

A Due Diligence Study on the Behaviour of Tourists and Its Impact in Tourism Based on Indian Perspective

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ABSTRACT: Tourism concerns two activities that include both influencing and being influenced by variables: tourist behaviour. Both internal and external variables might have an impact. Internal elements, including traveller traits and marketing tactics. In the meanwhile, the environment outside of management may be an external element. High-quality settings are necessary to guarantee the success and sustainability of tourism destinations. Furthermore, there wouldn't be any tourism-related activities if the surroundings weren't appealing. However, humans create and incorporate a wide range of patterns and types of environmental changes, and the environment may help individuals feel less stressed. From the literature reviews, it is identified that there are several studies carried out on the tourism. This study addresses the gap in how the tourist behaviours and mood swings affect the tourism business. Is there any significance between domestic and foreign tourists? There any significance between male and female tourist behaviour? Is there any significance between gender and country of tourist? This paper focuses on these aspects. A pilot study was organised transversely in different states of tourist spots in India using a structured questionnaire across 400 participants. A simple random sampling method has been used to ensure unbiased results during data interpretation. Out of 200 participants, 374 responded. The primary data were collected, and simple percentage analysis, factual analysis, and chi-square tests were carried out to provide more insights to address the research gap and study objectives. The results revealed that there is a significant difference between gender and country of tourist.

Key Words: Tourism, Behaviour, Travel and Business

1. INTRODUCTION

Through heritage tourism, many developing nations want to use cultural heritage assets as resources for socioeconomic development. When historical tourism is practiced in a rural location, it is necessary to solve the following difficulties in order to create connections between the tourism industry and the local economy: the dominance of urban actors, leakages, and a lack of trained human resources, money, and credit. Another study uses Borobudur in Central Java, Indonesia, as a case study to investigate how heritage tourism

affects rural lives. Additionally, it suggests that one strategy for improving ties to tourism is to promote rural industries (Kausar, D. R., & Nishikawa, Y., 2010).

As a way of knowing, heritage ecology is suggested as a school of thinking that incorporates multidisciplinary and multi-code study. It is also strongly influenced by beliefs about our built environment, our fate, and how to go along the sustainable development route. The holy landscapes of mystic-religious locations, constructed buildings, historical monuments, the alleged natural landscapes and situations, and intangible resources that preserve historical ties and cultural steadiness of ethnicities are all examples of heritage escapes as cultural resources. 29 of the 911 such sites that meet UNESCO's criteria for World Heritage Sites are located in India. Additionally, the preservation of cultural heritage is a sustainable development approach that may be accomplished via self-realisation, heightened awareness, awakening, and public involvement. Spiritual tours and involvement in cultural customs such as pilgrimages, celebrations, rituals, and related religious activities must be the foundation for the growth of heritage tourism. To start such a program, heritage regulations and heritage zoning must be proposed in the heritage cities (Singh, R. P., & Rana, P. S., 2011).

A relatively new subset of the tourist industry, rural tourism has developed into a viable industry unto itself. Rural tourism is a type of nature-based travel that promotes the social and economic well-being of the local communities by showcasing rural life, culture, art, and heritage in rural areas. On the one hand, this type of tourism has had a significant influence on the sociocultural situation and local economy of the place in question, and on the other, it has the ability to benefit the rural inhabitants. Rural development can benefit from rural tourism. The Tipam Phakey village in Naharkatia is a popular tourist attraction because of its rich cultural variety, customs, and natural riches. It is a repository of a distinctive Buddhist culture that serves as the foundation for external attractions. In this case, rural tourism supports the local economy, sociocultural shifts, and way of life of the village's residents (Mili, N., 2012).

The social, political, economic, and ecological aspects of tourism are becoming more intricate and multifaceted. There are many opportunities and obstacles in realising equally constructive communications concerning the expectations and goals of the destination community and tourists, which may be at odds. The basic foundation upon which tourism is built may be in danger if tourist possessions, counting existing cultures, are developed excessively or inadequately. In an ideal world, tourism would help host communities and serve as a significant source of funding and encouragement for them to preserve and uphold their cultural traditions and history. To ensure sustainable tourism development and the preservation of heritage resources, it is imperative that representatives of the local and/or indigenous communities, ecological environmentalists, travel operators, heritage aficionados, policymakers, and other stakeholders get involved and work together (Chakravarty, I., 2013).

The media is getting more and more involved in many facets of life, particularly in areas like social contact and the cultural and educational facets of our existence. In the same way that archaeological sites may describe the traditions, customs, and legacy of the past, the media can explain the values and civilisations of the many nations today and work to correct any widely held false information. Archaeological monuments and the media both convey

messages and missions of different sizes. The activation of tourist attractions is often facilitated by the media. Since every traveller is a tourist, the media play a significant role in the growth, development, and promotion of the industry by raising awareness and understanding of how to meet the needs and requirements of both domestic and foreign tourists. The industry's professionals, including broadcasting professionals and tourism authorities, must launch a campaign to capitalise on this potential and turn tourists into customers. Customers, particularly travellers, are altering their behaviour patterns in search of more "tourist-friendly" information sources in this era of rapid technology advancement (PraveenKumar, S., 2014).

2. LITERATURE REVIEW

Since cultural and heritage tourism is the area of the tourism business with the quickest rate of growth, travelers are becoming more specialized. The rise in tourism in any area is attributed to the allure of adventure, culture, history, and archaeological sites, among other things. In particular, tourists from outside India have recently shown a greater interest in visiting cultural and heritage sites, and this trend is predicted to continue. For instance, one of Tamil Nadu's most popular tourist destinations is its cultural and heritage monuments. Enhancing economic activity, creating jobs, and fostering community development were the primary goals of tourism promotion. In the end, more rural jobs and community development will result from additional amenities at locations, which will also increase revenue and development. Visitors will have the chance to engage with locals and learn about their customs, culture, and way of life. They will take part in rural celebrations, ride bullock carts, learn about farming and apiculture, row boats, take coracles, and purchase handicrafts. The survival of art forms will be ensured by such initiatives. It is important to protect the sustainable use of biodiversity, share socioeconomic advantages with local populations, and reduce the negative ecological effects of tourist development. Area-specific policies, strategies, and rigorous adherence to environmental regulations were required for ecotourism (Iniyan, E., 2015).

By concentrating on India, which has a complex humanity with numerous strata of spiritual culture and history, another research seeks to add to the expanding body of literature on the politics of legacy. Therefore, the study poses the following questions: How is religion portrayed as countrywide importance and for the aim of promoting tourism in postcolonial India? How can religious heritage and tourism contribute to India's larger secular vision of peaceful cultural nationalism? Taking into account all of the accusations made against the governing Indian government for backing the Hindutva movement, which holds that Hinduism is the basis of India's "indispensable" character and that it is the only thing that can bring the country together (Bandyopadhyay, R., 2016).

Any type of tourism that highlights the art, culture, heritage, and way of life of the local population is referred to as cultural heritage tourism. West Bengal's Cultural Heritage Tourism seeks to acknowledge the value of cultural heritage items for maintaining cultural continuity and harmony. In the tourist industry as well as in a number of sustenance and source managing industries, it directly and indirectly creates jobs and business in the area. The tourist industry is regarded as a key engine for the socioeconomic advancement of the

local community. West Bengal's essential community facilities, including communication and transportation, are improved by the tourist industry. This state is a popular travel destination for both local and foreign travelers interested in India's cultural history. Heritage items may be found in practically every district in this state. The theoretical framework for the growth of cultural heritage tourism in West Bengal, along with the problems and worries that go along with it, is the ability of the destinations to practice sustainable use and protection of essential resources, which is essential to the achievement of cultural heritage tourism (Ahamed, M., 2017).

Due to its capacity to provide alternative employment, stimulate the development of infrastructure, and boost the number of domestic and international visitors, heritage tourism has become a major driver of economic growth, contributing to both regional and national development. India, a nation endowed with a wealth of natural and man-made heritage, has embraced this niche market for travel. However, the survival of these monuments is at a crossroads due to carelessness and a lack of appropriate management abilities. The depressing situation has also been exacerbated by improper heritage awareness, a lack of cooperation among the stakeholders, insufficient funding, and a lack of comprehension of the increasing demands. Therefore, the nation's primary goal continues to be the protection, preservation, sustainability, and improvement of these heritages. Another research project examines the general condition of India's monuments and cultural sites and aims to identify new issues in heritage preservation by drawing on the experiences of non-governmental organizations and a review of significant publications in the field of heritage management and conservation. The report also identifies key strategic tools needed to get beyond these obstacles and protect our cultural heritages, which are nothing more than authentic representations of our rich history (Gantait, A., Mohanty, P., & Swamy, G. A., 2018).

Postcolonial Indian viewpoints on the creation and ingesting of the earlier French cluster Puducherry as a terminus for expatriate inheritance tourism are examined in another ethnographic study. It poses the following questions: How does colonial heritage captivate domestic tourists, and what are the justifications of locals and authorities who promote this destination for its colonial heritage? It illustrates how Indian ambitions have resulted in the postcolonial phenomenon of using Puducherry's French past. One of the main points of contention is that, contrary to what has frequently served as the foundation for postcolonial tourism research, we must examine the postcolonial complications of redoing expatriate legacy in tourism deprived of making the simplistic assumption that visitors are from former colonial powers and those from formerly colonized nations (Jørgensen, H., 2019).

Understanding how heritage tourism affects maintainable communal expansion, counting the healthiness and well-being of local host communities, is the goal of another systematic review research. It demonstrates how heritage tourism affects health and well-being as well as sustainable community development. Additionally, it seeks to offer a theoretical framework that will guide suggestions for enhancing the quality of life in local host communities and reducing conflicts between states' growing heritage reach and the preservation of traditional and customary importance schemes, communal supremacy frameworks, and related health and community development advantages (Wali, N., Akombi, B., James, P., Waterton, E., Saul, H., Yuol, A., & Renzaho, A., 2019).

Another study uses the Kano 2-dimensional quality model to try to understand the demands and perceptions of foreign visitors to Indian cultural sites. An attempt has been made to offer recommendations for enhancing the quality of services at India's ethnic and ancient legacy sites, which will further raise visitor satisfaction, international visitor influx, foreign exchange revenues, and India's tourism ranking globally. According to the study, there were a lot of 1-dimensional and unsympathetic value aspects among the 24 service quality items categorized by the Kano model. According to the survey, in order to give international tourists better tour experiences, Indian cultural sites should prioritize other service features, control crowds, maintain overall cleanliness, and maintain the sites (Pandey, A., & Sahu, R., 2020).

In 1778, Thakur Suraj Mal built the Surajgarh fort. Tikarani Shailija and Tikaraj Aishwarya Katoch are the current owners of the Fort. The Maharaja of Kangra and the Princess of Jodhpur are the parents of Tikaraj Aishwarya. The fort has been transformed into a hotel. Even though the fort is located in Rajasthan's Shekhawati Region, which is a popular tourist destination because of its magnificent havelis and paintings, Surajgarh is a little settlement, making it difficult to draw in, hire, and keep staff for the Surajgarh Fort Inn. Another research examined and assessed the difficulties in managing talent in rural heritage hotels (Sharma, E., & Sharma, S., 2021).

Another research makes the point that tourism may have a significant impact on intangible cultural heritage, as well as its experts or carriers, using the example of India's Kalbeliya dance and songs. The commercialization of Kalbeliya performances due to their greater production in commercial contexts has resulted in significant changes to both aesthetic content and the environment in which they are performed, according to the findings. Kalbeliya performers are culturally excluded from their own performance traditions, despite the fact that they should ideally be lively mediators as legacy practitioners. Among the positive effects of tourism, the findings show that Kalbeliya performers have only seen modest income gains and an increase in their sense of self as cultural guardians, which has also only affected a small number of well-known Kalbeliya artists (Ranwa, R., 2022).

The debate over whether globalization should be viewed as a struggle between creation, civil rights, and the ecosystem - standard notions that are frequently associated with particular anchored communities is rebutted by tourism in heritage sites. Ancient historical site tourism has been and continues to be a popular kind of travel for many years. Numerous studies focus on the economic and environmental elements of these places in order to solve sustainability challenges. Social sustainability at historical places is the subject of less research, especially when it comes to developing economies. Another study investigates social-sustainability issues in Hampi, India, in light of the paucity of similar studies. Power, politics, and the continuous struggle between the local population and the government; the difficulties in developing historical tourism in Hampi; and authenticity issues were the three primary topics that emerged from the reflective thematic analysis (Nair, B. B., Sinha, S., & Dileep, M. R., 2023).

A significant part of Tamil Nadu's tourist sector is heritage tourism, which highlights the state's ironic ethnic and ancient legacy. Many WHS may be found in the state, such as the Chola Shrines, Mahabalipuram, and Thanjavur temples. Through its art, architecture, and

customs, Tamil Nadu's traditional tourism provides tourists with an insight into the ancient Dravidian culture. The experience of history tourism is further enhanced by local crafts, festivals, and traditional music and dance. Another research looks at the issues that visitors to Tamil Nadu's cultural sites encounter. The results draw attention to a number of problems, such as poor infrastructure, incorrect information, and safety hazards. Recommendations to enhance the visitor involvement at legacy spots are included in the study's conclusion (Maharaja, M., & Jeyakumar, S., 2023).

Examining how legacy tourists' motivations and perceived authenticity impact their behavioural intentions through destination image and satisfaction is crucial to understanding how heritage tourism is consumed. In order to assess the antecedents for the driving mechanism of heritage tourism consumption, this study combined quantitative and qualitative methods, using the event-based narrative inquiry technique (EBNIT), fuzzy-set qualitative comparative analysis (fsQCA), and covariance-based structural equation modeling (CB-SEM). In the meantime, the population sample that visited the Emperor Qinshihuang's Mausoleum Site Museum revealed the moderating influence of tourist hassles on the development of approach behaviors (Chi, X., Cheng, X., Zhou, H., Zheng, X., Cao, J., & Han, H., 2024).

3. RESEARCH GAPS OF THE STUDY

From the literature reviews, it is identified that there are several studies carried out on the tourism. This study addresses the gap in how the tourist behaviours and mood swings affect the tourism business. Is there any significance between domestic and foreign tourists? Is there any significance between male and female tourist behavior? Is there any significance between gender and country of tourist?

4. OBJECTIVES OF THE STUDY

- i) To identify the facts and opinions of the respondents such as duration of their tour, their travel mode and staying plan.
- ii) To identify the significance between male and female tourist.
- iii) To identify the significance between domestic and foreign tourist behaviours.

5. RESEARCH METHODOLOGY

A pilot study was organised transversely in different states of tourist spots in India using a structured questionnaire across 400 participants. A simple random sampling method has been used to ensure unbiased results during data interpretation. Out of 400 participants, 374 responded. The primary data were collected, and simple percentage analysis, factual analysis, and chi-square tests were carried out to provide more insights to address the research gap and study objectives.

6. RESULTS SUMMARY

6.1 PERCENTAGE ANALYSIS

Table - 1 indicates the demographic profile of the respondents. Out of a total of 374 respondents, 59.9% are male and 40.1% are female. Further, 61.5% of tourists were Indians, whereas 38.5% were foreigners.

The distribution of age groups of the respondents is as follows. 9.1% are below 18 years and above 15 years, whereas 8% of respondents are between 18 years and 30 years of age. 21.1% of respondents fall under the age group of 30 to 40 years, whereas 29.9% of respondents fall under the age group of 45 to 60 years. Further, 31.8% of respondents are above 60 or senior citizens.

The distribution of religion as a group of the respondents is as follows. 23.5% of respondents follow Hinduism, and 28.1% of respondents are following the Islamic religion. 28.6% of respondents follow Christianity, and 19.8% of respondents belong to other minority religions.

The business profiles of the respondents are as follows: 8.3% of respondents were employers, 29.1% of respondents were self-employed, 20.6% of respondents were workers, and 8.8% of respondents were non-salaried/unemployed. 29.4% of respondents were retired employees, whereas 3.7% were others (such as seasonal/jig workers).

The distribution of regions of the respondents is as follows: 9.1% from North Indian regions, 27.0% of respondents from South Indian regions, 28.9% of respondents from West Indian regions, 21.1% of respondents from East Indian regions, and 13.9% of respondents from Northeast Indian regions.

Table - 1. Demographic Profile of Respondents

Gender	Respondents (N = 374)	Percentage
<i>Male</i>	224	59.9%
<i>Female</i>	150	40.1%
Total	374	100.0%
Tourist Classification		
<i>domestic tourist</i>	230	61.5%
<i>foreign tourist</i>	144	38.5%
Total	374	100.0%
Age Group		
<i>Age 15 to 18</i>	30	9.1%
<i>Age 18- 30</i>	34	8.0%
<i>Age 30-45</i>	79	21.1%
<i>Age 45-60</i>	112	29.9%
<i>Age Above 60</i>	119	31.8%
Total	374	100.0%
Classification Based on Religion		
<i>Religion Hindu</i>	88	23.5%

<i>Religion Islam</i>	105	28.1%
<i>Religion Christianity</i>	107	28.6%
<i>Religion other Minority</i>	74	19.8%
Total	374	100.0%
Occupation of the Respondents		
<i>Employer</i>	31	8.3%
<i>Self employed</i>	109	29.1%
<i>Worker</i>	77	20.6%
<i>non-salaried / unemployed</i>	33	8.8%
<i>Retired employee</i>	110	29.4%
<i>Others</i>	14	3.7%
Total	374	100.0%
Classification Based on Region		
<i>North India tourist regions</i>	34	9.1%
<i>South India tourist regions</i>	101	27.0%
<i>West India tourist regions</i>	108	28.9%
<i>East India tourist regions</i>	79	21.1%
<i>North East India tourist regions</i>	52	13.9%
Total	374	100.0%

6.2 TOURIST BEHAVIOUR ANALYSIS

Table - 2 indicates the facts and figures opined by the respondents. The duration of tourists is based on their behaviours as follows: 20.1% of respondents like long-duration tours, and 29.9% of respondents like medium-duration tours, whereas 50% of respondents like short-duration tours. The travel mode of tourists is based on their behaviours as follows: 32.9% of respondents like to travel through flight trips for tours, and 56.7% of respondents like to travel through road trips for tours, whereas 32.9% of respondents like to sail through sea/waterway trips for tours. The staying plan of tourists is based on their behaviours as follows: 16.0% of respondents like to visit friends or relatives houses during their tour trips, and 73.8% of respondents like to stay in lodges/hotels/service apartments during their tour trips, whereas 10.2% of respondents like round trips, not preferring to stay anywhere during their tour trips.

Table – 2.- Facts & Figures Opined by Respondents

Tourist Behaviour Analysis		
<i>Duration of Tour</i>	Respondent (N = 374)	Percentage
Trip duration (long)	75	20.1%
Trip duration (medium)	112	29.9%
Trip duration (short)	187	50.0%

Total	374	100.0%
Travel Mode		
Travel mode (flight)	123	32.9%
Travel mode (Road)	212	56.7%
Travel mode (Sea)	39	10.4%
Total	374	100.0%
Staying Plan		
Stay plan (Friends / relative house)	60	16.0%
Stay plan (Lodges / Hotel / Service apartment)	276	73.8%
Round trip no stay preferred	38	10.2%
Total	374	100.0%

6.3 CHI-SQUARE TEST RESULTS & INTERPRETATION

Table – 3. Cross Tabulation Gender Versus Tourist Classification

	Indian Tourist	Foreign Tourist	Total
Male	120	104	224
Female	110	40	150
Total	230	144	374

Null hypothesis H_0 : There is no significance between gender and country of tourist.

H_1 : There is significance in the relationship between gender and country of tourist.

Table - 3 indicates cross-tabulation of gender versus tourist classification, and Table - 4 indicates the results of the chi-square test.

Table – 4. Chi-Square Test Results

k	4	Number of categories
n	374	Sample size
χ^2	15.223214	Chi square test statistic
DF	3	DF = k-m-1 = 4-0-1 = 3
Phi effect (Φ)	0.201752	$\Phi = \sqrt{(\chi^2/n)}$

The expected values should be at least 1 for all the values, and at least 5 for 80% of the values

$$\chi^2 = \frac{(120-138)^2}{138} + \frac{(110-92)^2}{92} + \frac{(104-86)^2}{86} + \frac{(40-58)^2}{58} = 15.223$$

$$P\text{-value} = 1 - p(\chi^2(3) \leq 15.223).$$

Goodness of fit, using χ^2 distribution (DF=3) (right-tailed) (validation)

H0 hypothesis: Since $p\text{-value} < \alpha$, H0 is rejected. The statistical model does not fit the observations. P-value: The p-value equals 0.001635, ($p(x \leq \chi^2) = 0.9984$). It means that the chance of type I error (rejecting a correct H0) is small: 0.001635 (0.16%). The smaller the p-value the more it supports H1. The statistics The test statistic χ^2 equals 15.2232, which is not in the 99% region of acceptance: $[-\infty; 11.3449]$. Effect size: The observed effect size phi is medium, 0.2. This indicates that the magnitude of the difference between the observed data and the expected data is medium. The test priori power is strong: 0.9961. Figure - 1 represents graph of χ^2 distribution and Figure - 2 represents Population of goodness fit whereas Figure 3 represents Goodness fit histogram.

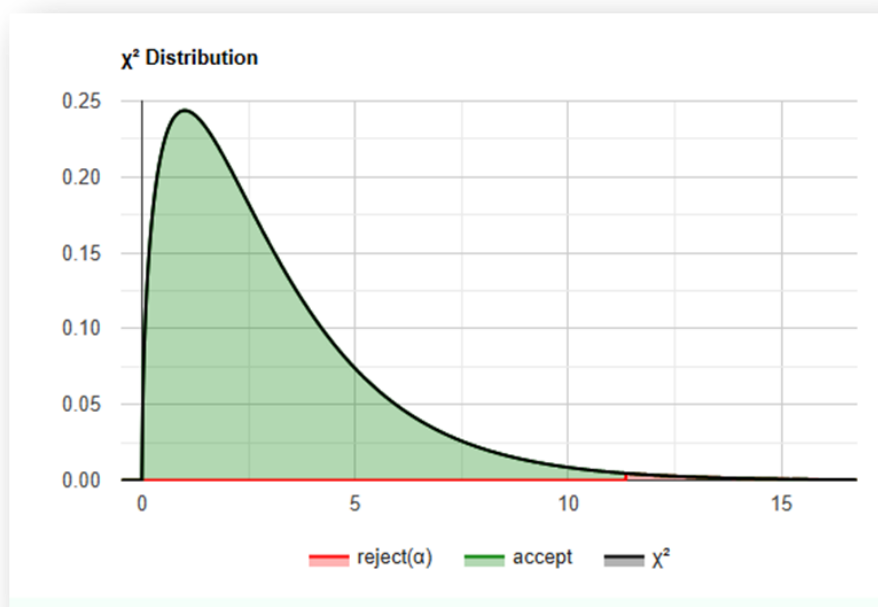


Figure - 1. χ^2 Distribution

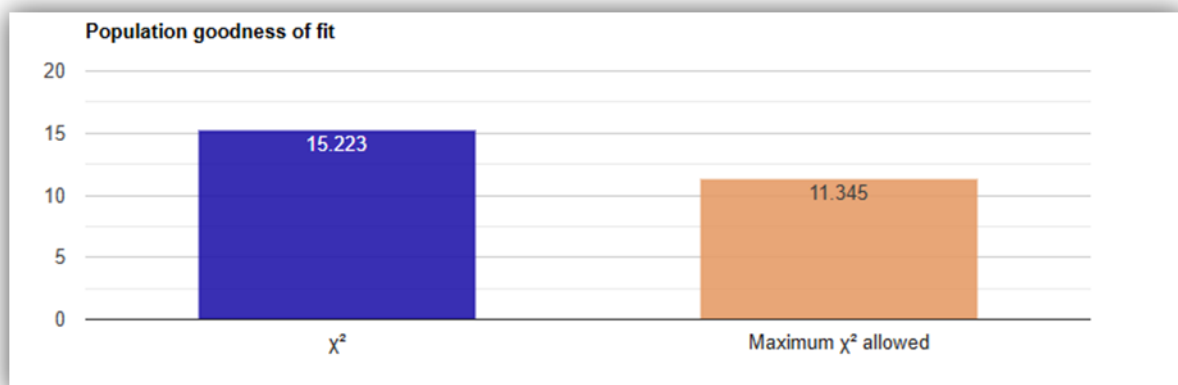


Figure – 2. Population of Goodness Fit

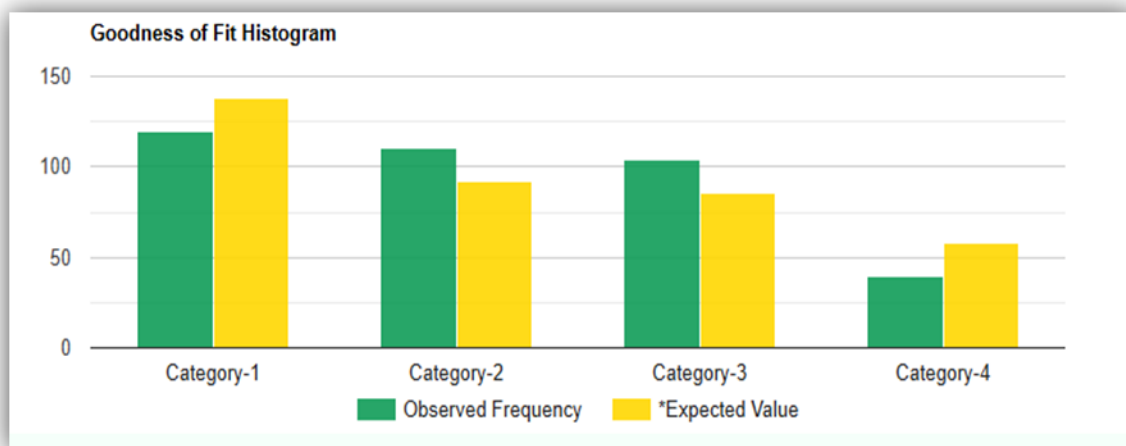


Figure – 3. Goodness Fit Histogram

7. DISCUSSION

Due to its substantial benefits, which include employment, national integration, and foreign exchange profits, pilgrimage tourism has become increasingly popular and well-known in India. The government has made clear investments in building the country's infrastructure, but the environmental effects of pilgrimage tourism have not received enough attention. As a result, sustainable development became necessary to protect both the natural and man-made resources, such as holy buildings and shrines. Another has examined the problems and difficulties of pilgrimage tourism and provided important answers to achieve long-term steps to lessen adverse effects in India. The study's conclusions showed that the environment is seriously threatened by the growth of lodging facilities, garbage disposal in landfills, and water bodies (Hole, Y. H., Khedkar, E. B., & Pawar, S. P., 2019).

The Indian government has recently conceived of the HRIDAY and PRASAD programs, which frame tourism and cultural development for both domestic and foreign resources within the framework of the prehistoric roots of legacy possessions and civilisations of holiness, sacrality, and pilgrimages that have a long tradition and continuity in India. It seeks to support and enhance pilgrimage-tourism hubs and heritage sites in order to create a more sustainable and green environment while taking into account the site's reputation as well as its cultural, traditional, and social foundations. Important concerns of legacy morals and their preservation are marginalised under the current pace of urban planning (Singh, R. P., & Rana, P. S., 2019).

Modernity and history coexist in India's capital, which makes it a popular tourist destination. 3 UNESCO global heritage places, 174 nationally significant monuments, and hundreds more unlisted monuments may all be found throughout the city. These locations are living examples of history, where local residents have incorporated the buildings into their everyday routines and live close to them. Decentralising holiday business expansion and policy creation is crucial since the effects of tourism are most noticeable at the level of the destination community (Chauhan, E., 2020).

A country's culture and legacy are its core. Given the grandeur of India's rich cultural legacy, there is an enormous need to safeguard it for future generations. India's first action was to ratify the 1954 Hague Convention, which was an oath to preserve India's cultural legacy, which is also recognised as "World Heritage." Since the Archaeological Survey of India (ASI) was established in 1861 and has continued to play a significant role, one of its principal duties has been to preserve India's historical landmarks. However, the government, non-governmental organisations, businesses, and citizens still face obstacles in utilising heritage's potential to promote tourism, create jobs, and deal with issues like poor operational coordination, a lack of funding, damage and defacement, poor waste management, a lack of sanitary facilities, harassment, and tourist exploitation. Because of political disputes and unrecognised decision-making by the municipal, state, and federal governments, the heritage—a reflection of the national identity—is not adequately preserved. People lose out on economic development, firms lose out on earnings, and governments lose out on government treasuries when such a political situation stifles the region's chances for economic success. Along with NGOs serving as a vehicle for communication and the resolution of ordinary people's grievances, governments and corporations should concentrate on establishing and collaborating with the local population (Gupta, A., & Prathama, R., 2021).

Another study first explains the effects of World Heritage Sites (WHS) designation on the tourist industry in the 21 developing countries with the highest number of WHSs between 2000 and 2016 using a new super-efficiency parallel framework. The tourist business is evaluated using the suggested parallel model at both the macro level (resource-orientated efficiency) and the micro level (facilities-orientated efficiency). The findings show that the WHS brand may be utilised as an advertising tool and has a favourable effect on the demand for travel in developing nations. Second, this study highlights the socio-ecological issues surrounding WHSs in underdeveloped nations. Based on the existing classification and conservation status of WHSs, it lays out a serious and truthful discussion. Given that about ninety-four percent of sites classified as In Danger are found in developing countries, the data demonstrates an unequal distribution of WHSs between advanced and developing economies as well as carelessness in their preservation. The study comes to the conclusion that WHS conservation is a complicated social issue and provides policy recommendations for addressing difficulties related to legacy engraving and protection in emerging nations. Lastly, it looks at ways to conserve WHSs sustainably using the Sustainable Development Goals (SDGs) of the UN, which include protecting cultural legacy and maintainable societies (SDG 11), improving institutional effectiveness (SDG 16), and fostering equitable and non-hegemonic cooperation between developed and developing nations (SDG 17). Policymakers looking to enhance sightseeing and tradition management may find the results useful (Hosseini, K., Stefaniec, A., & Hosseini, S. P., 2021).

Although scholarly studies have demonstrated the necessity and significance of community involvement in cultural heritage tourism (CHT) decision-making, we still lack a thorough understanding of the viewpoints and incentives of individuals to engage in

collaborative governance. As a result, policymaking is hindered by a lack of understanding regarding how to effectively engage and motivate communities in heritage tourism management. The management of different stakeholders is frequently the main focus of participatory techniques, with little attention paid to the practical and ideological aspects that influence their involvement (Chauhan, E., 2022).

In order to address the most important issues facing the world and strive toward a more sustainable and just future for all, the United Nations has set the Sustainable Development Goals (SDGs) for 2030. Goal eleven of these objectives focuses on maintainable metropolises and populations, with a particular emphasis on managing and preserving the natural and cultural assets. Another research study looks at how India's initiatives fit in with international objectives and points out any possible weaknesses or areas that might want development. The effects of factors including population increase, urbanisation, and climate change on legacy places and their administration are examined. The study evaluates diverse heritage management approaches and preeminent performances from other nations throughout the world in order to analyse the global context (Sharma, A., & Aulakh, R. S., 2023).

Concerns regarding detrimental effects like pollution, vandalism, and congestion in cultural heritage sites and the surrounding environment are brought up by the popularity of must-see tourist locations. Understanding visitors' decision-making processes and driving forces is crucial to overcoming these obstacles. By analysing visitors' decision behaviour in a stated choice experiment, another research seeks to identify tourist categories based on their geographical preference and develop policy suggestions to alleviate over tourism concerns. It offers evidence-based policy recommendations for reducing the negative impacts of mass tourism. The findings provide insight into how people weigh geographical factors when choosing between cultural sites. Three groups that may be categorised as city-life enthusiasts, selective tourists, and cultural attraction seekers were identified by the Amsterdam research. The findings demonstrate that visitors' location preferences across all groups are highly influenced by crowding and admission costs for extra experiences (Wang, M. Y., Li, Y. Q., Ruan, W. Q., Zhang, S. N., Li, R., & Zhang, K. F., 2024).

8. CONCLUSION

Tourism activity that includes both influencing and being influenced by variables is tourist behaviour. Both internal and external variables might have an impact. Internal elements, including traveller traits and marketing tactics. In the meanwhile, the environment outside of management may be an external element. High-quality settings are necessary to guarantee the success and sustainability of tourism destinations. Furthermore, there wouldn't be any tourism-related activities if the surroundings weren't appealing. However, humans create and incorporate a wide range of patterns and types of environmental changes, and the environment may help individuals feel less stressed. Understanding the attitudes, anticipations, experiences, and driving forces behind travellers' decisions to visit particular tourism locations is crucial. Thus, tourist attractions, visitor preferences, the values that

define the demand for tourism, and their link to the environment would draw attention to issues and consequences for the growth of the tourism industry. Due to their ability to change the destination, time, and kind of vacation—even at short notice—tourists possess the most adaptability of any component of the tourism sector. Therefore, it is crucial to comprehend how visitors behave and respond to the effects of the destination environment in order to predict future changes in the demand for tourism as well as the growth or collapse of certain tourism markets.

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