

Opportunities of Tourism Related Small Scale Industries in India: In Special Reference to Varanasi

Management Insight
15(1) 89 - 102

DOI: <https://doi.org/10.21844/mijia.15.1.11>

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Abstract

Small Scale Industries play a crucial role in the development of any country and contributes significantly in the economic development of the country. In a developing country like India where large scale industries are restricted to a few hands, Small Scale Industries play a vital role in the development of the country by providing employment, innovation and improving the standard of living of the people. By focusing on the different dimensions and identifying new dimensions of SSI in India, we can boost up the economic growth of the country as a whole. Tourism on the other hand is an important factor and contributor in the income of a country and its state. India is rich in cultural heritage and the huge diversity of India consisting of cultural believes and tourist places that attract a large number of national and international tourists across the globe every year. This gives birth to some new businesses in that state, provides numerous employment avenues, brings in foreign currencies as well as contributes in the total exports of the country. This paper deals with studying the prospective growth and opportunities of Small Scale Industries related to the tourism sector and identifying and suggesting measures to the issues that are being faced by such industries which are already prevailing in the market with special reference to Varanasi district.

Keywords: *Small Scale Industries, Tourism, Growth, Issues, Varanasi, etc.*

Introduction

Industrialization plays key role in the economic development of any country. Industries, broadly, are divided into three categories and the major emphasis in the process of industrialization is given on these groups which are namely; Large Scale Industries, Small Scale Industries and cottage industries. The importance of Small Scale industries cannot be neglected when the development of any economy is concerned. In the

economic development of developing countries like India, SSIs play a very crucial and strategic role. Suffering with the scarcity of investable capital funds and lack of experience to work with big establishments, such industries serve as a boon to the under employed and unemployed people. In fact, Small scale industries have dominated the large scale industries in terms of providing employment, equitable distribution of National income and balanced regional growth of the company. They help in the economic

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development of the country by getting the urban and semi-urban areas into the mainstream and by developing the standard of living of such regions. Not only in developing countries, SSIs have played a very important role in the development of the developed countries like USA, Japan. Since, Small scale industries and cottage industries are funded by the capital employed by its proprietor or by the means of partnership or through some financing agencies, hence; it channelizes the savings into the productive uses where these provide better results in terms of return. This sector is the second most employment generating sector in the country and has been acknowledged by the developed countries as an important factor of employment generation with lesser amount of capital investment.

On the other hand, tourism has been another significant factor of economic development of country and an important contributor to the GDP of India. It generates employment by giving birth to a number of employment avenues, brings in the foreign currency, contributes in exports, helps in the preservation of the cultural heritage of a country, brings peace and prosperity and also helps in the development of the infrastructure of the country. In country like India, which has a rich biodiversity and being the only country that enjoys all different seasons of weather and which enjoys the luxury of plenty of cultural heritage across the country, tourism has proved to be a blessing in the economic development of the country. With the rise of traffic of foreign and domestic tourists and various campaigns by the government of India to promote tourism in the country, this sector has alone done a business of billions of dollars in the previous years. There are various small scale industries which are related with the tourism sector or their existence is due the tourism sector at first place. The growth of the tourism sector in India gives cultivates the chances of the prospective growth of the small scale industries and gives birth to new

dimensions and opportunities of the small scale industries.

Objectives of the Study

Following are the objectives on which this study will be focusing on:

- i. To study the growth of small scale industries in India.
- ii. To study the growth of the tourism sector in India.
- iii. To study the small scale industries related to tourism sector of Varanasi district.
- iv. To find out the growth opportunities of SSIs related with the tourism sector.
- v. To study the issues faced by the SSIs of tourism sector and suggesting the corrective measures for such SSIs, in Varanasi district.

Methodology

The present study is purely base on the secondary data collected from publications of various organizations and agencies. The present study used the information and data made available by Ministry of Tourism, Ministry of Small and Medium enterprises, UNWTO, Ministry of Statistics and Programme Implementations, Economic Journals, Newspapers, Internet, etc.

Role of Small Scale Industries in India

Small scale industries carry a specific and distinct meaning in Indian economy. There are various criteria that differs a Small scale industry from that of large scale industry and micro industry or cottage industry. An industrial undertaking is termed as small scale industry if it's investment in fixed assets in Plant & Machinery or other equipments, whether owned by the proprietor or on lease or on hire purchase, is more than Rs. 5crores but does not exceeds Rs. 10crores in case of manufacturing enterprise and more than Rs. 2crores but does not exceeds Rs. 5crores in case of

service enterprise.

Since, India is an Agriculture dominant country, after the agriculture sector, Small Scale Industry is the largest generator/provider of employment opportunities to the population of India. An

estimation by the DCMSME says that on an Investment of mere Rs 1,00,000 in the fixed assets of SSI creates employment for 4 persons. The following tables show the industry wise and year wise employment generation of SSIs:

Table 1: Industry-wise employment generation

INDUSTRIES	EMPLOYMENT GENERATION
Food Products Industry	13.1%
Non Metallic Mineral Products	12.2%
Metal Products	10.2%
Chemical & chemical products, Machinery parts except Electrical parts, Wood Products, Basic Metal Industries, Paper products & printing, Hosiery & garment, Repair services and Rubber & Plastic Products	49%
Rest of the industries	5%

(Source: <http://dcmsme.gov.in/ssiindia/performance.htm>)

Table 2: Employment generation in recent years

Year	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15
Employment generated in lakhs	260.21	271.42	282.57	294.91	805.23	842.00	880.84	921.79	965.15	1011.69	1061.40	1114.29	1171.23
Growth %	-	4.31	4.11	4.37	173	4.57	4.61	4.65	4.70	4.82	4.91	4.96	5.12

Source: Annual report, Government of India, Micro, Small and Medium Enterprises (2012-13) & (2015-16)

SSIs have significantly contributed in the total exports of the country. This enabled to increase the business turnover of the SSIs, get their products recognized on the global level and bring in the foreign currency and reduces the pressure of balance of payment. In terms of export, SSIs have shown a magnificent growth where it

exports increased to 124417crores in 2004-05 from 155crores in 1971-72. In the total export of the country, 40% of the total is contributed by the SSIs. The following table shows the export contribution and growth by SSIs:

Table 3: Total Export of the country and SSIs contribution (in Rs. crores)

YEAR	TOTAL EXPORT	EXPORT BY SSIs	% SHARE OF SSIs IN EXPORT
1971-72	1608	155	9.6
1976-77	5142	766	14.9
1981-82	7809	2071	26.5
1986-87	12567	3644	29.00
1991-92	44041	13883	31.9
1992-93	53688	17778	33.1
1993-94	69571	25307	36.4
1994-95	82674	29068	35.2
1995-96	106465	36470	34.3
1996-97	117524	39248	33.4
1997-98	126286	44442	35.2
1998-99	141604	48979	34.6
1999-2000	159161	54200	34.0
2000-01	202510	69797	34.47
2001-02	207746	71244	34.29
2002-03	252790	86013	34.03
2003-04	291582	97644	33.49
2004-05	361879	124417	34.38

Source: DC(MSME) and Ministry of Commerce & Industry

Small scale industries supports and helps in the development of medium and large scale industries by assisting with the required accessories, semi finished goods and a number of services.

Role of Tourism sector in India:

Tourism sector is one of the fastest growing sectors of the India and considered as the main factor of the tremendous growth of the country. With government initiatives like "Incredible India" to promote the tourism in the country has given a boost to this sector making it the fastest growing sector and major contributor to the GDP and economy of the country. In 2006, four million

tourists visited our country where they spent at around 8.9billions of US dollar.

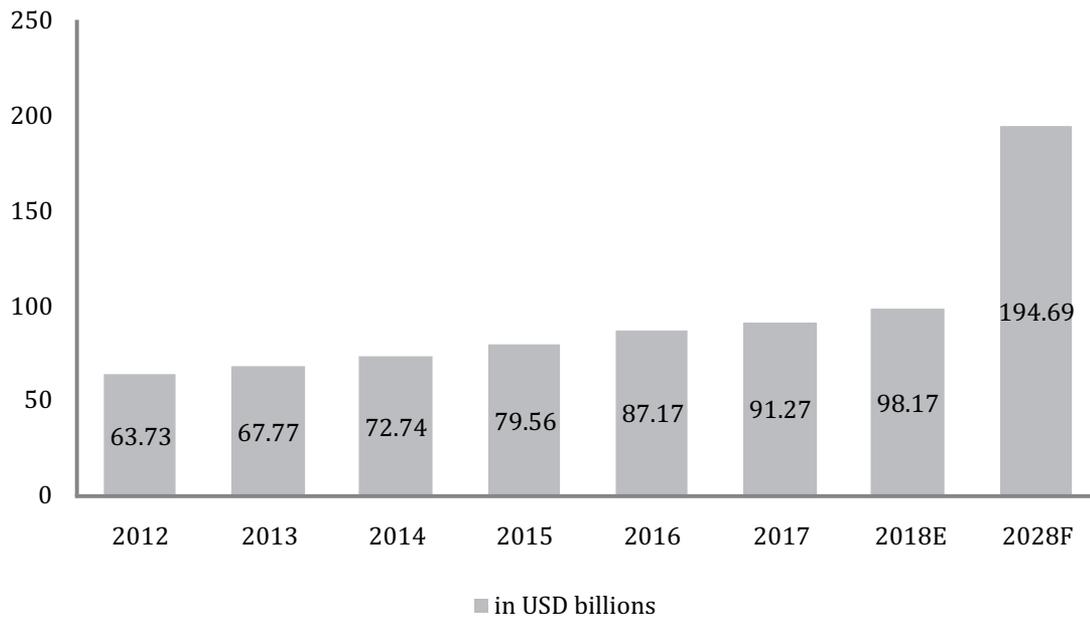
- In terms of total contribution of travel and tourism in the GDP of the country, India ranked 7th among 184 countries.
- Alone from the sector of tourism, India's Foreign Exchange Earnings (FEEs) increased by 20.8% during the year 2017 to reach an amount of USD 27.693 billion. Furthermore, in during the period of January-August 2018, the FEEs from tourism sector increased 11.8% by calendar year to USD 19.46 billion.
- Moreover, the tourism's direct contribution to the total GDP of the country is expected to increase by 7.1% per annum for the next

- decade i.e. years 2018-2028.
- The contribution of tourism sector in the total exports of the country is expected to increase by 5.5% per annum for the next 10 years i.e. 2018-28.
- In terms of employment, tourism sector has contributed in the total employment opportunities generation in the country by 8 per cent, in the year 2017, providing

employment to around 41.6 million people and is expected to increase at the rate of 2 per cent per annum to 52.3 million jobs by the end of year 2018.

The direct contribution of the Travel and Tourism sector to the country's total GDP at real can be studied from the following chart:

Chart 1: Contribution of Travel & Tourism Sector to India's GDP (in \$ Billions)



(Source: World Travel & Tourism Councils (WTTCs), Economic Impact 2018)

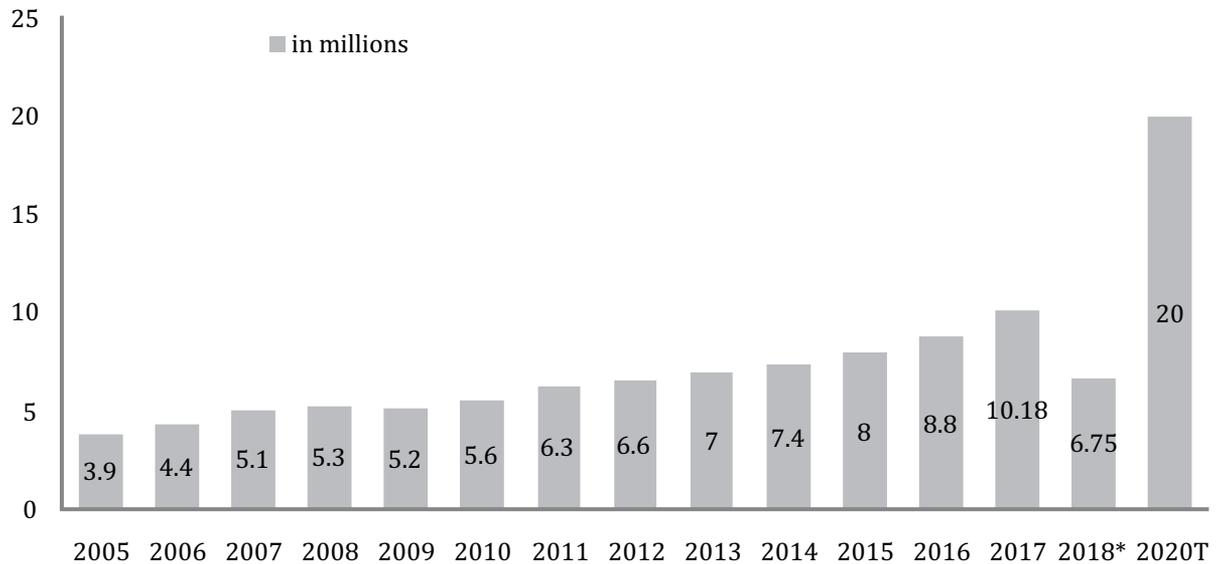
This is not the end. The tourism industry is expected to grow tremendously in the near future with the introduction of new government policies to support tourism in the country.

The quantum of foreign tourist arrivals stood at around 10.177 millions in 2017 and this reached at around 6.75 million in the period of January-August 2018 with a growth rate of 7.5 percent on calendar year due to various factors such as development in the infrastructure, flexibility in

government policies, easy availability of visas to the foreign tourists.

Not only this, the government of India has set a target to meet a quantum of 20 million foreign tourists arrival and double its FEEs by the end of the year 2020.

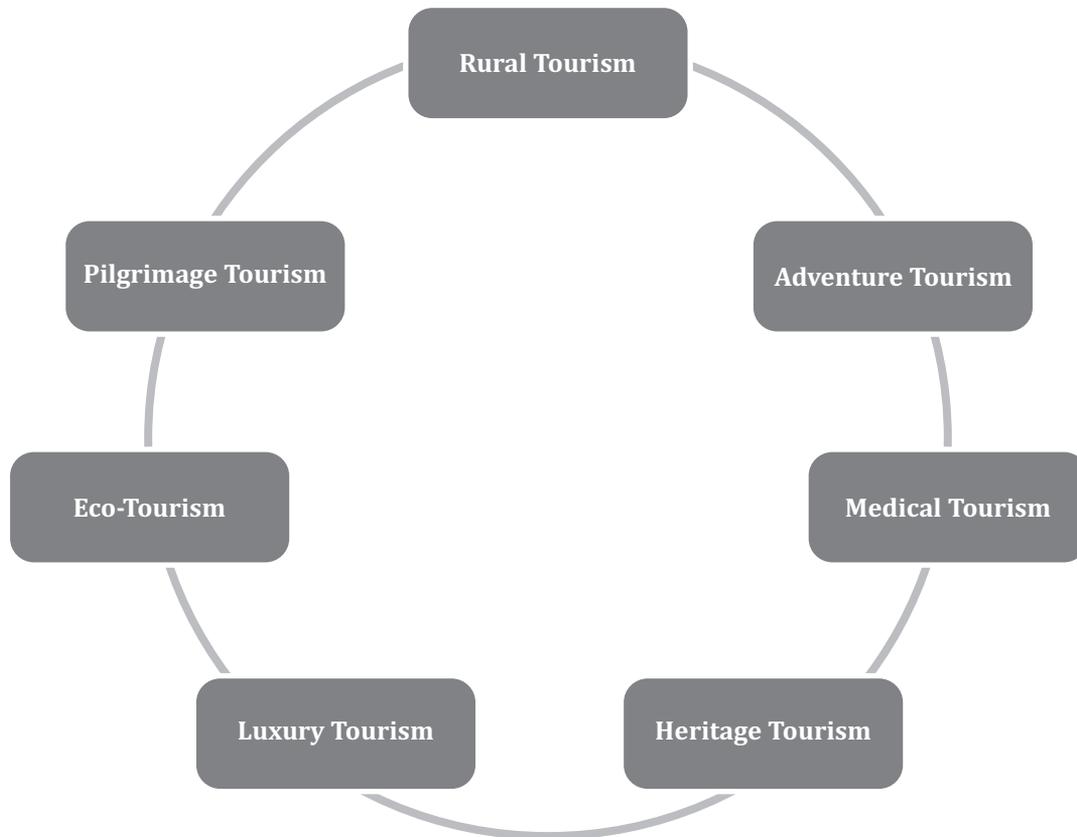
The following chart shows the foreign tourists arrival in India:

Chart 2: Year wise Tourist arrival in India (in Millions)

(Source: Ministry of Tourism)

Emerging Tourism Segments in India:

- Along with the traditional options of tourism, some new segments of tourism are evolving which are, to some extent, specific in nature.
- The aim of *Rural Tourism* is to promote visits to rural areas and villages to experience a life way more relaxing than the urbanized and technologically advance cities.
- Adventure sports are now a fashion and a key source of thrill among the youth. *Adventure tourism* offers such packages of adventure sports like trekking, bungee jumping, river rafting, mountaineering, etc. in order to meet the needs of a specific segment of tourists.
- India is known for its various ayurvedic therapies and spas which attract a lot of foreign and domestic tourist. The main purpose of *Medical Tourism* is to promote sense of good health and well being.
- The main thing that attracts tourist in India is its vast cultural heritage and specially temples, religious monuments, majestic forts, etc. *Heritage tourism* offers such packages.
- The luxury travel market in India registered a growth rate of 12.8 per cent in 2015, the highest in comparison with any other BRIC country.
- *Thenmala* in Kerala is the first eco-tourism destination in India. This segment offers the vast variety of Indian flora and fauna which are liked by the tourist who have a keen interest in the nature.
- *Pilgrimage Tourism* aims at promoting especially the religious heritage of the country which attracts a large number of tourists every year and is the major contributor in the tourism sector.



Small Scale Industries and its growth with tourism in Varanasi:

Varanasi, also known as *Kashi* and *Benaras*, is a renowned as a holy city across the world and is one of the oldest living cities of the world. It has got the recognition of cultural capital of India. Awarded as the destination of the pilgrimage and the road to the *moksh* or afterlife, it attracts a huge amount of tourists round the globe every year. Also known for its world famous *Banarasi Saree* which is even exported to various countries, Varanasi is home to a number of small scale industries especially known for their traditional skills in numerous arts like gold and brass utensils, ornaments, wooden toys, embossed brass work, silk brocades, classical music education and instruments etc. Rich in religious and cultural heritages, it attracts a large number of domestic and international tourists every year.

With the increase in the traffic of tourists in the district, the chances of the development of such industries has took a jump but there are some of the opportunities that are yet to be discovered which can boost up the development of such industry, the city and the country as a whole.

There are various industries that are serving the tourism sector in Varanasi.

- Silk brocades
- Wood artcrafts
- Stone carving
- Restaurants
- Hotels and motels
- Boat services at the Ghats of Ganges
- Travel agencies
- Agencies providing tour guides
- Ornament industry that deals especially in the silver and gold ornaments

- Hostel facilities for foreign tourists
- Fragrance industry (scent industry)
- Flowers industry (flowers used in the temples and ghats)

We will take only handicrafts and silk industry of

Varanasi for the further detailed study of the growth of the industry with tourism. The existing clusters in the Varanasi district are Glass beads, Silk brocades cluster, Stone Carving Cluster, Handloom cluster at Lallapura, Saraimohan, Katehar. Details of these clusters are as follows:

Table 4: Hi-Tech Silk Weaving & Designing Cluster of Varanasi City

1.	Principal Products Manufactured in the Cluster	Silk Weaving and Silk Product
2.	Name of the SPV	M/s Umrai fashion Mart pvt. Ltd., Plot No. 124, bharthara, lohta Varanasi.
3.	No. of functional units in the cluster	2000
4.	Turnover of the cluster	10 crore
5.	Value of exports from the cluster	3 crore
6.	Employment in cluster	6000
7.	Average investment in plant and machinery	5 crore
8.	Testing needs	Lack of latest and modern technology, lack of quality testing, training, research, marketing of the product, availability of finance and working capital, required CFC
9.	Thrust area	Lohta, Varanasi.
10.	Access to export market	All over world.

(Source: Br. MSME Development Institute, Ministry of MSME)

Table 5: Silk Brocades Cluster of Varanasi

1.	Principal Products Manufactured in the Cluster	Silk Brocades, Saree, Scarf, Stole, Cushion, etc.
2.	Name of the SPV	M/s Banaras Brocades Silk Cluster(P) Ltd, Varanasi
3.	No. of functional units in the cluster	2000
4.	Turnover of the cluster	12 crore
5.	Value of exports from the cluster	9 crore
6.	Employment in cluster	7000
7.	Average investment in plant and machinery	0.62
8.	Testing needs	Marketing of the product, availability of finance and working capital, required CFC
9.	Thrust area	Supply of silk threads, New Designs
10.	Access to export market	Sri Lanka, Pakistan, Bangladesh, USA, UK,etc.

(Source: Br. MSME Development Institute, Ministry of MSME)

Table 6: Glass Beads Cluster of Varanasi

1.	Principal Products Manufactured in the Cluster	Glass Beads, Fancy Beads, Hollow Beads etc.
2.	Name of the SPV	M/s Banaras Beads Led., Varanasi
3.	No. of functional units in the cluster	8000
4.	Turnover of the cluster	102 crore
5.	Value of exports from the cluster	75 crore
6.	Employment in cluster	20,000
7.	Average investment in plant and machinery	8.77 crore
8.	Testing needs	Needed CFC for better quality of product, shortage of good quality raw material, marketing (local), Finance.
9.	Thrust area	Quality upgradation, cost reduction, technology upgradation
10.	Access to export market	European Countries, Middle East, USA etc.

(Source: Br. MSME Development Institute, Ministry of MSME)

Table 7: Silk Furnishing and Yarn Dyeing Cluster of India

1.	Principal Products Manufactured in the Cluster	Bed cover, Saree, Cushion, Scarf, Curtain etc.
2.	Name of the SPV	M/s Indian Silk Art Co-operative society, Varanasi
3.	No. of functional units in the cluster	30,000
4.	Turnover of the cluster	175-180 crore
5.	Value of exports from the cluster	50-55 crore
6.	Employment in cluster	40,000-50,000
7.	Average investment in plant and machinery	1 crore
8.	Testing needs	IIHT, Varanasi
9.	Thrust area	Quality upgradation, cost reduction, technology upgradation
10.	Access to export market	Sri Lanka, Bangladesh, Pakistan, USA, UK, UAE, Nepal, etc.

(Source: Br. MSME Development Institute, Ministry of MSME)

Table 8: Stone Carving Cluster of Varanasi

1.	Principal Products Manufactured in the Cluster	Paper Weight, Elephant, Bird, etc.
2.	Name of the SPV	M/s Banaras Handicraft Sammittee Ltd., Varanasi
3.	No. of functional units in the cluster	800
4.	Turnover of the cluster	3.75 crores
5.	Value of exports from the cluster	1 crores
6.	Employment in cluster	1800
7.	Average investment in plant and machinery	0.50 crore
8.	Testing needs	CFC
9.	Thrust area	Quality upgradation and cost reduction
10.	Access to export market	Nepal, Sri Lanka, Pakistan, USA, UK, etc.

(Source: Br. MSME Development Institute, Ministry of MSME)

Table 9: Lallapura Handloom Cluster

1.	Principal Products Manufactured in the Cluster	Dress Material, Saree, Scarf, Stole, Table cover, Bed Linen, etc.
2.	Key Trade Association address/CDE	Shri Atul Kumar Srivastava, Asst. Director Handloom & Textile, Rathyatra, Varanasi
3.	No. of functional units in the cluster	300-350
4.	Turnover of the cluster	0.99 crore
5.	Value of exports from the cluster	0.05crore
6.	Employment in cluster	300-350
7.	Average investment in plant and machinery	0.60crore
8.	Testing needs	For testing of fastness of colours, Strength of threads
9.	Thrust area	New designs, testing needs, Supply of threads
10.	Access to export market	Sri Lanka, Pakistan, Bangladesh, USA, UK, UAE, Nepal, Malesia, Germany, etc.

(Source: Br. MSME Development Institute, Ministry of MSME)

Table 10: Saraimohan Handloom Cluster

1.	Principal Products Manufactured in the Cluster	Dress Material, Saree, Scarf, Stole, Table Cover, Bed Linen etc.
2.	Key Trade Association address/CDE	Shri Shailesh Chandra Gupta, Asst. Director Handloom & Textile, Rathyatra, Varanasi.
3.	No. of functional units in the cluster	300-350
4.	Turnover of the cluster	0.99 crore
5.	Value of exports from the cluster	0.05 crore
6.	Employment in cluster	300-350
7.	Average investment in plant and machinery	0.60 crore
8.	Testing needs	For testing of fastness of colours, Strength of threads
9.	Thrust area	New designs, testing needs, supply of threads
10.	Access to export market	Sri Lanka, Pakistan, Bangladesh, USA, UK, UAE, Nepal, Malesia, Germany etc.

(Source: Br. MSME Development Institute, Ministry of MSME)

Table 11: Katehar Handloom Cluster

1.	Principal Products Manufactured in the Cluster	Dress Material, Saree, Scarf, Stole, Table Cover, Bed Linen etc.
2.	Key Trade Association address/CDE	Shri Rajesh Bahadur Singh, Asst. Director Handloom & Textile, Rathyatra, Varanasi.
3.	No. of functional units in the cluster	300-350
4.	Turnover of the cluster	1 crore
5.	Value of exports from the cluster	0.08 crore
6.	Employment in cluster	300-350
7.	Average investment in plant and machinery	0.60 crore
8.	Testing needs	For testing of fastness of colours, Strength of threads
9.	Thrust area	New designs, testing needs, supply of threads
10.	Access to export market	Sri Lanka, Pakistan, Bangladesh, USA, UK, UAE, Nepal, Malesia, Germany etc.

(Source: Br. MSME Development Institute, Ministry of MSME)

Table 12: Growth in the arrival of tourists in (Varanasi) in recent years:

Years	Indian	Foreign	Total
2013	4966161	285252	5251413
2014	5202236	287761	5489997
2015	5413927	302370	5716297
2016	5600146	312519	5912665
2017	5947355	334708	6282063

Issues faced by SSIs in Varanasi district:

Despite of all the growth rate and prospective opportunities there are yet a significant number of issues that are faced by the SSIs. These are:

Stingy Credit Assistance:

SSIs are generally owned by the small entrepreneurs and these person normally have

weak creditworthiness and hence the creditors demand for a high rate of interest. Scarcity of finance proves to be major hindrance in the growth of SSIs in Varanasi.

Cheap quality of Raw material:

Since, the large scale enterprises have no scarcity of finance, they can purchase good quality of raw material at a very cheaper rate and hence can

enjoy the economies of scale. Small scale industries generally do not have huge financial assistance and hence they have to compromise with the poor quality of raw material and that too on a very high cost.

Lack of marketing:

Small scale industries cannot afford marketing and branding generally done by the large scale enterprises. Large scale industries spend a huge sum of money on marketing of its product which cannot be done by the SSIs and, since, they have a poor marketing, hence, they suffer the competitive disadvantages.

Insufficient infrastructure:

Small scale industries suffer with the inadequacy of infrastructure as most of the SSI are located in the semi-urban or rural area where lack of electricity supply or poor electricity supply is a major issue. Furthermore, the machines owned by the SSIs are mostly outdated and hence the output is not as much as it could be.

Other issues:

Environmental issues and safety and security issues are some other issues which have been a major source of hindrance in the growth of SSIs of Varanasi district.

Discussion and Suggestions:

Small Scale Industries have always been a major source of employment and considered the second largest employment generator of the country. It has generated employment in 2014-15 to an approx figure of 1171.23 lakhs with a growth rate of 5.12%. Along with the developed country it has shown tremendous growth in India too. It has contributed a significant part in the total exports of the country till now and is growing rapidly. It has increased its share in total exports from 9.6% in 1971-1972 to 34.3% in 2002-2003. Overall it has been a boon to the development of economy

so far now.

Tourism sector has also played a crucial role up till now in the development of the economy as the above study has shown its significant direct contribution to the country's GDP with an increase to 98.17 USD billions in 2018 from 63.73 USD billions in 2012 and is expected to reach to 194.69 USD billions by the end of 2028. The total foreign tourist arrived in country has increased to 10.18 millions in 2017 from 3.9 millions in 2005 and is targeted by the government to increase to 20 million by the end of 2020.

The paper has studied the various small scale industries related with the tourism sector in Varanasi and with the tremendous increase in the tourism sector and the government policies & measures like "Incredible India" and "Swadesh Darshan" to increase the traffic of the domestic as well foreign tourists will serve as boon to these industries by increasing their business of a vast level and enhancing their exports.

- Despite of too many policies to promote the small scale industries, the real scenario of the SSIs are vastly untouched by such policies, corruption being an major factor, hence, the author suggests that government should make an independent inspection team that will look after such issues.
- The weak creditworthiness of the SSI proprietors should be taken into consideration in order to provide them easy finance.
- There are a lot of opportunities left untouched in the tourism sector in the Varanasi district. Adventure sports is the new fashion and government should consider this thing as the water sports can easily be made available to the tourists which will attract a lot more tourist than usual.

- Marketing has been a major hindrance to the SSIs of Varanasi. The government should run a advertisement campaign in which the tourists attractions and the renowned artcrafts and music institutes of Varanasi can be put into the main stream of tourism.
- A skill training campaign is the need of the hour where the dying artcrafts and tradition of the Varanasi can be safeguarded.

CONCLUSIVE REMARKS:

The promotion of tourism and SSIs related to the tourism sector is one of the best ways to enhance the standard of living of people, increasing export, earning foreign currency, reducing the pressure from the balance of payment, removing the curse of youth killer unemployment and most importantly increasing the GDP of the country. Since, both the industries are showing a tremendous performance over the recent years. Just by working on eliminating the hindrances faced by these two industries, India will see a new dawn of economic boom. There are factors which are yet untouched, by educating the people about the MSME government can boost up the working of SSIs.

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