'Review of Tourism Development across Golden triangle with special reference to Social Exchange theory'

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Abstract

The present study attempts to investigate tourism development across Golden Triangle (Delhi –Jaipur and Agra) with reference to tourism development -based attributes. Research was conducted in Golden Triangle (Delhi-Jaipur-Agra) in India with the help of secondary data and survey methods. The research findings indicated that tourism development in region keep exploring over the period of time with substantial number of tourists flow and ensuring economic, socio-culture and environment development through using social exchange theory. Furthermore, it is recommended to tourism planners, policy makers and stakeholders that they need work on product quality, diversity, uniqueness and competitiveness in view of sustaining the tourists and tourism development in the region or else it may goes towards decline stage.

Keywords: Golden Triangle, Tourism Development, Social Exchange Theory

Introduction

During this year, there is incredible aggressiveness in the tourism industry. The competitiveness for tourism industry, it has become additional interest, entailing challenge not solely among the countries in shut geographic proximity but conjointly among regions and even competition at the world level with same tourists' facilities (Heide et al., 1990; Mayer et al., 1998 and Pizam et al., 1978). Correspondingly, with a rise within the international arrivals the competition among the same targets is growing constantly. We can say that each individual traveler destination has its personal views and a few destinations have stronger views from the others. In fact, Image comes from the contentment level toured received from every destination. Thus, traveller satisfaction is taken into account together of the vital sources of competitive advantage, once a traveller destination is taken into account competitor for tourists for existing and freshly developed destinations. During designing destination development, the developers should offer stress to make positive image of the destination among markets in order that destination have a competitive advantage over different similar destinations (Chand, 2012;

Dwivedi, 2009). In addition, so as to develop a competing position, it's vital to develop and transmit a favourable image to potential tourists in target markets. In today's state of affairs there's so got to judge the strength and weakness of traveller destinations of every space, as this is very indispensable to potential tourists' satisfaction of that destination. Consequently, vacation satisfaction is that the staple of the destinations to participate within the context of the worldwide competition concerning tourism: it represents the method for destinations to determine themselves and getting to a comfortable degree of recognition (Chi, 2008; Pearce, 2005; Chand, 2012). In the context of touristy study, destination satisfaction has become essential because the warfare between tourists' destinations has inflated.

Review of Literature

During past three decades, the notion of traveller satisfaction has been examined comprehensively globally within the management literature and commercial enterprise literature is not any exception during this context. However, little analysis has been undertaken to assess however cross nation or culture traveller satisfaction measured. seventy investigation vacation Satisfaction of Chinese and Japanese Tourists touring Asian nation Most of the analysis students have rumored the traveller satisfaction in European countries (Armstrong, Mok, Go, & Chan, 1997; Calantone, di Benedetto, Halam, &Bojanic, 1989; Huang, Huang, & Wu, 1996; Luk, deLeon, Leong, & Li, 1993; Richardson & Crompton, 1988). This analysis established that tourer perceptions of a destination or service supplier may differ in line with their source and position. Apparently, recently the cross cultural side has become polar issue in business analysis. There has additionally been a hike within the variation of empirical investigations of tourer satisfaction with domestic or international destinations over the past decade (Kozak, 2001, Pizam, A., &Sussmann, S. (1995) Pizam, A. (1999). Kozak&Rimmington, 2000, Choi and Chu (2000).tiwari, S. K. (2019). Implementing Sustainable Tourism as a Pro –Poor and Community Development Approach argued that tourism cannot be retain and develop without following sustainable tourism practices.

Tourism Improvement across Golden Triangle in India

Further, associate freelance t- take a look at was used to research whether or not there have been any statistically important variations between Chinese and Japanese tourists' perceptions of destination-based attributes in Republic of India. It was identified that six out of the 10 destination satisfaction aspect were classified as considerably a lot of satisfactory by the Chinese tourists than by the Japanese tourists like spiritual dimensions, family dimensions,

destination/sightseeing dimensions, accommodation service dimensions, safety & security and overall satisfaction whereas Japanese tourists were found a lot of glad with cultural dimensions, knowledge-seeking dimensions, basic amenities dimensions and satisfaction/ worth dimensions. The findings of this paper area unit necessary for all business enterprise stakeholders, like tour operator. Moreover, local government, tourism planers, policy makers and other associated stakeholders need to work on improvement and betterment of each and every component of Golden triangle circuit of India.

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