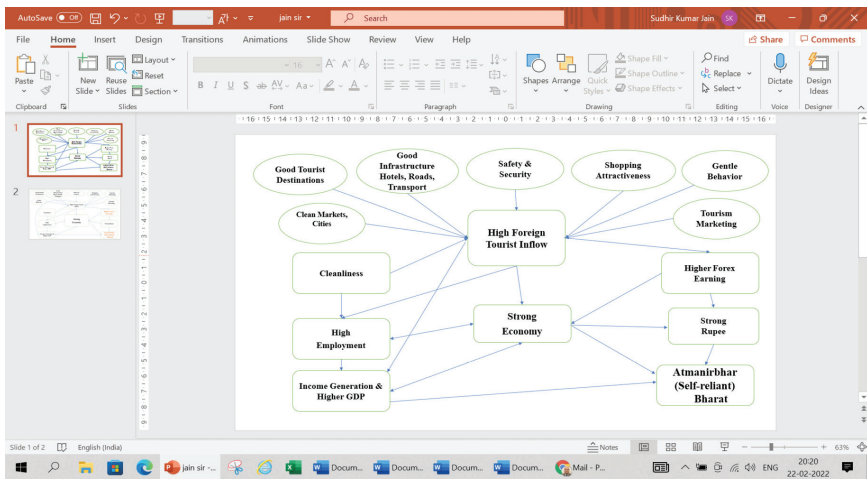


Figure 3: Linkage Model of Urban Cleanliness, Foreign Tourist Inflow & Atmanirbhar Bharat

5.6 People’s Participation in Atmanirbhar Bharat

All people in the country want the Government to provide them employment, good salaries, cheaper goods, inflation-free economy without paying taxes. Government employees and Inspectors do not realise that their positive and non-tail-twisting attitude towards entrepreneurs can immensely contribute to job creation in the economy, which would ultimately get good salary jobs to their children. Citizens do not realise that their participation in cleanliness drive, non-cheating attitude, non-inflicting sexual and other crimes on the tourists will lead to substantially higher tourist inflow which will generate jobs for their next generation/s.

## 6. Conclusion

The positive spillover of total cleanliness on the economy can be enormous. Apart from the good feeling of living in a clean environment, cleanliness attracts more International as well as domestic tourists. As the basic needs of India's population can be met by even working of one-third population, the economy can grow and rest of the people can get employment in the services sector, the potential of which is unlimited. Tourism, Personal Services (including elderly care and day care centres for the children and the aged), beauty parlours and the cleanliness operations have tremendous scope of generating employment and income. Clean places, particularly the urban areas, would attract many tourists whose spending becomes income for the local people through increased business opportunities, which also leads to substantial employment generation.

As businesses increase production and new businesses grow, it would generate additional employment. The newly employed would and some income, consumption and savings, which would lead to investment and tax revenues for the government. Thus, in this way, there will be a multiplier effect of income and employment, resulting in rapid growth of GDP. This cycle would continue forever and would alleviate the problem of poverty and unemployment. Further, the foreign tourists would need to exchange their foreign currencies which will add to increase in foreign exchange earnings for the country, and strengthen India's foreign reserves, leading to strengthen rupee's international value. Thus, it can be concluded that 'urban cleanliness' is significantly important in attracting tourists – foreign as well as domestic ones – which would result in employment generation, GDP growth and foreign exchange earnings, which will make India self-reliant, i.e. Atmanirbhar.

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