

POTENTIAL APPRAISAL OF HARYANA TOURISM

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IntroductionGlobal Scenario of Tourism Industry

Tourism is an important sector of the economy in many countries. Income and employment effects from the economic impact of tourism are significant and policies that promote and sustain tourism development play an essential role in delivering these economic benefits. The sector receives a lot of attention from policy makers and the public, which has increased the requirement for evidence to inform policy development. In a complex policy- making context, gathering evidence and attributing impacts to policy interventions is especially difficult. Tourism has complex linkages with other sectors in the economy which creates challenges in defining and measuring the impact of tourism. Evaluation has developed different approaches, tools and techniques to address this with varying degrees of success and acceptance. Furthermore, evaluation has been recognized as essential for policy-making but the history of evaluation is characterized by many technical, often uncoordinated and fragmented studies conducted in different ways in different countries. Some standardization in evaluation approach and methods has occurred, however the findings often do not command the required attention to improve policies. As a consequence of the difficulties in evaluating the economic impacts from tourism, the economic importance of tourism has been underestimated consistently in most countries. In some, the cultural perspectives have also limited the role of evaluation with topics such as competition and impacts being seen predominantly a local consideration. Tourism generates benefits and value in many ways across a range of activities in local and national economies. The strong cross-sector linkages require tourism contributions to be seen within a comprehensive policy framework and an overall economic development strategy. Providing evidence of these contributions from the evaluation of tourism policies is essential. Recognition of the need for tourism evaluation has become more prominent in recent years and it has been a regular agenda topic for the OECD Tourism Committee. This committee has been active in generating evidence and debate on evaluation. A survey of member country representatives identified which tourism policies and programmes have been evaluated. Survey responses were received from twenty countries: Australia, Austria, Belgium (Flanders region), Canada, Czech Republic, Denmark, Germany, Greece, Hungary, Israel, Japan, Korea, Mexico, Netherlands, New Zealand, Poland, Portugal, Slovak Republic, Switzerland, and the United States. According to the UN World Tourism Organization (UNWTO) Highlights (2015), despite occasional shocks, worldwide international tourist arrivals have shown virtually uninterrupted growth from 25 million in 1950 to 278 million in 1980 to 528 million in 1995, breached 1 billion mark (at 1,035 million) for the first time in history in 2012 and reached 1,133 million in 2014. This is supplemented with an estimate of 5 to 6 billion domestic tourism, making tourism a phenomenal economic activity.

According to the UNWTO-World Tourism Barometer (Volume 12, December 2014), 978 million international overnight tourist visits were made between January and October 2014. This number is 45 million more than that in the same period of 2013.

Indian Scenario of Tourism Industry

In India, tourism is seeing a remarkable growth in the recent months with the Narendra Modi led new government's pro-tourism agenda which identifies tourism as a key sector among others in its ambitious "Make in India " campaign. One of the major recent initiatives taken by the government to give a boost to the tourism sector is the launch of visa-on-arrival at nine major airports in the country. While earlier visa-on-arrival was offered to tourists from only 12 countries but now the facility has been extended for tourists from more than 77 countries and the government's goal is to hit 150 countries by next year. Another initiative is the release of a fresh category of visa called medical visa or M-visa, in order to encourage medical tourism in India. 1.15. Tourism contributes

6.8 per cent to the country's GDP and 10.2 per cent to its employment (including both direct and indirect effects). It is the third largest foreign exchange earner for the country, after gems and jewelry and readymade garments. India's foreign exchange earnings from tourism stood at US\$ 18.1 billion in 2013, growing by 2.2 per cent over previous year. India is the 16th most visited country in the world and has a share of 1.56percent in the world's total tourism receipts.

Tourism Scenario of Haryana

'DharmoRakhastiRakshita' - Dharma protects who protects Dharma. This axiom applies to Mother Nature as well. Where would humans unwind if nature winds up its vistas! This innate concern of the Haryana Government for the nature and environment gave birth to the concept of eco-Tourism in Haryana. Haryana has some famous temples and gurudwaras. Sheetala Devi temple is a famous Hindu temple in Gurgaon to cure smallpox. Sita Mai temple in sitamai village of Karnal is where goddess Sita went inside earth. Jayanti Devi temple in Jind built by Pandavas is for goddess of victory Jayanti Devi. Jind is a place of "sitaswayamvar". Jind is one of the first sikhkingdoms. Dhamtan Sahib gurudwara in Narwana tehsil of Jindand Narwana-Tohana road is a famous site. Dhamtan Sahib was anciently known as Dharmsthan, meaning religious place. Rishi ValmikiAshram is in Dharmasthala. It is the place for Lord Rama Ashvamedha Yagya. Manji Sahib gurdwara in Jind is Guru Tegh Bahadur home. Haryana tourism is promoted as highway tourism, Kingfisher, Oasis complex, Dabchick hodal tourist resort, Ethnic India and Magpie are popular highway destinations. Haryana tourism encouragesMeetings, Incentives, Conferences & Exhibitions. There are convention centers e.g. Rajhans, Red Bishop, Tilyar etc. Golf tourism is quite popular in Haryana e.g. a few popular golf courses are Aravalli, DLF, Manesar, Panchkula etc.

Tourism is basically what the tourist and the agency involved in meeting the needs of the tourist do, it is therefore a mix of activities of the tourist and that of those who cater to the needs of the tourist. These movements influence and get influenced by many factors like economic, social, historical, political, national and international and present factors. Developing countries are competing with each other to entice internationaltourists along with promoting domestic tourism. Tourism in India is a fast growing industry and the country is taking various measures to exploit it fully.

The earliest definition of tourism was made by Ogilvie in 1933 "the act of leaving one's home or country, with an intention of returning after a limited space of time. "Tourism is all about visiting different places based on our interest for entertainment, vacation, utilizing the spare time or for dealing with some business purposes. The World Tourism Organization defines tourists as people traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

Tourism has turned out to be a well-liked and accepted overall leisure time activity. In the year 2011, it's surveyed to have 983 million international tourist arrivals worldwide, rapidly increasing with a growth of 4.6percent comparative to 940 million in 20102. International tourism receipts are expenses by means of international inbound visitors along with payments to national delivery services for international transport grew up to US\$1.03 trillion (€740 billion) in 2011, with respect to an increase in real terms of 3.8percent from 2010. In 2011, international travel insisted on continued recovery from the losses resulting from the late-2000s recession, where the tourism department bore a delay from the second half of 2008 through the end of 2009. After a 5 percent growth in the first half of 2008, growth in international tourist onset was pushed into negative areas in the second half of 2008, and finished up with only 2percent for the year, when compared to a 7percent increase in 2007. The negative trend became more immense during 2009, and made worse in some countries due to the outburst of the H1N1 influenza virus, consequentially there was worldwide decline of 4.2percent in 2009 to 880 million international tourists' arrivals, and a 5.7percent decrease in international tourism receipts.

Tourism is a major engine of economic growth and a catalyst for employment generation and is projected to grow even faster in the 21st Century. Haryana has immense possibilities of growth in the Tourism sector with its varied attractions. The State aims at harnessing the direct and multiplier

effects of tourism in employment generation, poverty alleviation and women empowerment in an environmentally sustainable manner. The State proposes to reposition itself as the most preferred destination by maximizing productivity of Haryana's natural, human, cultural and technical resources. The effort would be to promote untapped areas of Heritage, Adventure, Eco, Medical & Farm/Rural Tourism in order to promote large scale employment opportunities while protecting environment and heritage. The effort is being made to create a congenial environment for private sector investment in the tourism sector.

The potential appraisal refers to the appraisal i.e. identification of the hidden talents and skills of a person. The person might or might not be aware of them. Potential appraisal is a future – oriented appraisal whose main objective is to identify and evaluate the potential of the employees to assume higher positions and responsibilities in the organizational hierarchy. The purposes of a potential review are: to inform employees of their future prospects; to enable the organization to draft a management succession programme; to update training and recruitment activities; to advise employees about the work to be done to enhance their career.

Review of literature

This chapter reviews the relevant literature for evaluating tourism resources for tourism development, the concept of tourism potential, tourism resource classification, tourism resource inventories, together with techniques and criteria used for assessment. Although tourism potential is widely used in the tourism domain, it can sometimes create misconceptions about prospective regional capabilities, which may have a slightly narrower domain (Abdulla and Soumen, 2012). Research indicates that “potential” may be replaced by the term “attractiveness” which clearly refers to the relationship between supply and demand (Formica, 2000). Despite the similarities between the two concepts, some authors prefer to use attractiveness because it entails a more comprehensive relationship between supply and demand, focusing on the dependency between existing and potential elements and tourism demand, acting directly on tourist arrivals, and ensuring the success of a tourist destination (Iațu and Bulai, 2011), whereas the concept of tourism potential concentrates on the presence of tourism resources, which include natural, human, and infrastructure components. Both concepts, however, are important because "they directly put their mark on how actors act in tourism" (Gârbea, 2014: 85). The term ‘tourism potential’ will be used throughout this thesis, because tourism resources in the case study area need to be enhanced, promoted, and effectively managed in order to create demand. Evaluating tourism resources which are deemed requisite for tourism supply (based on specific criteria) will be the main focus. In general, tourism potential can be defined as the natural, man-made, cultural, historical, economic, and social components which represent the potential tourist supply of a given territory. These factors, together with technical facilities and basic and tourism infrastructure, constitute the foundation of tourist attraction for a given territory and helps to deem the destination as either suitable or unsuitable for visiting and receiving visitors (Barbu, 2014; Dincu, 2015). The ability of a region to attract tourists relies on several factors, the most important of which is that it must have some kind of attraction. This is strongly linked to the availability of tourism resources in an area and their ability to attract tourists, in addition to a location which is close to other centers which has great tourism demand. Nevertheless, the presence of resources alone is not sufficient to prove that a place/region has tourism potential. Accessible and suitable infrastructure, facilities, and services must also be present. First and foremost, however, is the idea that sufficient tourism potential exists; once this has been determined, it is possible to develop required services and facilities to develop a tourism destination (Bowtell, 2015). Evaluating Tourism Potential Edward and George (2008) provide two approaches for evaluating potentials:

- 1) study the potential for tourism activities; and
- 2) explore tourist preferences and perceptions of a destination’s attractiveness.

Determining destination potentials can be accomplished by inventorying and summarizing indicators which represent tourism resources and infrastructures (Jannin and Camalig, 2014; Asmelash, 2015; Atuk, 2014) Numerous criteria and indicators have been used to evaluate tourism

resources (for example, accessibility; health facilities; roads; education, infrastructure, entertainment facilities; political stability; admission; popularity; importance; seasonality; diversity) according to the type of tourism being examined. Varying techniques are applied as strategic tools to support the decision-making process, such as GIS, multi-criteria analysis techniques, and multi-criteria decision methods (Marzuki et al., 2011; Priskin, 2001; Alaeddinoglu and Can, 2011; Gadakh et al., 2015; Panbamrungkij, 2012; Ashouri and Faryadih, 2010; Abdulla and Soumen, 2012). Alternative evaluation methods are based on fieldwork, for example interviews and group discussions (Asmelash, 2015; Puşcaşu, 2015; Abellán and González, 2010). This case study is primarily based on fieldwork (primary source of data is stakeholder interviews) to identify and classify the main tourism resources. Stakeholder interviews assisted to identify potential tourism segments and destinations, and the extent to which they are suitable for development as a tourism product. Results are based on evaluation criteria and mapping. Potential appraisal affected the tourism industry-employment in tourism industries. According to TSA: RMF-2008, seasonality, high variability in the working conditions, flexibility and the informality of jobs in several small units are the major challenges in collecting data on employment in tourism industries. Further, labor is a factor of production and is generally associated with an establishment in which, usually, various products are produced. Therefore, relating employment to a specific product or group of products of a given establishment is a complex issue in measuring tourism direct employment. While labor can be associated with the total output of an establishment, it cannot be assigned to any particular product without the use of specific assumptions and modeling procedures.

For this reason, tourism employment, referring to the employment strictly related to the goods and services (tourism characteristic, tourism connected and other) acquired by visitors and produced by either tourism industries or other industries cannot be directly observed. Its measurement would require techniques that go beyond the present recommendations. As a result, the recommendations in the TSA:RMF 2008 are restricted to employment in the tourism industries. Consequently, the measures proposed refer to the restrictive quantification of employment according to its statistical meaning (since not all volume of employment found in a given industry corresponds to tourism consumption) and coverage (since there are different levels of employment in other industries that partly correspond to tourism consumption).

Research Gap

After reviewing the literature, the Research scholar has found that adequate research has not been done in the field of Potential Appraisal of Tourism and there is scope of development of tourism in different tourist locations of Haryana specially on the Delhi Chandigarh Highway.

The study of potential tourism is not conducted in the state which gives the researcher an opportunity to analyze and suggest various aspects of Tourism Development in Haryana.

That is why the title “POTENTIAL APPRAISAL OF HARYANA TOURISM” has been selected.

Objectives

The following sets of objectives are derived from the above stated Title:

To take action, the area plan comprises most potential existing tourist sites in the state and provides proposals and policies for their overall development and Identification of more potential destinations based on ground survey.

- To identify existing Tourism, its profiles and patterns in select destinations of Haryana.
- To study the role of Haryana Tourism in potential appraisal of its Tourist destinations.
- To suggest a policy framework for enhancement of Haryana Tourism as a tourist destination to take advantage of the global travel trade and to develop the untapped potential of Haryana.

Hypothesis

H₀: A good research on Potential Appraisal has been conducted by Haryana Tourism.

H₁: Infrastructure does not have a positive impact on tourism.

This research Paper discusses existing and potential tourism resources in Haryana. The potential of a number of tourism resources using specific criteria, and classifies them into three tourism segments; cultural heritage, nature-based, and agri-tourism. This research paper highlights major

weaknesses and threats facing tourism development, and provides suggestions and alternatives to address these problems.

Biodiversity rich areas are being rapidly opened for eco-tourism. In the absence of coherent policy, regulation and guidelines, the current form of ecotourism has impacted biodiversity, lives and governance systems of communities. This has resulted in loss of rights and benefits arising from use of biological resources to communities and also other developments in different sectors like social, economic, infrastructural etc. also hampered.

Plan of work & methodology

Countries recognize the importance of allocating adequate resources to conduct evaluation of policies and programmes however there is evidence of increasing competition between policy areas for resources. Many countries are not in a position to set aside independent evaluation budgets for their policies and programmes.

Countries identify a range of important factors in preparing for evaluation, such as targets being set and measured, stakeholders being involved in planning, and committing resources. This together with the other survey responses point to the need for policy planning to:

- ensure that the policy objectives are set and measured according to a defined evaluation structure;
- ensure that all stakeholders take ownership of the policy objectives and resultant targets, namely that they accept a shared view of what success will look like and how details such as measures, targets and indicators can be developed; and define the scope of the evaluation, namely to decide the timing and level of resources to be allocated.

SCOPE OF STUDY

- Potential appraisal will boost the scope for future development of Tourism in Haryana which has a lot of potential.
- Further research can be conducted to develop tourism across the region.

Techniques of potential appraisal:

- Self – appraisals
- Peer appraisals
- Superior appraisals.
- Psychological and psychometric tests

Management games like role playing Leadership exercises etc.

Potential appraisal helps to identify what can happen in future so that it can be guided and directed towards the achievement of individual and organizational growth and goals.

The following are some of the requirements and steps to be followed when introducing a potential appraisal system:

Role Description:

A good potential appraisal system would be based on clarity of roles and functions associated with the different roles in an organization. This requires extensive job descriptions to be made available for each job. These job descriptions should spell out the various functions involved in performing the job.

Qualities Required:

Besides job descriptions, it is necessary to have a detailed list of qualities required to perform each of these functions. These qualities may be broadly divided into four categories -

- (1) Technical knowledge and skills.
- (2) Managerial capabilities and qualities.
- (3) Behavioral capabilities.
- (4) Conceptual capabilities.

Indicators of Qualities:

A good potential appraisal system besides listing down the functions and qualities would also have various mechanisms for judging these qualities in a given individual. Some of the mechanisms for judging these qualities are

- (a) Rating by others,

- (b) Psychological tests,
- (c) Simulation games and exercises.

Organizing the System:

Once the functions, the qualities required to perform these functions, indicators of these qualities, and mechanisms for generating these indicators are clear, the organisation is in a sound position to establish and operate the potential appraisal system. Such establishment requires clarity in organizational policies and systematization of its efforts.

Feedback:

If the organization believes in the development of human resources it should attempt to generate a climate of openness. Such a climate is required for helping the employees to understand their strengths and weaknesses and to create opportunities for development. A good potential appraisal system should provide an opportunity for every employee to know the results of assessment. He should be helped to understand the qualities actually required for performing the role for which he thinks he has the potential, the mechanisms used by the organization to appraise his potential, and the results of such an appraisal.

A good potential appraisal system provides opportunities continuously for the employee to know his strengths and weaknesses. These are done through periodic counseling and guidance sessions by either the personnel department or the managers concerned. This should enable the employee to develop realistic self-perceptions and plan his own career and development.

Research Methodology

Qualitative Research versus Quantitative Research

There are two discrete methods used in the field of Social Science; qualitative and quantitative. On occasion, a combination of the two, or mixed methodology, is used. After consideration of the nature of the research problem and the research questions, it was decided to use mixed methodology. Qualitative methodology was used to design and write the research program, while data was extracted from maps of the case study area using quantitative methodology.

The quantitative research method uses standardized procedures suitable for large samples and is meant to measure social phenomena using numerical or statistical data.

Selection of research methodology depends on the nature of the research problem and research questions to be examined. For exploratory research, such as this case study, a qualitative content analysis method appears to be the most appropriate choice for research design (Mayring, 2014).

Facilities available at the place of work

1. To ensure safety & security of tourists and efficient facilitation services.
2. To introduce regulatory measures to ensure social, cultural and environmental activities.
3. To ensure involvement of the local community so that the benefits accrue to them in the form of employment generation.
4. To concentrate on development basis infrastructure by coordinating with all line departments.
5. To develop and promote souvenir handicrafts.
6. To identify heritage buildings and to develop them in public/ private partnership. It is proposed to involve the business houses for development of heritage buildings.
7. To set up Tourist Reception Centers for the convenience of tourists and compilation of data by the Department of Tourism.
8. Radio taxis would be introduced.
9. Efforts will be made to adopt the technological advances in the tourism sector.
10. To provide better facilities to tourists and to market the tourism product, to the benefit of all concerned.
11. Information technology shall be given pride of place in the efforts to promote Indian tourism.
12. Every endeavor in this regard would increasingly rely on optimizing the use of e-commerce/m-commerce, use of the internet for dissemination of tourism related information.

13. Increasing use of portals as gateway to accessibility to tourism information, development of Handy Audio Reach Kit (HARK) Tourist Guidance System at important monuments and heritage sites, networking, setting of tourist information Kiosks,
14. Encouragement to information technology and eco-friendly practices by the private industries and above all keeping abreast with the global technologies for promoting and facilitating tourism.
15. Online booking for private sector and HTC resorts.
16. Tapping on non-conventional sources of energy and institution of awards for best eco-friendly hotel/resort.

Tourism Resource Classification

Tourism as an activity which involves three major elements: service seekers (tourists), service providers, and a place. Service seekers are the main players in the tourism system and their needs and desires must be taken into account. The target market, who would be interested in consuming the specific tourism product under offer, must be identified. Service providers seek to meet the needs of the visitors. Place is a very important element for determining the scope of tourism in any region (Suryawanshi, 2014). Tourism does not occur randomly, and success varies from one region to another, depending on tourism potential to attract visitors. Thus, any tourism activity in a region cannot begin unless its potential is identified, categorized, assessed, and realized (Formica and Uysal, 2006). It must be understood that basic tourism resources, which are required for a specific tourist attraction, differ substantially from one area to another (Jannin and Camalig, 2014). Furthermore, tourism studies also vary as to how they classify tourism resources and tourist attractions. Kusen (2010) states that all tourism resources are not tourist attractions, but all tourist attractions are tourism resources, because 'tourism resource' is a synonymous term for 'potential tourist attraction' (which may be significantly unknown, unevaluated, or unprotected). It will not become real unless or until it can provide general accessibility for visitors. On the other hand, the term 'tourist attraction' refers to real tourist attractions which already exist in the market and are promoted. Bulai and Cehan (2015) disagree with the former definitions; they believe that 'tourism resources' has the same meaning as 'tourist attractions', and that both refer to places which are suitable for visitation, and can be exploited by tourist activities as raw material. A variety of different models for classifying tourism resources have been proposed. Lew (1987) discusses three major typology approaches for the classification of tourism attractions: ideographic, the organizational approach, and the cognitive perspective.

1) Ideographic describes the concrete uniqueness of a site, rather than focusing on universal features. Typologies are identified individually by name, with which each group comprised of similar attraction types. Three tourist attraction categories are identified by this approach: nature, nature-human interface, and human.

2) The organizational approach does not examine attractions themselves but focuses on three categories: spatial features, capacity features, and temporal nature.

3) Cognitive perspective is based on tourist perceptions and experiences related to those attractions. Lew's (1987) classification of tourist attractions does not only include landscapes, historic sites and amusement parks; it also encompasses services and facilities which fulfill the needs of visitors, but which are not necessarily the attractions tourists have come to see. Jansen-Verbeke (1986), however, classifies such facilities as secondary elements of tourist attractions; although they contribute significantly to the attractiveness of a place, they only support the primary elements. Her classification falls into two groups; leisure settings, such as physical setting and social/ cultural characteristics (for example, natural and cultural elements); and activity settings, (for example, events, cultural and entertainment facilities).

Limitations and alternative plan of the study

Tourism development requires a variety of information about potential tourism resources which will assist developers and decision-makers. Once a place/area of tourist interest has been identified, it is essential to inventory and classify existing and potential tourism resources. Inventorying tourism resources is the first step which should be taken when evaluating tourism

potential. It includes information about natural and cultural resources, together with tourism services and facilities (Lickorish and Jenkins, 2007; Boniface et al., 2016; Gunn, 2002).

General inventories of tourism resources which can be used for baseline data to assess tourism potential in general have been developed. Jannin and Camalig (2014) use a qualitative method to inventory existing and potential tourism resources as baseline data to promote Cavite, in the Philippines. They list 159 existing and 24 potential tourism resources, 25 of which were natural resources (14 existing and 11 potential); 52 were cultural resources (48 existing and 4 potential), and 82 were man-made (73 existing and 9 potential). López et al. (2015) have conducted an inventory of tourism resources for the Zona Altiplano in San Luis Potosi, Mexico. It is based on governmental reports, institutional information, their own fieldwork, and interviews with area residents. There are 270 tourist attractions within 15 municipalities; 86 natural and 184 socio-cultural tourism resources. Outputs included mapping and a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis to describe the potential for tourism development. Aynalem et al. (2015) use a mixed research approach, including questionnaires, interviews, and field observation together with a descriptive research design to conceptualize, and assess the study. The identification and evaluation of tourism competitiveness factors is a pretty common research problem of many scientific studies and articles dedicated to tourism economics. The following authors contributed to the analysis of tourism sector and tourist

Plan of work

The authors of the study propose that the evaluation of tourism sector (tourist destination) competitiveness factors is a complex process of systematic indicator analysis. Various factors have been considered in the analysis of tourism sector competitiveness.

They include: indirect factors (general environment) and direct factors (tourism environment), as well as different indicators to those factors, which can be measured mathematically. The analysis of competitiveness factors and evaluation of their impact is the first step to the creation of rational and competitive tourism development strategy

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