



Assessing the factors influencing tourism growth: An empirical analysis

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Abstract

The present work examines the factors that influence tourism growth prospects in India and specifically in the Kumaun region. Data is collected using self framed questionnaire taking a sample of 900 respondents working in the tourism sector in the northern region of India. Quota sampling procedure for data collection is applied in the study. Analysis of data is performed using AMOS v22 applying confirmatory factor analysis and regression using SPSS v26. Results indicate that there are five major factors that affect the growth prospects of tourism industry in the region and the government should focus on these aspects for capitalizing the benefits.

Keywords: Tourism, Economic Growth, Confirmatory factor analysis, regression.

Introduction

Travel has been a part of mankind from the very beginning. Traveling to different places with varied flora and fauna enriches and provides an opportunity to explore the unexplored. The concept of tourism is as wide as the others and therefore it becomes necessary to know the basics about tourism and various etymological contexts related to it. 'Tour', which means movement around a central point has been derived from 'tornare' which is a Latin word that denotes 'circle' and 'tornos' which is a Greek word that defines movement around an axis. Tourism is a combination of the word 'tour' and the suffix 'ism'. Here, 'ism' denotes process or an action. The person who performs this action of movement around a center point is known as a 'tourist'. Generally, a tour is somehow circular in nature, as a person starts the tour from the place of his residence and after visiting the destination comes back to the same starting point which makes the process circular. The tourism industry is emerging as a key industry contributing toward boosting the economic development of economies all over the world. The tourism industry being a service sector industry is one of the fastest growing sector, i.e, having a large share in the

sectors that are related to economic activities. The sector due to such characteristics has become a vital factor for economic growth and development for most of the economies of the world. Tourism has its micro level as well as macro level influence over economies. At the micro level, the sector generates employment opportunities for the locals that are residing nearby the tourist destinations and helps them in income generation. Besides these micro level economic impacts the tourism sector has a major role in contributing towards the GDP of countries across the globe. The data on tourism statistics provided by the world travel and tourism council provide a reasonable support to these arguments. As one in the four jobs in the world from 2014 to 2019 were generated in tourism sector which were in total 333 million jobs in the year 2019 with having a share of 10.3% of the total jobs creation in the world. The tourism industry faced a loss of 62 million jobs worldwide as a negative effect of the pandemic, which left the total jobs created by the tourism industry to 271 million. The world economy got heavily affected by the pandemic in the year 2020 but recovered in the year 2021, and as a result of it the contribution of tourism industry in the employment generation across the world also increased by 6.7% to the previous year as 18.2 million new jobs were created in the year 2021. This way tourism industry enables employment creation across the globe. In 2019, the GDP contribution of travel and tourism industry across the globe was 10.3% which increased by 4.7% as of the previous year. Due to the pandemic in the year 2020, there was a decline of 50.4% in the contribution of travel and tourism to the world's GDP. In 2020 the contribution of travel and tourism industry in the world's GDP was reduced to 5.3% but as the world recovered from the pandemic situation, the contribution of travel and tourism to the world's GDP also increased by 21.7% and was 6.1% of the total GDP in the year 2021 (WTTC, 2022). The tourism sector through its multiplier feature is contributing to the economic growth in a direct, indirect and in induced manner.

The hospitality industry of India is one of the major contributor in the GDP of the economy. Being one of the major developing nation in the world, the tourism sector contributed 7.1% in the total GDP of India in the year 2019. Due to the pandemic Covid-19, there was a decline in the GDP contribution by 41.7% as it was 4.3% of the total GDP. In 2021, the sector recovered from the situation and thus contributed positively in GDP by 43.6% and the total contribution was 5.8% of the GDP. This shows that the Indian government is making efforts to capitalize the potential of its tourism sector and also shows the potential of tourism industry towards India's economic growth. India being the second largest populated country having diversity in the

culture attract tourist from all across the globe. In India there is a saying that one can find different tradition and culture after each two kilometer distance. People in our country believe in their rituals, traditional art form which is the reason of attraction for tourists. This can be verified with looking at the number of tourist arrivals which is showing an increasing trend in the international tourist arrivals in the past five years prior to the pandemic. In the year 2019 the number of international tourist arrivals were 17.91 million with an increase of 2.8% over the previous year. This shows that India has become one of the preferred tourist destination. Indian economy being an agriculture based economy have majority of population residing in the rural area in the village where there is very less employment opportunities are available to them. Since independence, the government has taken many initiatives to curb down the problem of unemployment by providing employment opportunities to the majority of our population. But the urban-rural divide and with the technological advancement the divide between the rich and the poor has increased in much faster way. Tourism sector through its multiplier effect is becoming an important tool to curb down this problem. As in the year 2019 the travel and tourism industry contributed 40.10 million jobs in the country and which was 8.4% of the total employment generated in India. In the year 2020 the number of jobs created by the travel and tourism industry were reduced to 29.14 million with a negative growth of 27.3% due to the pandemic. Still the contribution of travel and tourism industry in the total jobs creation was 6.3% in the year 2020. With overcoming from the pandemic situation and with overcoming from the restrictions during the lockdown phase, the hospitality industry positively contributed in the total employment in India increased by 10.2%, as the total jobs created by the industry were 32.10 million which accounted for 6.9% of the total jobs created in India in the year 2021 (WTTC, 2022).

Literature review

Rasool et al (2021) in their study analyzed how financial development is related to inbound tourism and economic growth in the BRICS nations through adopting panel integration approach. The results of the study indicated a positive relation among these variables. They found in their study that in a long run the inbound tourism will have impact on economic growth which means that tourism development is positively related to economic growth. A bi-directional causality was also supporting the fact that both are interrelated. **Bāndoi et al (2020)** in their study analyzed the interrelation among tourism development, sustainable tourism performance

and quality of life using secondary data approach. The study findings concluded that there exists significant and positive relation between tourism development and economic growth. A higher rate of economic growth was measured in the countries that have more tourist arrivals and also the quality of life was found to be satisfactory in these nations. This indicates that the development in tourism industry in these countries have significantly impacted the economic development. The countries with high contribution of tourism in their GDP have better quality of life compared to the countries with less percentage of tourism contribution to their gross domestic product. **Roy and Saxena (2020)** in their study aimed to identify the factors leading to destination competitiveness and to evaluate tourist facilities and to examine the problem that the tourism authorities face for promoting tourism in the state of Uttarakhand. Random sampling method was employed to collect 100 samples from the associated stakeholders from 5 major cities using descriptive approach methodology. Findings indicate a significant perceptual difference among the tourism stakeholders. The state tourism is facing issues from the major of which are economic issues, which lead to infrastructural issues and social issues. Government of the state need to work on this by making promotional strategies for the tourism sector. **Durgapal (2019)** in his study analyzed the factors attracting tourists and lead to create image of the tourist destinations of Uttarakhand. The task was done using confirmatory factor analysis. Sample of 300 respondents was taken for the study. The results revealed that natural scenic beauty, adventure tourism products, religious attraction were the factors that define Uttarakhand as a tourist destination. The study also found that, marketing for a tourist destination heavily rely on the image the destination creates among tourists. Thus, these factors should be included while making promotional strategies for tourism. There is also a need to focus on some niche areas for tourist destination development. **Rana and Nagar (2019)** in their research paper analyzed how tourism leads to destination development in the study area to assess the impact that tourism industry have on economic development. The findings of the study revealed that destination development is necessary to attract tourism in large numbers but at the same time proper management of destination is necessary as unplanned destination development leads to destination saturation. A proper policy framework by the government and other key stakeholders for the proper maintenance of tourism destination is necessary. **Suyal (2018)** examined how tourism development effects the living standard or the way people in nearby destinations live. The financial commitment in the state through tourism development on host group was assessed.

Qualitative research technique using interview and observation was employed. The results of study reveal that development of tourism has numerous advantage that can be helpful in financial development and human advancement. The findings of study recommend that infrastructure development, security, promotion through marketing by both government and private organization should work in coordination

Objectives of the study

Tourism has been recognized as a tool for economic development among countries across the world. The study aims to examine how the life of the local residents of Kumaun region has been influenced by tourism industry. The specific objectives are-

1. To conceptualize the terms and concepts related to tourism and also to analyze the emerging trends and issues concerning to tourism.
2. To assess the socio-economic impacts of tourism.
3. To suggest measures for promoting and improving the tourism industry in Kumaun region.

Hypothesis of the study

Ho1: There is no significant association between socio-economic factors and tourism.

HA1: Tourism sector influences the socio-economic profile of the local residents.

Research Design

For the present research study descriptive research has been used. In descriptive research the main aspect of determination are what, how and who. The study aims to determine the present scenario and status that the tourism industry have in the region and to depict the prospects of tourism development. The study also aims to examine the social as well as economic factors which affect the local economy. Descriptive research enables to minimize the bias in data collection and to reduce error in interpreting the collected data. Survey research methodology has been used for data collection. A questionnaire based on previous research studies was adapted to measure all the phenomenon.

Universe of the study

This study is in context to the Kumaun region of Uttarakhand. The basis of selecting Kumaun is that, Kumaun being a potential hub for tourist attraction has not gained enough from the tourism industry in context to the socio-economic aspects. The present study is an attempt to find out to which extent and by what factors the life of local residents have been impacted who are directly engaged in the tourism sector. All the six districts of the Kumaun region have been considered for the present research work. As the people engaged in the tourism industry are registered as well as unregistered and the record of these are not available, the population becomes infinite.

Sampling design

Quota sampling is applied to select sample respondents for the study because it is used in those cases where the study population is undefined/infinite. The non-probability sampling is used in the present study so that non sampling errors can be removed which is not possible in case of random sampling techniques (Malhotra & Dash, 2021, p-365). Sampling error can occur even if we take care of all the things and select probability sampling. To overcome from this problem if we increase the sample size the sampling error or the random error can be reduced (Zikmund et al., 2016, p-422).

Sample size

A sample of 900 which is taken randomly, which is calculated using the sample size formula by Israel (Israel, 1992).

The sample size formula is-

$$n = Z^2 pq / e^2$$

Here, n = sample size

Z^2 = squared value of Z at 95% confidence level

p = estimated proportion of an attribute present in the population

q = 1-p

e^2 = margin of error

$$n = (1.96)^2(0.5 \times 0.5) / (0.04)^2$$

$$n = 0.9604 / 0.0016$$

n = 600

The sample size for infinite population is calculated considering the three main factors defined by Israel that are helpful in determining the adequate sample size. The first is the confidence level which is 95% in the present study. The last thing in defining the sample size is the estimated proportion which is 0.50 for the present study as recommended by Krejcie and Morgan (**Krejcie and Morgan, 1970**). The sample fits well in applying all the tools as to run multiple regression a sample size there should be 20 responses per predictor (Hair et al., 2019). To run exploratory factor analysis sample size more than 500 is considered excellent (Carmen et al., 2007) and to run CFA as per the literature, there should be 10 responses for each item (Collier, 2020). Thus the selected sample size is adequate based on the literature.

Research Instrument

The questionnaire was prepared to assess the socio-economic dimensions of tourism industry in Kumaun administration of Uttarakhand. Questionnaire based on Likert scale was included to assess how the socio-economic factors have influenced the life of the respondents.

Reliability Test

Reliability signifies the extent to which there is consistency of results, which means if sample will be taken from the same population whether the response will be same or not. Internal consistency method which assume that all variables grouped together should measure the same construct is applied. Cronbach's alpha is the measure adopted for checking reliability of the variables which is essential part of factor analysis.

The thumb rule: 0.7 (Nunally, 1978).

Table. 1.1. Reliability Statistics

Statistics	
Cronbach's Alpha	No. of Items
0.902	26

Source: *Computed Data*

As the Cronbach's alpha is 0.902, it fulfils the acceptable criteria of 0.70. we can assume reliability of the scale.

Table. 1.2. KMO and Bartlett test

KMO and Bartlett's test	0.888
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	Approx. Chi-Square	13790.608
	Df	325
	Sig	0.000

Source: Computed Data

Findings on factors affecting the socio-economic profile of the local economy

Factor 1: it include 4 variables, namely; Additional employment opportunity, Self-employment, more jobs compared to other sectors and seasonal employment. These variables can be clubbed together under the factor **Employment**.

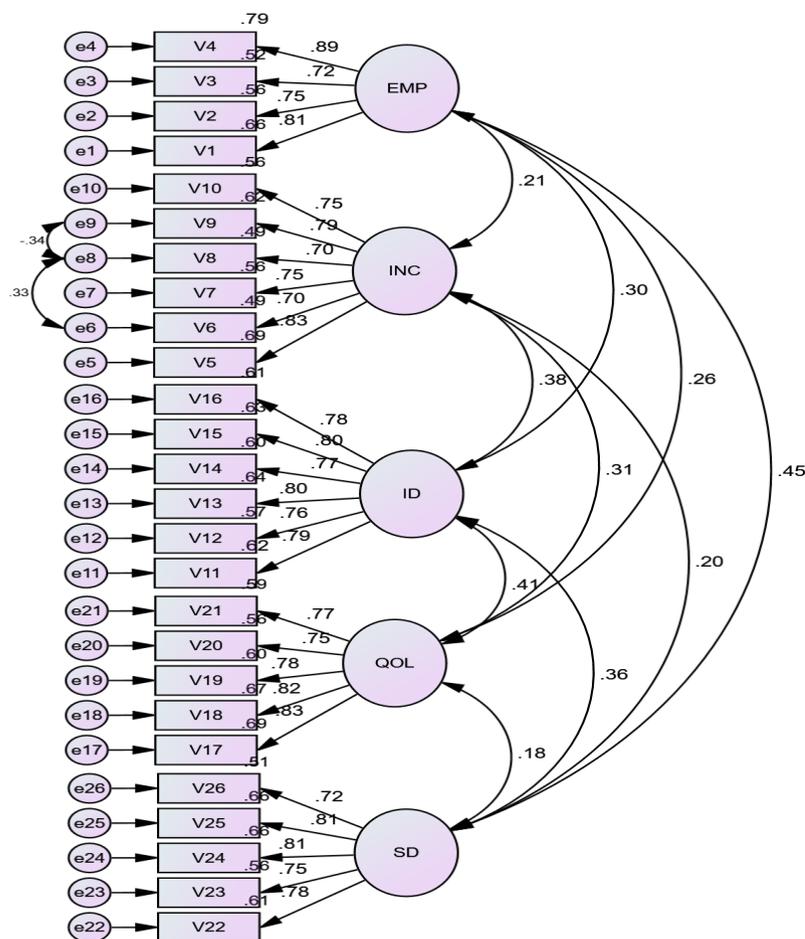
Factor 2: It include 6 variables, namely; Low wages, return on investment, tax revenue, asset creation, income by way of infrastructure and seasonal income. These variables can be clubbed under the factor **Income**.

Factor 3: It includes 6 variables, namely; destination development, transportation facilities, educational infrastructure, infrastructural cost, regional infrastructural development and transportation infrastructure. These variables can be clubbed under the factor **Infrastructural Development**.

Factor 4: It includes 5 variables, namely; standard of living, quality of life, regional imbalance, materialistic living and pollution. These variables can be clubbed under the factor **Quality of life**.

Factor 5: It includes 5 variables, namely; Poverty reduction, migration, knowledge enhancement, cultural transmission, and objectification of culture. These variables can be clubbed under the factor **Societal Development**.

Figure: 1.1 Confirmatory model



Source: Computed Data

Interpretation of factor loading

Factor loadings in confirmatory factor analysis estimates the direct effect of an observable construct or the items under the construct have with the construct on their indicators. There are two type of loadings one is unstandardized and other is standardized factor loading. Standardized factor loading are widely used in in the confirmatory approach as unstandardized factor loading cannot be compared whereas we can compare the indicators importance. The range of standardized factor loading is 0 to 1.

The thumb rule: The thumb rule fore standardized factor loading is 0.70. “A standard factor loading of 0.70 is acceptable as it will explain half of the variance in the indicator” (Collier, 2020, p.64).

Source: Computed data.

Validity and Reliability

Validity of construct denotes that whether the construct is measuring the phenomenon for which it is made.

Convergent validity: Convergent validity determines if the indicators for the construct are measuring the same phenomenon. A value more than 0.50 of AVE is good (Hair, et al, 2019, p.83).

Discriminant validity: discriminant validity simply measures whether the construct in the study are different and unique from one another. The reason behind this is that if all construct are same, then it is not valid to make different construct to measure different phenomenon. The validity and reliability are calculated using the calculator by James Gaskin.

Reliability

Composite reliability: The reliability is based on factor loading from a CFA. Composite reliability (CR) generally measures the internal consistency of the model and depicts that to which extent an indicator or item within the construct represents the construct. The acceptable value is 0.7 (Hair, et al, 2019).

Thumb rule for validity and reliability

For convergent validity, $CR > AVE$. According to Fornell and Larcker "The square root of AVE should be greater than the inter construct correlation" (Fornell and Larcker, 1981).

The table 1.3 represents the summary of the validity and reliability results we found and extracted using confirmatory factor analysis. In the table CR that denotes the internal consistency and reliability is more than AVE for all factors and this means there is no issue for convergent validity. The square root of AVE is more than all other correlation values and thus indicating that there is no issue of discriminant validity. The composite reliability (CR) is more than 0.70 which means that there is reliability in our scale and all the criteria for reliability and validity are met.

Table. 1.3. Validity & Reliability

	CR	AVE	MSV	MaxR(H)	INC	EMP	ID	QOL	SD
INC	0.891	0.622	0.167	0.894	0.788				
EMP	0.871	0.630	0.199	0.888	0.264	0.794			
ID	0.888	0.569	0.153	0.892	0.327	0.211	0.755		

QOL	0.905	0.614	0.167	0.906	0.409	0.299	0.391	0.783	
SD	0.883	0.602	0.199	0.886	0.182	0.446	0.204	0.359	0.776

Source: Computed Data

Model fit indices

The model fit test that how well the specified model represent the observed data.

Table. 1.4. Model fit indices

Model fit indices	Value	Acceptable value	Literature
CMIN/DF	4.065	5	Schumacker and Lomax (2004)
CFI	0.935	0.90	Bentler and Bonett (1980)
TLI	0.927	0.90	Bentler and Bonett (1980)
NFI	0.916	0.90	Bentler and Bonett (1980)
IFI	0.936	0.90	Bentler and Bonett (1980)
GFI	0.912	0.90	Hu and Bentler (1999)
AGFI	0.901	0.90	Tanaka and Huba (1985)
RMSEA	0.054	0.08	MacCallum et al (1996)

Source: Computed Data

In the present study model fit indices recommended by collier (2020) are used to measure the model fitness. As all the fit indices are within the limits, we can assume a good fit.

Findings of Hypothesis testing

Ho1: There is no significant association between socio-economic factors and tourism.

Ha1: Tourism sectors influences the socio-economic profile of the local economy.

Multiple regression was used where the dependent variable was regressed on predicting variable of employment, income, infrastructure development, quality of life and societal development. The independent variables significantly predict the overall impact of tourism on the local economy, $F(5,894) = 430.498$, $p < 0.001$, indicates that the selected variables significantly impact

the local economy. $R^2=0.840$, denote that 84% variance is explained by the independent variables. Additionally, the coefficient were further assessed to ascertain the influence of each of the factors on the dependent variable (Overall impact on the local economy).

Table: 1.5 Model Summary

Multiple R	0.841						
R Square	0.707						
Adjusted R Square	0.705						
Standard error of the estimate	0.850						
Durbin Watson	1.792						
Analysis of Variance							
	Sum of squares	Df	Mean Squares	F-ratio	Sig.		
Regression	1556.675	5	311.335	430.498	0.000		
Residual	646.538	894	0.723				
Total	2203.212	899					
Variables entered in the study							
	B	Std. Error	Beta	t-value	p-value	VIF	CI
Constant	4.774	0.028		168.429	0.000	1.000	1.000
Employment	1.256	0.028	0.802	44.292	0.000	1.000	1.000
Income	0.183	0.028	0.117	6.441	0.000	1.000	1.000
Infrastructure	0.166	0.028	0.106	5.840	0.000	1.000	1.000
Quality of life	0.248	0.028	0.159	6.749	0.000	1.000	1.000
Societal development	0.176	0.028	0.112	6.202	0.000	1.000	1.000

Source: Computed data

The results revealed that Employment have a significant and positive impact on the local economy ($B = 0.802$, $t = 44.293$, $p = 0.000$). Income has a significant and positive impact on the local economy ($B = 0.117$, $t = 6.441$, $p = 0.000$). Infrastructural Development has a significant and positive impact on the local economy ($B = 0.106$, $t = 5.840$, $p = 0.000$). Quality of life has a significant and positive impact on the local economy ($B = 0.159$, $t = 8.749$, $p = 0.000$). Societal Development has a significant and positive impact on the local economy ($B = 0.112$, $t = 6.202$, $p = 0.000$). **Hence, we reject the null hypothesis as we have enough supportive evidence to reject it.**

Conclusion

From the study findings it can be concluded that tourism industry is playing a significant role in the socio-economic aspects of the economy and its people in direct, indirect and induced manner. The study findings reveal that due to tourism development there is a significant increase in the process of infrastructural development in the region as better educational, healthcare and other necessary infrastructural facilities have been developed. The contribution of tourism industry in generation of employment opportunities in the Kumaun region is also very crucial and it can be said on the basis of the above data that in the future the economy of the region will grow with a faster rate due to tourism development. Migration which is a major problem in the Kumaun hills is also being solved due to the creation of employment opportunities in the hills as the homestay tourism and rural tourism is giving an opportunity to the people living in the villages to earn income as well as learn knowledge by participating in the tourism industry.

Besides these economic impact that the tourism industry have on the socio-economic profile of the economy, the tourism industry is also contributing towards the cultural and social development of the Kumaun region by providing opportunities to the locals to showcase their culture and art in front of the tourists so that the culture and tradition of Kumaun can flourish and can be developed in the best possible manner.

With all these socio-economic benefits that the tourism industry have on the Kumaun region there are few challenges that are needed to be curbed out so that the tourism industry can be developed in much better way and the significant impact on the socio-economic profile of the local economy can be enhanced for a better future and for the development of the Kumaun region.

Scope for Future Research

The tourism industry in the Kumaun has vast potential and the study through the findings has proved that there exist a significant impact of tourism on the socio-economic profile of the local economy. the tourism sector also help in generating more income in the economy. The government is making adequate policies for the promotion of tourism industry in the region. The present study focused on the kumaun region and provided a base on which similar study to assess the socio-economic impact of tourism in the Garhwal region and also a comparative study of Kumaun and Garhwal region can be done.

The study has proposed a model which can be used further as measurement model as earlier there was no such model available to assess the socio-economic impact of tourism and therefore in future, research using Structural equation modeling can be performed based on the measurement model proposed in this study.

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