

**ROLL OF TOURISM IN CULTURAL AND ECONOMIC DEVELOPMENT OF  
DINDIGUL REGION**

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**Abstract**

The reason behind travel, people cannot learn or know everything from where they are or all from their daily activities, media or books. As their practices will be unfiltered by anyone else, they should acquire them alone. Meanwhile the industrial rebellion, every advancement in transportation technology has changed the way of people's vision. The advancements in the transportation and its network makes the vast majority of the world easily accessible. Nowadays, travel can significantly alter daily patterns and offer tourists fascinating, unusual, or odd experiences. Tourism is also influenced by necessary visitor services like lodging, food and drink, information systems and so forth. These services support the demand for tourism and have experienced significant motivation in the tourism system. In recent decades, in the study of demand and motivation, researchers draw on models, and ideas and use mathematical formulas from a wide range of corrections. It has made significant progress in recent decades, as evidenced by the abundance of publications of several theoretical and practical studies. Its serves as a reference for decision-makers in the target nations and industries.

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**Keywords:** *Demand, Motivation, Culture, Economy, Tradition, Segments, Travel, Tourism Objects, Packages, Attractions.*

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**Introduction**

In tourism, the external factors might sway people's choices and draw them in a particular direction. In a broader sense, the tourism industry is internally based on demand and motivation. So far, demand and motivation in the tourism industry should consider as commercial consciences. Since a few years ago, demand and motivation for tourism related goods have increased significantly. The travel related commodities are more precisely referred to as tourism demand and motivation. Travel packages, individual trip components and a variety of services are required, including those for tour guides and escorts, catering, currency exchange and so on.<sup>1</sup>

In the way people live, they simply carried on with their regular activities in a new environment. Additionally, the travel motivation might promote social engagement, excitement and self-discovery. They serve as the justification for people's global travel. Visitors cannot learn all from their daily activities, media, or books. As their experiences will be unfiltered by anyone else, they should acquire them alone. Knowledge and practices are essential of several tourism products such as goods and services at a particular place or market in a pre-arranged time period

at a specified price.<sup>2</sup> Tourists are drawn to destinations by external factors like money and the need to feel in control of their level of performance and expenditure.

Dan's (1977) two-tiered framework of motivating aspects, such as the *push and the pull*, the social and psychological factors that affect people's urge to travel, is one of the most well-known theories of travel motives after Maslow's. One of the biggest and fastest-growing segments of the global tourism industry is cultural tourism. More and more, tourism locations are being promoted to increase their competitiveness and attractiveness. As the tourism industry becomes more competitive and local identity becomes more important in the face of globalization, many places are now actively building their tangible and intangible cultural assets. The influence of culture in travel, that developing bond between the tourism industries and how they have come to jointly influence a destination's competitiveness and appeal. This demonstrates how a strong relationship between demand and motivation can be nurtured to help residences become more attractive to tourists as well as increase their effectiveness as to live, visit, work and invest in. The various facets of the relationship between tourism, culture, regional attractiveness and the policy interventions which can be taken to enhance the relationship. Obstinate, demand and motivation are describes the accessibility of commodities and services. It expresses to the availability of products or services within a specified time frame and at a specified price. The tourist demands are made-up of those who are currently using tourism services. Those who plan to travel soon make up prospective tourism demand. The demand for tourism is also easily divided into other categories. The elements that affect the nature and type of tourist products needed in a location or market are known as the determinants of tourism demand.<sup>3</sup> The ability and willingness of a traveler to buy different quantities of a travel goods at different prices at any given moment are referred to as demand in the travel and tourism sector. Travel motivation, or a person's internal state or particular needs and wants, is one of the most important psychological factors that affect tourist behavior.

### **Demand in Tourism**

The amount of persons who intend to purchase tourism-related goods and who have the necessary disposable income and free time to do so is referred to as the tourist demand. Demand is the ability and willingness of consumers to buy different amounts of a tourism product at different prices at any time. The demand for any product or service associated with tourism is impacted by numerous quantitative and qualitative factors. The link between the quantity and the product is called demand. It is affected by many factors and is called as the market demand function. In terms of tourism demand, we can make a distinction between the want to visit a particular location and the desire to purchase specific goods or services associated with tourism. The demand for tourism is dependent on economic, psychological, geographic, and political backgrounds. There are numerous ways to define the demand for tourism and the total number of people who travel, wish to travel, and use tourist attractions and services in locations other than their homes or places of employment.<sup>4</sup>

Tourism-related products are typically bought in combination, including a vehicle, lodging, a sightseeing excursion, etc. The demand for related products may therefore increase when the demand for one product increases. The importance of demand is that it drives the economy and promotes commercial decisions that meet consumer needs. Demand is the consumer's desire and ability to pay for a commodity or service at a specific price and time. The supply and demand curves are infallible in maintaining the stability of price and quantity.<sup>5</sup> The likelihood of traveling is a reliable indicator of the demand for tourism. Moreover, it comes in two varieties such as net and gross travel propensity. The percentage of the population who have travelled at least once in a year or period is referred to as net travel propensity. The average number of travels made by individuals throughout a year or other period is referred to as gross travel propensity. People move around due to a variety of causes, including economics, geography, climate, culture, psychology, health, politics, and cross-border links between countries.<sup>6</sup>

The readiness of tourism-related goods and services also influences how people move around (goods and services). Any location's or market's urbanization promotes the growth of the local economy, which raises opportunities for employment, income, affluence, and free time. Those who have higher incomes spend their spare time enjoying and exploring new places. The advancement of education increases people's knowledge of current tourism trends and motivates them to take advantage of vacation packages offered across the nation and even abroad. The average age of the population rises along with improved medical facilities, allowing older individuals to spend their hard-earned money and leisure time enjoying tourism-related activities. An important factor in determining the contribution of the tourist industry to the economy of any location is the assessment of the tourism demand.

### **Motivation in Tourism**

In tourism, a human being's intrinsic motivation is an internally generated quality and a mix of internal and external forces that propel the travel and tourism sector. Beings travel to meet all of their requirements, including psychological and physiological ones. It describes how tourists try to meet their acknowledged needs and how this had a big impact on their decisions at every stage of the decision-making process.<sup>7</sup> The motivational styles mainly focus on the physical health and well-being of the individual and include physical relaxation, athletic pursuits, medical treatment and remedial health management. It includes bodily incentives for good health, such as physical activity, yoga retreats, and medical care for wellness maintenance. In the relationship based motivations, human being are social creatures who are constantly eager to make new friends, visit and see family and friends, or just want to get away from the stresses of everyday life. In the cultural motivation, tourists' interest and desire to learn about and experience other people's culture are described as cultural motivations. They are connected to travellers' desires to visit various locations to learn about other nations, people, cultures, traditions and way of life, art, and music, among other things. In the status or prestige motivations, Travel is done by tourists to further their interests, gain respect from friends and

family, and be recognized for their education and knowledge.<sup>8</sup> These motivations are linked to the desire for notoriety and prestige as well as for self-worth and personal growth. It also encompasses journeys made for business or professional purposes.

The expert, Crompton distinguished two distinct degrees of socio-psychological motivation. The urge to travel is the primary motivation behind the first choice of a trip or holiday. That subsequently makes people's destination decisions easier. The second motivation is the decision to choose a destination. After making the first decision to travel, several motivating elements emerge that affect the choice of location. According to Crompton, there are two categories of reasons why people take pleasure trips and those who push for a trip or tour are socio-psychological reasons, while those who pull are cultural reasons. In the *push and pull theory*,<sup>9</sup> the push factors are the things that encourage people to travel. An individual's desire to travel for leisure time is pushed by external circumstances. The push factors are the motivations that lead tourists to seek outer activities to satisfy their requirements. All the extrinsic forces that draw or entice a person towards certain things or a certain location. The pull factors emerge as a result of the destination's allure and identifying characteristics. It has to do with the physical environment, mental aspects, or options accessible at a location like attractions, climate, culture, etc. Everyone has individual tastes and preferences that draw or repel people from visiting a particular place.

The motivation process crosses through a series of some discrete steps such as, unsatisfied need, tension, drive, search behaviour, satisfied need and reduction of tension. The unsatisfied desire is sparked by internal factors like hunger and thirst. However, they can also be activated externally, for as by billboards and commercials. When a need is not addressed, tension builds inside the person and might be psychological, societal, or physical. A drive is essentially a strong stimulant brought on by tensions that call for action. The person engages in actions to fulfil the demands that are now acknowledged. To fulfil the demands the drive creates the search performance. The motivation process relies heavily on search activities. The next phase in meeting a demand comes when search presentation has been completed.<sup>10</sup> In this process, the need may be met rewards and penalties. They are seen as the realization of need fulfilment and consequent reduction of tension in the process of reducing tension. Thus far, if demands are not met, it may serve as the starting point for another cycle with different needs and objectives.

Tourists' decisions for a vacation are influenced by variances in culture and nationality. This is the situation when visitors from cold regions travel for vacation to warm regions or when tourists from warm regions select vacation spots in cold regions. The timing of the purchase can also influence motivational factors. Some travellers choose tour packages for which they make bookings months in advance, while others take advantage of promotions like last-minute booking discounts to save money.<sup>11</sup> They are connected to the requirements for developing one's self-esteem. These factors also influence people to travel for educational or recreational purposes, as well as for professional or business purposes. Many different human behaviours and experiences

can be used as travel motivation. They can be broken down and expanded upon to provide explanations on why tourism is becoming more and more popular.

### **Cultural and Economic Tradition in the Dindigul region**

The 1990s the emergence of several sub-sectors, including many types of tourism, which helped the concept of cultural tourism and to mature gain popularity. This occurred in the middle of a movement of globalization and technology advancements.<sup>12</sup> That led to more mobility via less expensive air travel, improved access to a variety of locations and cultural resources, the expansion of media and the emergence of independent travel. At this time, various tendencies were emerging in tourism policy that indicated a change. There was a greater emphasis on regional development, environmental concerns, public, private partnerships, industry self-regulation and a decrease in the direct engagement of the government in the provision of tourism infrastructure.

A large portion of the global tourist flow is today driven by cultural tourism, which is one of the main driving forces behind the tourism phenomenon. Depending on the reasons why tourists choose to visit a certain location, cultural tourism can take many different forms. The main draws for travelers drawn by a thirst for knowledge, a desire to better oneself. A desire to experience different cultures include cultural heritage and historical sites, performances, music, art galleries, museums, festivals and exhibitions. In this regard, the cultural locations almost found in the Dindigul district are segments. Those who have adjunct motivation from cultural tourism, those who are partially motivated and those who are strongly inspired on their areas of interest.

The tourists have tried to learn about the local cultures and have been placed on the value of inter-cultural communication to enhance understanding and tolerance as more. Similar to how nations have sought to build national identities in the face of globalization, cultural tourism has also been used as a tactic to accomplish this goal. Cultural tourism, which is primarily location based, is motivated by a desire to interact and experience culture first hand. A tourism destination's tangible and intangible cultural assets, including its heritage, performing arts, handicrafts, rituals, and cuisine are presented for tourists to learn and enjoy. Whereas the cultural tourism is a significant component of economic growth strategies, it also has other advantages like the economic, social and environmental developments. The cultural resource is a distinct advantage in the tourism industry and also increases the economic and employment opportunities.<sup>13</sup> Additionally, attracting tourists can ensure that younger generations continue to practice traditions from the intangible cultural heritage.

The cultural travel can promote vanity in and respect for local heritage, generating more interest and funding for its preservation. Tourism can also stimulate and promote community development such as flexibility and empowerment. It encourages territorial solidarity and socio-economic involvement for the most disadvantaged groups, such as rural women with a means of

existence. The long-term environmental sustainability is facilitated by increased awareness of indigenous knowledge and local conservation practices. The money made from tourism can also be used to support ongoing preservation efforts for both natural and constructed heritage.<sup>14</sup>

Over the past few decades, the rise of cultural tourism destinations have significantly modified the Dindigul region landscape and made natural global planning. In this district, cultural tourism has been promote urban renewal and city branding schemes. The region is built on cultural landmarks and the modern architectural structures to promote tourism growth. The smaller and middle-sized rural settlements that have enhanced their cultural assets to promote local development. The planning decisions have also been influenced by cultural tourism, boosting coastal expansion in some regions while revitalizing settlements. The public and private investments have significantly accelerated the development of urban infrastructure, with particular effects on transportation, the preservation of historic sites and the renovation of public places. Similar to this, the growth of routes, which connect numerous cities to cultural settlements promote the tourism segments.<sup>15</sup> It has also led to the formation of new alliances and influenced economic and cultural interactions between cities beyond national and regional boundaries. Some visitors plan to view some destinations again to focus on the places mentioned. Because, the management and marketing organizations should be motivated and pass them along to the travel and tourism sector. The importance and quantity of the reasons for planning another trip were to be expressed by the respondents. The traditional nature of the destinations, the availability of various tourism-related goods, hotel amenities, catering, transportation and the variety of activities, shopping, and entertainment are what visitors' value most. They promote tourism-related industries like art, food, crafts, music and fashion. However, they also seek out new tourism goods to have genuine experiences in the Dindigul region. The Dindigul region employs a particular amount of people in the cultural tourism sector, which is seen as a top priority for encouraging job growth, especially for young people. Whereas 40% of all tourism sales by the cultural tourism and it contributes significantly to employment in the tourism industry.

The Dindigul region's entire tourist eco-system is squeezed by cultural tourism segments and also supports jobs in a variety of cultural fields. The system also supported in preservation and upkeep of cultural and natural resources like fairs and festivals and cultural events. The cultural tourism industry interacts with so many other businesses and service sectors, it also increases employment in the national and local economies. The tourism industry, the hospitality, catering and leisure sectors that are particularly dedicated to the maintenance and restoration of historical structures.

Most frequently, observations of the quality of the Dindigul destinations serve as the benchmark for measuring the amount of satisfaction reached by visitors throughout their visits. Therefore, determining the proper administration of a significant site of cultural destinations are necessary to determine how satisfied tourists are with their experience there. As a result, the

public and private organizations in charge of its promotion and development should be highly motivated to increase the factors that give visitors the most satisfaction while simultaneously working to lessen or even eliminate those that give them less satisfaction.<sup>16</sup> If the tourist's experiences are based on fundamental idea, historical preservation and cultural services. Therefore, various studies examine the components or qualities that influence how tourists interpret their encounters.

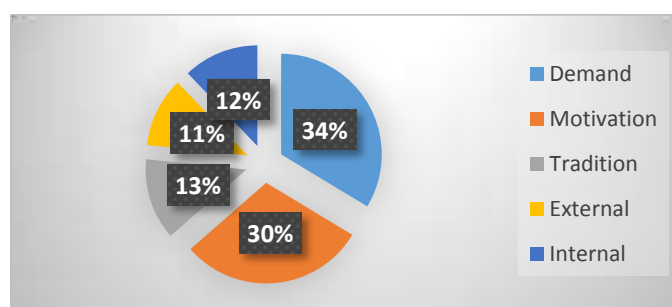
In the tourism marketing segmentation in the Dindigul region, a key approach tourism is based on customer satisfaction. It is divided into many groups according to their demands, interests, behaviours, and demographics. Travel segments also help businesses to modify their marketing efforts and develop targeted products and services for each destination. As a result, travel and tourism in Dindigul can maximize revenue and customer satisfaction. The travel market is impossible to successfully reach the target because it is so vast and diverse. To better understand customer needs and allocate marketing budgets wisely, segmentation is a tool used by travel industry marketers. An in-depth quantitative study concentrating on a broad sample of people is the foundation for effective travel market segmentation. Afterward, classified according to traits they have in common such as, demographics, consistent, behaviour and cognition scores.<sup>17</sup> These collections are known as specific segments once they have been recognized. In a particular product and service offerings, as well as specialized marketing messages, it can target them.

In the present-day economic situation, the success of tourism places rests on the loyalty of travelers. The study on tourism demand and behaviour is, therefore, a top priority, and the sector's significance in the Dindigul economy, where it accounts for 10% of Tamil Nadu economy. This suggests that the country needs to diversify its natural and heritage tourist strategy to include other kinds of goods, such as cultural tourism, which draws on the nation's rich cultural legacy. Due to its significant impact on the nation's economic growth, it is thus necessary to broaden the study of consumer demand for domestic travel. In the case of cultural tourism, as a segment, cultural trips made by residents in topped tourists.

In the relational marketing approach, client loyalty is based on a series of concepts focusing on the customer and the company relationship. Due to increased competition, it must adapt to market demands by implementing customer value, creating strategies and adopting a customer-integrated corporate strategy. Therefore, businesses, particularly those in the services industry, focus their marketing strategies on obtaining long-term client pleasure as a way to win their loyalty as well as developing a plan to significantly increase their competitive advantage. Due to the significance of consumer desire in the commercial positioning of tourist destinations, studies investigating consumer loyalty to travel-related destinations or products have been conducted in recent years. This contentment, which serves as a foundation for loyalty, is brought about by the amenities or features of the place and manifests in a return trip or a referral to

others. The latter is central because it is one of the information sources that have the most impact on potential travellers. An assessment based on behavioural, attitudinal and composite characteristics, the outcome of the strategy, tourism loyalty has also been conceptualized. There are two dimensions make up the loyalty measurement in the tourism segments. It is defined as a favourable attitude towards the location, recommendations and behavioural loyalty, assessing the degree of loyalty for the repetition to the visitors.<sup>18</sup>

There are several factors related to travel arrangements and activities at the cultural destinations and also to the cost-effectiveness of visitors. They are influenced by the tourists' various attitudes while others come from the traveler's own experiences. Many studies on cultural destinations have examined the beneficial connections between the level of the visitors' experiences and destination loyalty. The qualities of the destinations which they influence the visitor experiences to determines its tourism potential. According to some studies, a destination's capacity to meet visitors' expectations and demands will determine whether or not they will be more or less loyal to it, as seen by their intentions to recommend it to others and make additional trips there.



**Chart-1.**  
**Segments of Cultural Tourism**

The mobility of locals for tourism-related activities is influenced by several socio-economic factors. However, depending on some factors (demand, motivation, tradition, external and internal), the social impact could be either beneficial or detrimental. The cultural elements that encourage travel and give room for innovation encourage locals to visit new areas, which boosts tourism demand (Chart-1). The cultural limitations cause a decline in the travel demand. The destinations also expose the level of concentration in tourism-related goods. The destinations that are well connected to several transportation options and are simple to get better services. As a result, these locations exhibit a real desire for tourism. The ultimatum for tourism products is lower in isolated tourist destinations that lack numerous ways of connectivity or are difficult to reach, receive selective services and are less up-to-date with current tourism trends.<sup>19</sup>

As a result, physical and monetary flows are created, which have significant effects on the economy, society, and the environment. In the tourism supply, provision of the essential



components of the tourist sector by the governments or destinations is referred to as the supply of tourism. The delivery, upkeep, marketing and administration of tourist facilities are necessary for this sector. Natural and man-made resources are both required for the supply of tourism. The necessary infrastructures are, transportation, lodging and telecommunication. Travel agencies, tourist offices, rental businesses and visitor managers are examples of tourism reception services.<sup>20</sup>

The distribution of tourism products essentially refers to how different products are made to the tourists. The products can be used to group tourism suppliers such as, transportation, hospitality and attractions. In terms of generosity, a tourist will consider the proper types of lodging, various food service offerings, entertainment and leisure activities. The providers of tourism services, such as lodging, dining, entertainment, and gaming must be conveniently positioned in relation to the other parts of the tourism package. The goods are to the visitors offered more than just travel related expenses. The consumer is not required to pay for every commodity or service. But, in many circumstances like roads, historical sites, parks, and the natural environment are free to the visitors. In other cases, when the visitors must pay for the facility or service provided. Most of the resources provide services are their users or to those using them, whether or whether visitors must pay for them. However, unpaid services like pleasant weather, clean air, beaches, mountains, landscapes and highways are part of the provision of tourism related goods. The tourism products like lodging, services, entertainment, or gaming need to be strategically placed concerning other elements of the tourism package.

Most of the destinations in the Dindigul district are related to the number of tourists in a way of more visitors and more impact. During the peak season, tourists when made some kind of pressure on the local people at its most. The demonstration effect, occurs from intimate contact between individuals from different cultures and changes in societal values. If there are more visitors than can be tolerated, negative influences will result and the destination will have negative effects. In some places, the amount of tourism has a good effect on the local population, environment, economy and tourists. The socio-cultural distinctions between tourists and the local population have an impact on the local population as well. The impacts increase with increasing differences. As a result, where visitors from other countries are bigger than in domestic tourism, where the impact is less because there are fewer cultural differences inside a nation, making it easier and quicker for the local populace to adapt to domestic visitors.

As a result of the segments, the factors are shifts in travelers' incentives. It has been made of opportunities, availability, and motives. The cultural factors avoid the reproduction of cultural goods and develop an area's intangible cultural assets and engaging experiences. If it promotes and uses this profitable mode of travel, it will experience a serious of economic crisis. The cultural tourism segments expand the tourism demand and also act as attractive, adaptable, and long-lasting products. According to the researchers Jelini and Uvela, cultural tourism has actively morphed into traditional tourism. According to a recent study, visitors' interests have anxious to

experience things for themselves, to learn about locations in-depth, and to spend more time exploring a city or region.

In the Dindigul region, cultural tourism supports so many ways to develop the local economy while also ensuring its overall development. The cultural tourism segments possess so many characteristics like early return, the minimal investment need, greenness and the imposition of the lowest environmental costs. In the destinations, create direct and indirect employment in the local area and a significant role in preserving and returning to local handicrafts and cultural expressions. By adopting sound planning and management techniques, tourism not only supports local economic growth and sustainable development on all fronts. It also guards against the loss of culture to globalization processes by reclaiming the regional identity of cultural resources.

The most desirable form of creative tourism has been identified as a viable target market for the nation. Despite having a wide range of talents in the fields of creative industry and culture, it only receives a small portion of the revenues from modern tourism. The ineffectiveness of marketing and promotion initiatives used in the tourism industry has significantly altered how international tourists see host cultures before and after visiting them. In light of the fact that the growth of cultural tourism encourages the growth of certain economic sectors, which in turn helps to the overall development of a particular destination, it is reasonable to conclude that cultural tourism is a way of development.

### **Inference**

In Dindigul, the subject stems from the pleasure of locals and visitors, their mindfulness of alarms like physical and mental health and their readiness to travel again and again to discover. The promotion of physical and mental health can be achieved through cultural activities that help create a long-lasting and friendly recreational environment for tourists. In Dindigul cultural tourism, it is natural and bringing individuals from one culture and background to briefly engage with those of others, it may or may not have some kind of socio-cultural impact. The cultural elements such as language, religious convictions, tradition, culture, lifestyle, behavioral patterns, dress conventions, sense of time, financial planning, and attitudes toward strangers are only a few examples of these distinctions. These variations can be slight when discussing domestic travel or considerable when discussing international travel. The cultural tourism have either positive or negative sociocultural consequences based on how various cultures interact. The term environment refers to the physical conditions necessary for existence. Tourism has both positive and negative effects on the environment. Finally, this region, depends on natural resources to attract and retain visitors, but it can also harm those regions, particularly their climate.

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