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Tourism Destination Management for Long-Term Economic Growth

**Sourav Mangoch, Jammu & Kashmir,
Dr. D. Jain, Jammu & Kashmir,**

ABSTRACT

This paper objects to discover the enduring expansion of the tourism journey's end management. It facilitates and organizes the components that are essential for a location to attract guests and provide them with a great time while they're there. The goal here is to ensure that tourism has positive long-term effects on the local community and the environment. Destination management is a coordinated effort among a destination's planners, developers, marketers, and resource allocators with the goal of increasing tourism there for everyone's benefit. Destination Management's ultimate goal is to increase the area's capacity to attract visitors while keeping costs down and maintaining a competitive edge. According to the author, destination planning is a crucial stage that must give high importance to infrastructure development, skills and training development, technology and terms of personal development, linked industries and acquisition, maintenance, and oversight of other relevant sectors. The goal is to learn about tourism management and sustainable travel. The second goal is to create a comprehensive inventory of what goes into operating a tourist attraction. We must investigate the role that strategic tourism planning plays in the development of environmentally sustainable holiday destinations. The persistence of this learning is to delve into the ties that happen between tourist policy and demographics. A survey was used to accumulate prime data, and it included topics including site management as well as promotion. The data for these considerations will be found in the literature review. We gathered this data from a variety of secondary sources, including academic publications, government papers, books, periodicals, and the findings of previous research.

Keywords: Economic Growth, Tourism, Destination, Sustainable development.

INTRODUCTION

The individual has been on the road for quite some time, going from destination to destination. Different people and different places have different reasons for taking trips. Each individual has their own motivations for traveling, whether it is business, pleasure, or something else. When a person travels, they get to experience new things, see new places, do new things, and learn new things. This implies that tourists engage in a wide variety of activities during the course of their vacation, adding another layer of complexity to the industry. Developed and underdeveloped nations alike have come to appreciate tourism for what it is. Most developing nations, including India, have acknowledged tourism as a significant economic stimulus since the middle of the twentieth century (Zolfani et al., 2015). It might potentially fuel expansion in related industries. Agriculture, handicrafts, transportation, building, livestock, awareness for local growth, etc. are all linked to it via interdependent networks and cross-sectional interactions (Hong, 2009).

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It's something that's been done since the beginning of time, but only recently has it received the attention of academics and professionals. Very lately has it been recognized how crucial it is to comprehend tourism, elevating it to the rank of service business. As tourism has been practiced by humans since the dawn of civilization, it was sufficient to grasp the significance of theorizing and relating it to real-world situations to appreciate its value. Both the motivations for and the organizational framework of tourism have undergone significant changes in recent years. When I first started traveling, it was to find new restaurants and see old acquaintances, but now it's more common to take a vacation before or after getting married. Because people travel for a variety of reasons, the places they choose to visit also vary greatly. The topic has long captivated students and businesspeople due to its growing importance in the economic sphere, particularly in light of the role that tourism plays in bringing in money and improving a country's economy. Technological development, a general tendency towards globalization, a shift in the industrial edifice, restructuring, denationalization, the rise of the amenity sector, etc. all contribute to a rise in international tourism. In recent years, the holiday business has been acknowledged as a key driver of pecuniary development. It's essential to a nation's economy since it generates employment opportunities.

There has been a global trend toward recognizing tourism's ability to boost local economies and create vast numbers of jobs, and India is no exception. The tourist sector in India has matured significantly in recent years. This country of India never ceases to amaze me. Colorful and contradictory, it is a land of opportunity for those with open eyes. There is an abundance of stunning scenery in India. Different types of early tourism existed in India. Desatana, Paryatana, and Tirthatana were common phrases for tourists. Desatana refers to travel inside a nation, Paryatana to travel all over the globe, and Tirthatana to travel for religious purposes. As the Indian saying goes, "Atithi Devo Bhava" (Guest is God). India's rich cultural and natural diversity are major draws for visitors, providing the realm with a wealth of prospects in the tourist segment. As the first Prime Minister of a free India, Pandit Jawaharlal Nehru recognized early on the significance of the tourist industry to India's economy. He saw it as a way to promote international peace and harmony via the interchange of goods and services as well as currency (Lin and Hemmington, 1997). As the unity of the world's furthestmostwidespread tourist destinations, India offers a wide variety of exciting activities and sights for tourists to enjoy. In the past and present, visitors from all over the globe, as well as the country's own residents, have been drawn to the country to experience the joy and celebration that its great variety of cultures has to offer. All around the nation, you may find unique and special tourist attractions that replicate the culture besides antiquity of the region. When it comes to vacation options, few countries can compete with Costa Rica.

Travel for the sake of pleasure is what we call "tourism". Migration is the process of leaving one location for another with the goals of expanding one's horizons, experiencing new things, being happy, and living longer. We are all aware that individuals have traveled from one location to another since the dawn of human civilization. Back in the day, folks would hit the road in quest of better abodes, safer neighborhoods, or a host of other motivations. Increases in both population and tourism go hand in hand. Sustainable tourism growth and management allow us to expand in a manner that minimizes negative impacts on the

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environment. Tourism Destination management is the process of organizing and implementing strategies to increase the number of visitors to a location and improve their quality of stay there. This should be done in a sustainable manner, benefiting all parties involved and the natural habitat in the long run. Destination management is a coordinated effort among a destination's planners, developers, marketers, and resource allocators with the goal of expanding the region's tourist business and improving the quality of life for its residents. Destination management's ultimate goal is to boost the area's tourist industry so that it remains profitable and competitive in the long run. According to the author, destination planning is a crucial stage that must give high priority to infrastructure construction, skills and training development, future technologies and system development, associated sectors, and acquisition, as well as preserving and handling other related sectors in order to ensure proper destination management.

Sustainable tourism development, as defined by Hong (2009), is the practice of creating and maintaining a tourist industry in a manner that is both profitable and environmentally responsible over the long term. Developing tourism in a way that doesn't damage the ecological, social, cultural, and economic systems is crucial (i.e., where the three environments overlap).

REVIEW OF LITERATURE

The evolution of Indian tourism is explained, as are the problems that have arisen in coordinating the country's planning and execution of infrastructural improvements, marketing activities, and the influx of foreign visitors. Several stakeholders have also been analyzed. There has been some macro-level research done, but much more has to be done at the local level. To get an advantage in today's competitive arena, it is essential to have a well-defined brand architectural plan, which includes e. destination branding in terms of the collaboration of many stakeholders. Destination labeling is extra than just creating an emblem and a catchphrase, that point has to be driven home. Furthermore, city branding is an excellent idea for India because of the country's increasing diversity. For destination branding in India to be successfully implemented, challenges like infrastructural amenities, cleanliness, and safety security must be resolved before any strategic plan can be implemented. The second major purpose of this research was to provide the groundwork for future destination branding and architecture in the Indian market. This study adds by providing a summary of the worldwide and Indian literature on destination branding and brand architecture (Chavan & Bhola, 2014).

It is important to examine the current situation of India as a tourist brand in order to determine how to competitively position places. To better market India as a tourist destination, this study will examine the literature on destination branding and brand architecture. We also call attention to key gaps in the current destination branding strategies that should be filled. This research makes a substantial and valuable contribution to the growing body of knowledge on destination branding, and it will be a valuable resource for Indian tourism marketers (Chauhan et al., 2014).

(Jenkins, 1999) states that visitors rate the attractiveness of a place based on how well it has implemented destination management strategies. The quality of a place's representation is crucial to its selection as a vacation spot. destination refers to a collection of goods and services offered in one area that attracted customers from far and wide. Inferentially, it was crucial to see the final destination as an integrated whole, in which alterations to any one

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section would have far-reaching effects on the others. Several research analyzed what factors affected the destination's success (Pearce, 2015). It similarly notes that locals might find work via sustainable tourism management practices. To further boost the national economy, the government and private actors might work together to develop new occupational skills (Gupta, 1999).

According to research on sustainable tourism management (Buhalis, 2000), one of the most important factors in determining which destination visitors choose is how well that location is marketed to them. According to (Nair and Ramachandra, 2016), the promotion of such sightseer locations in line by means of the revised Government guidelines and the engagement of private objects is crucial to the future of sustainable Indian tourism in the coming years. Multiple-fold increases in tourism activity may occur from promoting a favorable and exciting image of a region. In direction to achieve its goals, sustainable tourism requires the participation of many different parties. The federal, state, and regional governments all play imperative roles in the formulation of plans and policies to promote the steady growth of ecotourism. As members of the supply chain, travel agencies, tour operators, other service providers, and the local populace all have an effect on sustainable tourism management. Diamantis and Westlake (1997), focus on developing better metrics for sustainability in tourism. Unlike much other research, his has offered a few indicators spanning all areas of maintainability, including ecological difficulties (both physical and human), employment, financial leakages, and customers' perspectives.

The significance of sustainable tourism to India's economy and society is examined by (Ruhanen et al., 2015). Investment in professional education, infrastructure, and improved employment practices are all areas where the government and businesses might benefit from reading this report. India has one of the most diverse tourist profiles in Asia while receiving a relatively small number of foreign tourists in comparison to its huge population. Supported by an expanding and liberalizing aviation network and increasingly wealthier populaces during a period of carefully orchestrated stellar economic growth, domestic India's tourism business has been intensifying at a pace double that of foreign tourism. Sustainable tourism can only be realized via the concerted efforts of the multitude of community, visitors, and business and governmental divisions. The government must put in place the planning, regulatory, and monitoring procedures that are appropriate for the specific market segment they have chosen to serve and the associated tourist development strategy. The private sector cares most about the factors that increase the destination's competitiveness and the laws that are developed and applied fairly to ensure that this competence is sustained in the long run.

Key objectives include fostering a sustainable vacation industry via the creation of strategy instruments, dimensions building, understanding and knowledge initiatives, limited participation, recommendations for good practice, and practical implementation. To really be sustainable, tourism must work toward ending global poverty and promoting responsible manufacturing and consumption. The Travel and Tourism sector as a whole will need to perform a delicate balancing act and undergo a dramatic "sea-change" in order to make significant headway, but this is a strategy that is certainly deserving of support from all parties interested in and invested in the business (Wang & Lalrinawma, 2016).

Planning ahead, collaborating, monitoring results, and being flexible are the cornerstones of a sustainable approach to tourist growth and management. The ability to communicate

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effectively is crucial. Lacking effective communication, policies, and tools will not be implemented. Governments should clarify their expectations for all relevant parties. Effective communication regarding sustainable tourism strategy and policies is essential (Uniyaland Sharma, 2013). Combining public, private, and non-profit organizations with a vested interest in the destination's success, or "destination planning". By including residents of the area at every stage of planning; Conducting and analyzing research to guide choice; Analysing the existing and future state of the market to make informed choices; Hiring a seasoned travel advisor; Offering a reasonable time window; Determining what needs to be done; figure out how to do it; and then integrate national and state initiatives into destination management (Saraswati and Ram, 2017).

The goal line of this study was to create and trial a scale to measure locals' opinions on ecotourism. Now that specialized sustainability journals exist and articles on sustainable travel are appearing regularly in top leisure industry publications, the conversation about sustainable travel has shifted to focus on the creation of the metrics and indicators that will be used to assess its success. Tools created merely to test views of the positive or negative effects of tourism within the standard conceptual concepts may be inadequate in an age where sustainability seems to be developing as a key societal paradigm (Choi and Sirakaya, 2005). Sustainability in travel includes the use of "green tourism" methods. Because of its potential as a tool for long-term development, poor nations are increasingly incorporating green tourism into their economic and conservation plans (Aftabuddin and Jain, 2017). Economic, social, and cultural sustainability must be balanced with environmental sustainability to ensure long-term viability. There is an ethical component to the challenge of balancing economic expansion with environmentally responsible development. Because of this, tourism is poised to become an increasingly important driver of sustainable development in the years ahead. Now, more than ever, it is crucial that we invest in green product innovation as a driver of long-term development in the tourist industry.

One way that the tourist industry has shown its commitment to sustainability is by shifting its focus from the immediate future to the far-off future when making plans. Consequently, the notion of "destination visioning" has emerged as a means to take a more long-term view of the future of a destination and its associated market. Adopting sustainable service sector concepts and the controlled, longer-term outlook offered by tactical planning and visualizing endpoint work hand in hand. This research aims to investigate the central connection between eco-friendly vacation spots and cutting-edge strategic plans (Jange, 2013). Community members' thoughts and feelings on the positive and negative effects of tourism are investigated since this industry is often seen as a potential silver bullet for solving poverty. This is accomplished by using the notion of social exchange. Because locals play such a vital part in the sustainability paradigm, it is essential to learn about and evaluate how they feel tourism has affected sustainable development in their area (Chili, 2015). The article focuses largely on the value and possibilities of rural vacation spots for long-term economic development. Sustainable rural tourism has several benefits, including economic ones, as well as those in the form of new employment, improved methods of labor, and the maintenance of traditional ways of life (Singh and Tiwari, 2014).

Destination marketing managers often have little say in how their destination is portrayed in the public eye, and with so many different people invested in the success of the business, marketing a tourist destination is one of the trickiest "products" to sell. Organizations

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working to promote tourism on a national, regional, or local level have a formidable challenge when trying to build a recognizable brand due to the abundance of unique attractions found at each location (Ana, 2008). According to the findings, there is a fair amount of action taken that reflects elements of both destination marketing and urban management, particularly with regard to integration and coordination. This prompts the question, "Is destination management a collection of isolated, ad hoc measures, or does it need a more comprehensive strategy?" (Butler, 2003).

The Destination management is difficult because of the many people that have a vested interest in seeing the destination succeed as a tourist attraction. In command to build a sustainable tourist last stop, it is essential to include many stakeholders via destination management organizations (DMOs). Over the last several decades, their focus has shifted from marketing to management, with the ultimate goal of maximizing economic as well as social advantages for entirely stakeholders in the terminus (KrceMiočić, 2016). When looking at tourism hotspots from the viewpoint of consumer demand, we can see that geography is just one of many aspects of the leisure industry that contribute to a destination's petition (Leiper, 2000).

Diamond (1977) argues that the term "tourism development" encompasses not only the destinations, origins, motives, and consequences of tourism but also the intricate relationships between the individuals and organizations that make up this worldwide industry. He added that the word "tourist development" itself was a hybrid, that there was two mostly distinct literature on the topic, and that there were few exemplars of high-quality research that effectively bridged the gap between them. He cited writers like Jaswal (2014) who asserted that the literature paid little attention to the development of tourism sites and offered only restricted conceptualizations of the process. Numerous case training of the destination outline of development existed; however, they stayed grounded on weak theory.

According to (Sheehan et al., 2016), although some scholars see tourism as a tool to promote international understanding and cooperation, others emphasize the drawbacks. Many new occupations have developed as a direct upshot of the progress of the tourism industry, which has had far-reaching effects on the economy. Many locals have begun working in the tourist industry, which might make them more susceptible to economic risks by making them too reliant on the sector. Pigram and Wahab (2005) argue that the good and bad effects of tourism rely on factors such as community cohesion, government subsidies, the nature of the industry, and monetary returns.

OBJECTIVES OF THE STUDY

- To learn sustainable tourism and how to manage a tourist location.
- The second objective is to catalog the many facets of managing a tourist attraction.
- Third, we need to look at how proper planning for tourist areas affects the growth of eco-friendly vacation spots.
- To investigate the connections between tourism administration and local population characteristics.

RESEARCH METHODOLOGY

Primary data was acquired using a questionnaire that included questions on both tourism development and management of tourist destinations. The literature analysis will provide the data for these factors. Secondary sources, such as scholarly journals, government reports,

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books, magazines, and the results of prior studies in the field, were mined for this information.

ANALYSIS AND RESULTS

The respondents' demographics include a fairly equal split between males and females (63.4% males and 36.6% females). Forty percent of responses were between the 30–45-year age range, with the under-30 set making up the next largest share (25 percent). On the other hand, 20% of the sample was comprised of those aged 45–60, and 15% of people aged 60 and more. An excellent education is crucial in today's world. Travel and tourism are affected. The highest percentage of respondents (37.5%) had completed high school, then the next highest percentage (25%) had completed matriculation and post-secondary education, followed by the lowest (10%) and highest (9.5%) percentages (20%, 8%, and 9.5%). Three-and-a-half percent worked in the commercial sector, while 25% held government jobs.

Descriptive statistics were utilized to get an understanding of the many facets of managing a tourism site. The mean value of 43 linked indicators was 3.83. Indicative of a well-developed tourism destination management structure. The highest average is for ensuring that tourist destinations are run in a morally upstanding manner (4.17), followed by ensuring that prices for local products and services are kept affordable (4.13), and finally ensuring that crime rates are kept low (4.17). (4.10). This demonstrates that locals, visitors, and stakeholders all realize different facets of managing a tourism attraction.

Principal constituent factor analysis with the Varimax rotation was recycled to conduct exploratory research into the relationships between the 41 characteristics of tourism destination management. Three variables were extracted from the dimensional analysis of the items in the pitch of tourism journey's end management, each of which accounted for between 83.10 and 85.50 percentage points of the total variance. One consideration that follows computation is Tourism has grown to be a major industry here, employing a large percentage of locals and bringing in millions of dollars annually; it has also occupied a momentous role in the local community's improvement. As tourism has grown, people have ceased leaving their homes in search of better opportunities. Destination management helps preserve natural resources and strengthens local pride and social bonds, Opportunities for independent work are made possible by the professional administration of tourist destinations. Destination management aids in the promotion and preservation of native traditions, and managing a tourist attraction opens up consumer opportunities for regional goods. The benefits of organized tourism much outweigh the drawbacks, Changes in the way we manage our towns as tourist destinations have increased our reliance on visitors from other areas. My town's ecosystem has been well-maintained thanks to the careful planning of tourist attractions. Communities whose communities serve as tourist destinations take great pleasure in their unique ways of life and traditions. Cultural preservation and revitalization are supported by tourism destination management. The influx of tourists has been great for my town. Job opportunities for locals are generated by properly managing tourist destinations. Management of tourist destinations also involves protecting the area's indigenous A better understanding of how to manage a tourist site has allowed locals to get easier access to tourist hotspots, restaurants, etc.

The second element consists of Because of tourism management, visitors' dollars stay right here at home, and locals have a say in how the industry develops in their neighborhoods. Tourist destination management encourages the use of natural resources (fish, game, water,

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etc.) that are necessary for local residents, aids in stimulating local culture as well as crafts, prevents local accessibility to public space, protects, gives a bump up to local activities, preserves moral standards, and aids in controlling tourism.

The third consideration is the character that the travel administration acting in regulating homegrown product and service costs. Management of tourist attractions creates jobs for local youth and facilitates access to essential services for the area. Managing a tourist attraction may help locals feel more positive about their communities and the way they live. Managing a tourist attraction brings together different sectors of a community to collaborate, and it also assists as a medium for the argument of fresh ideas and the development of new skills. Managing a tourist attraction raises the town's profile internationally. Cultural preservation and revitalization are supported by tourism destination management. Managing tourist hotspots may reduce unemployment. Managers of popular tourist spots often reach out to charitable groups for help. Because of tourism destination management, my city's ecosystem has been spared; more people are able to buy locally produced goods; To a large extent, this is due to the efforts of those in charge of managing tourist destinations, which serve as an additional educational resource for visitors so that they may better appreciate the local culture.

Everything you need to know about the "three variables explaining between 83.10 and 85.50% of the total variance that is over the commonly recognized threshold of 50%." Everything has an eigenvalue of more than 1.00, a factor load of at least 0.41, and a cross-load of at least 0.11. All three components have Cronbach alphas that are much above the usual threshold of 0.70, showing that respondents may trust the results.

CONCLUSION

The environmental consequences of tourism may be reduced by careful management of popular tourist locations. All other methods are all together part of destination management, which shapes the growth and everyday operation of tourism-related activities. Due in large part to the many interested parties that would want to have a say in shaping the destination's identity, the task of managing a tourist hotspot is notoriously difficult. While residents see local government and self-governance as limiting factors in development, tourism industry stakeholders point to a lack of two-way communication as the industry's root issue for sustainable growth. The aspects of the offer established by municipal authorities and self-government are less satisfying to tourists than the natural givens inside the location, who are stakeholders whose needs are being taken into account in the creation of the offer. As a result of the high levels of competition in the tourism sector, service quality is crucial if a location is to attract and retain tourists. Success in this endeavor is contingent on a confluence of factors. Tourist value is influenced by a wide variety of public and private services, private goods, and community interactions and hospitality from the flash of the visitor first arriving at the destination until the time the visitor departs. It's crucial to keep track of and organize all the moving parts of the guest's stay so that they may get the most out of it. Destinations may reap the most economic and social advantages from tourism if they are managed well.

RECOMMENDATIONS

Moreover, the following suggestions might be made based on the existing study:

- To improve outcomes, it is essential that the many entities engaged in managing tourist destinations cooperate together.

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- Second, familiarity with sustainable tourism development ideas and the distinction between conventional and eco-friendly vacationing are both urgently required.
- As the region under study is still in its formative stages of discovery, participation, and development, it is imperative that responsible tourism be prioritized above mass tourism.
- Fourth, it is the responsibility of the developers to determine what resources will be most useful in managing the destinations in a sustainable manner.

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