

**TOUR OPERATOR'S CONTRIBUTION TOWARDS DEVELOPMENT OF TOURISM DESTINATIONS - A STUDY WITH SPECIAL REFERENCE TO MYSORE AND DAKSHINA KANNADA DISTRICTS**

**Dr.T.S.Deveraja**, Director and Associate professor of Department of Studies in Commerce, Hemagangotri PG centre, Hassan, University of Mysore, Hassan- 573220

**Mr. Deepak. K**, Research Scholar, Department of Studies in Commerce, Hemagangotri PG centre Hassan, University of Mysore, Hassan- 573220

**Abstract**

Tourism is one of the important sources for all the countries. Tourism plays an important role towards development of GDP of the country. It has been known that, tourism is independent variable and different stake holders are depending upon the tourism activities. Among the different stake holders, tour operators are also one of the depending variables on tourism. As a stake holder of tourism, how the tour operators are playing their role and contributing towards development of tourism destinations. The study focuses on how the tour operators performing their role and contributing towards introduction of new local tourism destinations. The study will also high lighten that in what manner tour operators give their preferences towards development of tourism has been identified.

*Key words: Tour operator, role of tour operators, the method of contributing towards development of tourism, the tourism destinations in Mysore and Dakshina Kannada districts.*

\*\*\*

**1.1 INTRODUCTION**

The economic growth of the nation can also be identified on the basis of tourism activities. There are various countries in the globe which are famous on its tourism destinations and there are few countries they depend on income of its tourism activities. World Tourism Organization (WTO) define tourism as, "The activities of persons travelling and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited". When these activities have undertaken knowingly or un-knowingly it becomes one of the reasons for economic development of the country. These persons will be considered as tourists. Sometimes tourists may not be aware about the tourism destination, they are new visitors of destination, and in this case there is a requirement of tour operator to guide those tourists and arranging the sophisticated tourism plan to them. As tour operators are service providers to tourists and satisfying the needs of tourists on the basis of their requirements.

Tour operators are most important players in the tourism industry. A large part of tourists prefer package tours developed and offered by tour operators. The tour operators are also linked to an influence the activities of other stakeholders such as, transport companies, hotels, tourist's guides etc.

Tour operators arrange the transport, accommodation and leisure activities which make up the holiday packages. They have a massive impact on tourism industry as there would be no holidays if there wasn't any tour operator as they are ones that make the holidays and give them to travel agents which are where tourists buy their holidays from tour operators.

**Table No – 1.1**  
**Share of Indian Tourism Sector in Five Year Plans durations**  
**( in crores)**

Plan Period	Total Plan Outlay	Tourism Outlay	Percentage Allocation to Tourism
1st Five Year Plan(1951-56)	1960	Nil	--
2nd Five Year Plan(1956-61)	4600	3.36	0.07
3rd Five Year Plan(1961-66)	7500	8.00	0.11
Three Annual Plans(1966-69)	6757	7.00	0.10
4th Five Year Plan (1969-74)	15902	36.00	0.23
5th Five Year Plan(1974-79)	39304	73.95	0.19
6th Five Year Plan(1980-85)	97500	187.46	0.19
7th Five Year Plan(1985-90)	180000	326.16	0.18
8th Five Year Plan(1992-97)	434100	773.62	0.60
9th Five Year Plan(1997-02)	859200	485.75	0.06
10th Five Year Plan(2002-07)	1525639	2900	0.19
11th Five Year Plan(2007-12)	3644718	5156	0.14
12th Five Year Plan(2012-17)	7669807	22800	0.30

Source: [www.indiantourism.com](http://www.indiantourism.com)

The above table No.1.1 indicates that five year planning process towards development of tourism industry in the country. The government of India has taken initiative for development of tourism through infrastructure facilities. In the 12<sup>th</sup> five year plan there is more contribution towards development of tourism industry.

## 1.2 CURRENT ISSUES OF TOURISM IN INDIA

India has been promoted as a spiritual hub. Now, the government wants to promote it as a honeymooner's paradise and everything that may fall between these two 'destinations'. To promote India as 'Must Experience' and 'Must Revisit' destination, The Narendra Modi government has come out with a national tourism policy 2015 draft. The new policy gives direct access to the Prime Minister's office (PMO) in deciding the course of the crucial sector that is expected to contribute 6.7 per cent to the country's GDP. One of the key co-ordination committee announced as part of the policy will be under the PMO, many aspects of Modi's vision like Make-In in India, Swach Bharath, Smart cities; International Yoga Day and Skill Development are part of the draft policy.

The policy aims to cash in the tourist wanderlust to increase India's share in world tourist arrivals from the present measly 0.68 per cent to 1 per cent by 2020 and then take it to two per cent by

the year 2025. From setting up a new University, volunteer force, policy for vintage cars, promoting separate boards for yoga, Ayurveda, heritage tourism, wellness and using the 25 million Indian Diasporas.

“India is over blessed with an array of offerings, each able to create a compelling invitation for travellers. However, risks causing confusion for travellers as to what to experience. It also risks overwhelm when travellers try to do too much on one trip,” say the policy, explaining the reason for careful preparation of these tourism products to help the discerning tourist decide on their itinerary.

The new policy has also recommended setting up of a full-fledged university to prepare skilled workforce for the hospitality sector. The policy says that a certification mechanism will be started that will give an “India Specialist” certification. This certificate will help tourists to seek their services in choosing from an array of products and packages on offer.

The policy also suggests using the 25 million strong NRI communities in 189 countries to act as brand ambassadors. The policy recommendations;

- ❖ Tourism to be put on con-current list
- ❖ National Tourism Advisory Board under Union Tourism Minister
- ❖ Inter-Ministerial coordination committee under PMO
- ❖ National Tourism Board
- ❖ Empowered Regional councils in different regions
- ❖ India Tourism offices overseas to be nuclear but outsource PR and event management
- ❖ Increase number of heritage sites on UNESCO list
- ❖ Certain percentage of ticketed revenue be given to monuments for preservation
- ❖ Night view as ASI archaeology monuments
- ❖ Policy for vintage cars
- ❖ Develop ‘Culinary Trails’ to showcase culinary heritage
- ❖ Invite Master chef Australia and similar culinary reality shows to India
- ❖ Deploy ex-servicemen and trained volunteers at important tourist sites
- ❖ Special Tourism Zones on the lines of SEZs.
- ❖ Provide free Wi-Fi connectivity at tourist centers in India

#### **Tourism Policy of Karnataka (2015 -2020):**

Ministry of Tourism to make the new National Tourism Policy, 2015 to be based on fixed timeframes. It reveals that the ‘S’s used in previous policy i.e., Swagat (welcome), Soochna (Information), Suvidha (Facilitation), Suraksha (Security), Sahyog (Cooperation), Samrachana (Infrastructure Development) and Safai (Cleanliness) are relevant even today. So the new policy should aim at value addition over the previous one and should give a serious thought to the causes of non-implementation of various schemes under 2002 policy.

Table No – 1.2

**Major Tourism Promotion Campaigns and Initiatives at a Glance**

<u>Year</u>	<u>Particulars</u>
<u>1946</u>	<u>Sir John Sarjant Committee on Tourism</u>
<u>1947</u>	<u>Report of Sir John Committee</u>
<u>1949</u>	<u>Sir John Committee Suggestions, Govt. started branches of Tourism in Delhi, Calcutta, Bombay and Madras</u>
<u>1951-55</u>	<u>First Five Year Plan, No allotment for tourism development</u>
<u>1956-60</u>	<u>Allotment for tourism with name of transportation Division</u>
<u>1957</u>	<u>Establishment of Department of Tourism</u>
<u>1958</u>	<u>Establishment of Tourism Department Council</u>
<u>1960</u>	<u>Establishment of Indian Tourism Development Corporation (ITDC)</u>
<u>1966</u>	<u>Establishment of Department of Aviation</u>
<u>1966</u>	<u>Establishment of Department of Aviation and Tourism</u>
<u>1967</u>	<u>Establishment of Ministry of Tourism and civil Aviation</u>
<u>1982</u>	<u>Declared First time Tourism Policy</u>
<u>1986</u>	<u>Establishment of National Committee on Tourism</u>
<u>1986</u>	<u>Separate Department of Tourism</u>
<u>1986</u>	<u>Tourism as a industry declared by Government</u>
<u>1986</u>	<u>Separate department with cabinet minister</u>
<u>1988</u>	<u>Establishment of Ministry of civil Aviation Tourism</u>
<u>1991</u>	<u>Tourism as a source of Foreign Investment</u>
<u>1992</u>	<u>Nation action plan for tourism</u>
<u>1992</u>	<u>Tourism Year</u>
<u>1995</u>	<u>Establishment of Tourism cell</u>
<u>1988-99</u>	<u>Tourism with export businesses</u>
<u>1999-2000</u>	<u>Visit India Year</u>
<u>2002</u>	<u>The concept of highway tourism, agricultural tourism, and rural tourism A campaign titled as Incredible India was launched</u>
<u>2009</u>	<u>Another campaign titled as Atithi Devo Bhava was introduced.</u>
	<u>Karnataka Tourism Policy 2009-2014</u>
<u>2015</u>	<u>Karnataka Tourism Policy 2015-2020</u>

Source: [www.tourisminindia.com](http://www.tourisminindia.com)

Table No.1.2 indicates about the Major Tourism Promotion Campaigns and Initiatives at a Glance. In this table how government appointing a committee to look after the tourism activities has been conducted as shown. With the help of mission and vision statement tourism department is playing its significance in promotion of tourism activities.

### **1.3 TOUR OPERATORS**

Tour operators are sometimes called wholesalers but this is partially true because a wholesaler buys goods or services in bulk at his own account to prepare a tour package and then retails it through the travel agencies or directly to the clients. However, a tour operator who has his own one or more tourist product components formulates a new tourist product for example 'inclusive tours'. Tour Operators generally offer variety of package tours to cater to the needs of different kind of travellers.

## **The Contribution of Tour Operators towards Development of Tourism**

As tour operators are one of the stake holders of tourism, their contribution is very essential towards development of tourism sectors. Contribution is not only made on the basis of monetary transactions, it is also being done with enhancement of tourism activities. While providing the tourism services to the tourists, how the tour operators are performing their role towards tourists as well as development of tourism has been identified in the study.

Acquainted with the role of tour operators in tourism industry, a tour operator packages together a series of travel services which include transportation, airport transfers, accommodation, excursions and sightseeing , guide services, etc.

Tour operators are important for conveying destinations' information to the tourists in order to create a wide scope for tourism activities. Without tour operators there would not be any tourism product. Acting as an intermediary, tour operators are a pivotal link between the tourists and the destination. The tour operators' initiative for sustainable tourism development summarizes the role of tour operators at their destinations is as follows,

### **Role of Tour operators:**

- Receiving the group of tourists at the airport, railway station, bus stand and taking them to the hotel and vice versa
- Provide appropriate transport for the tourists to travel in the area
- Provide guide for sightseeing tours
- Provide tickets for entrance fee at places of visit
- Reconfirm hotel, flight, train, bus reservations, etc.
- Helps the tourists in exchange of foreign currency
- Introducing the new tourism destinations to the tourists
- Providing the tour brochures to tourists
- Providing the detailed information about the visiting tourism destinations
- Explaining the importance of visiting destinations including the accommodations
- Arranging the package tour according to the cost of tourists
- Leading the tourists in every destinations during the visit
- Providing the safety to the tourists throughout the journey
- Giving some suggestions to the government for development and improvement of infrastructure in tourism destinations

- Approaching the government to develop the tourism destinations
- Influence customer's choices and behaviors
- Direct the flow of tourists
- Influence the supply chain
- Influence the development of destination
- Influence the well-being of destinations/ local communities.

Tour operators are key player in deciding the volume of tourists reaching a destination. They also have direct control over the tourist's choice of products and create the demand for a destination through their representation of the destination packages. For example, the image of a tourism destination is defined by the tourists and tour operators.

Tour operators are classified into two categories they are;

**1. Wholesaler:** who plans the tour, puts a package and markets the tours will call them as wholesaler tour operators.

**2. Retailer:** who sells the tour packages to the passengers, normally the personal travel agent with whom the client is buying other services such as tickets, and facilitation of passports and visa etc, the retailer is the coordinator between the wholesaler and client.

#### **1.4 TYPES OF TOUR OPERATORS**

There are many tour operators who play their role for rendering services to the tourist, they are:

##### **Travel Agents:**

Travel agencies are perhaps the most visible companies in the travel trade. Their primary business is to resell accommodations, transportation services (including airplane and train tickets, car and bus transfers) individual services including guide and translator services, and package services such as sideseeing tours.

##### **Outbound Tour operators:**

When the tour operators focuses on serving travellers in their domestic or regional market, seeking to travel foreign destination, refer to them as outbound tour operators. Outbound tour operators create and market travel products to customers in their own markets that are usually long haul travellers seeking a specific experience in a foreign destination.

##### **Inbound Tour Operators:**

When the tour operators focuses primarily on serving travellers coming from other destinations, refer to them as inbound tour operators. They generally offer services for tourists coming from other countries or regions. Inbound tour operator usually specialize in one country or region.

**Ground Operators:**

Ground operators are providers of travel products and services in their own countries or regions. Sometimes inbound tour operators also are referred to as ground operators, but the term is usually applied to companies that do not actively market their services directly to overseas tourists.

**Local Service Providers:**

This term is used frequently to refer ground operators, but more commonly it is applied to operations that provide local services such as accommodations (hotels, guest houses, families offering home stays) meals, local guides, equipment rental, cultural performances, and other specific services. Local service providers may include museums, parks, ferry lines, or domestic airlines.

**Travel Resellers and Portals:**

Travel resellers and travel portals offer consumers the convenience of being able to review and compare many travel options in one catalogue or on one website, and make it easy to find travel packages, to book them, and to pay for them. Travel resellers and Portals may focus on budget or low cost travel, or focus on other specialty travel interest such as eco-tours, adventure tours, women travellers, etc.

**1.5 REVIEW OF LITREATURE**

The research will be carried out a review of extensive literature relating to “Role of Tour Operators in Tourism”. An attempt will be made to summarize the important studies and works keeping in the mind the relevance of the study. Literature survey will be used as strong base to the research in order to know the research problem.

**Yale (1995)** inside the traditional tourism industry, TOs have always played a very important and exclusive role both with destinations and with local tourist services suppliers. Their bargaining power allowed them to put together several tourist services in travel packages which were sold to mass market tourism demand and through that they can increase the their organization image through their tourism services.

**Crouch and Brent Ritchie (1999)** the researcher argues that due to the highly competitive nature of the tour operating sector, businesses must distinguish themselves through more than just their internal operations and management. They use the advantages offered by the destinations to add value to their products and thereby boost their income.

**Crouch (1999)** have defined that due to highly competitive nature of the tour operating sector, business must distinguish themselves through more than just their internal operations and management. They use the advantages offered by the destinations to add value to their products and thereby boost their income. However, Tour operators cannot single handedly determines a destination’s competitiveness. Therefore unsustainable activities at the destination, whether directly related to the tour operator or not, can have serious consequences for tourism in that location.

**Cochrane (2005)** tour operators recognize their responsibility for the negative impacts of tourism, as they are the ones who determine where tourists may go and which facilities they use. Today a large number of tour operators have taken a more proactive attitude and have started to develop environmental policies and plans.

**Arun Kumar (2007)** Tour operators play a central role in the tourism industry. As intermediaries between tourists and tourism service suppliers, tour operators can influence the choices of consumers, the practices of suppliers and the development patterns of destinations. This unique role means that tour operators can make an important contribution to furthering the goals of sustainable tourism development and protecting the environmental and cultural resources on which the tourism industry depends for its survival and growth.

**Esmail (2009)** the study evaluate the role of travel and tourism agencies and their effects as independent variables on domestic tourism as dependent variable. Study assumed that travel agencies are of the factors in development of tourism industry, which executes in offering services to tourists and so they can attract more tourists.

**Atstaja (2013)** it's possible that travel and tourism industry is the most important industry in the world. During the twentieth century there were many studies conducted round the world to evaluate the economical effect of tourism within regions, instead of studying of social effect and its environmental influence. The environment plays an essential role for tourism development.

### **1.6 STATEMENT OF THE PROBLEM**

Taking tourists to diverse destinations, inducing tourists to visit less known places, motivating and convincing other service providers of tourism to enhance the quality of their services etc are expected to be the role of tour operators. In other words the role of tour operators would determine the extent of tourism development. It is therefore critical to study and evaluate the role of tour operators and suggest the ways to make them contribute positively to the growth of tourism industry.

### **1.7 NEED FOR THE STUDY**

Tour operators are the most important players in the tourism industry. A large part of tourists prefer package tours developed and offered by tour operators. The tour operators are also linked to an influence the activities of other stakeholders such as, transport companies, hotels, tourist's guides etc. Thus, it is clear that tour operators are central to the performance of tourism sector.

### **1.8 SCOPE OF THE STUDY**

The study will try to compare how the tour operators perform their role in Mysore and Dakshina Kannada districts by providing the required services to the tourists. To analyse the role of tour operators, the researcher proposes to cover Mysore and Dakshina Kannada district in Karnataka as in the selected districts, number of visitors is more compared to other districts in Karnataka. The perception of tourists and other stake holders about the role of tour operators and the tour operators' contribution towards the tourism destinations development will also be assessed.

### **1.9 OBJECTIVES OF THE STUDY**

1. To assess the contribution of tour operators towards tourism development
2. To identify the perception of various stake holders towards the role of tour operators

### **1.10 HYPOTHESES**

**H<sub>1</sub>:** "Tour operators have made significant contribution towards tourism destination development"

**H<sub>0</sub>:** "Tour operators have made in-significant contribution towards tourism destination development"

### **1.11 RESEARCH METHODOLOGY**

1. **Selection of study area:** To study the role of tour operators towards development of tourism, Mysore and Dakshina Kannada districts have been selected as a study area.
2. **Selection of the sampling methods:**

Since the survey is intended to find out the role of tour operators in development of tourism industry in Mysore and Dakshina Kannada districts of Karnataka, Cluster sampling have been adopted. To choose the sample in both districts by making the cluster, stratified sampling method also applied in order to select the same type of respondents in both the districts.

To assess the contribution of tour operators towards tourism development, 200 public, 200 domestic tourists and 30 government tourism department employees have chosen in Mysore and Dakshina Kannada districts. The respondents are interviewed with the structured questionnaire in order to get their opinion regarding the role and contribution of tour operators.

### **1.12 STATISTICAL METHODS APPLIED**

#### **Frequencies**

The Frequencies procedure provides statistics and graphical displays that are useful for describing many types of variables. The numbers of respondents have been represented through frequency distribution analysis which helps to identify the percentage of respondent's opinions.

#### **One Sample t – Test**

One sample t-test helps to identify whether the data is consistent with a hypothesized population average, under the more realistic situation when the population standard deviation is unknown. One sample t test has been used in the study because there is an independent variable as tourism; dependent variables are tourists, hotels, government tourism department employees, Public and tour operators in Mysore and Dakshina Kannada districts.

### **1.13 TESTING OF HYPOTHESIS**

**Frequency and Percent Responses for Statement H1**

Sl no	Statement		SA	A	N	D	SD
1	Tour operator create an awareness about local tourism destinations among tourists which resulted towards improvement of tourism sector	F	40	73	38	30	19
		%	20	36.5	19	15	9.5
2	Tour operator join hands with the government in creating awareness among prospective tourists which enhances the tourism sector	F	62	80	52	28	8
		%	27	34.8	22.6	12.2	3.5
3	Tour operator will give some suggestions to the government for development and improvement of infrastructure in selected destinations which leads to improvement of tourism sector	F	61	75	54	32	8
		%	26.5	32.6	23.5	13.9	3.5

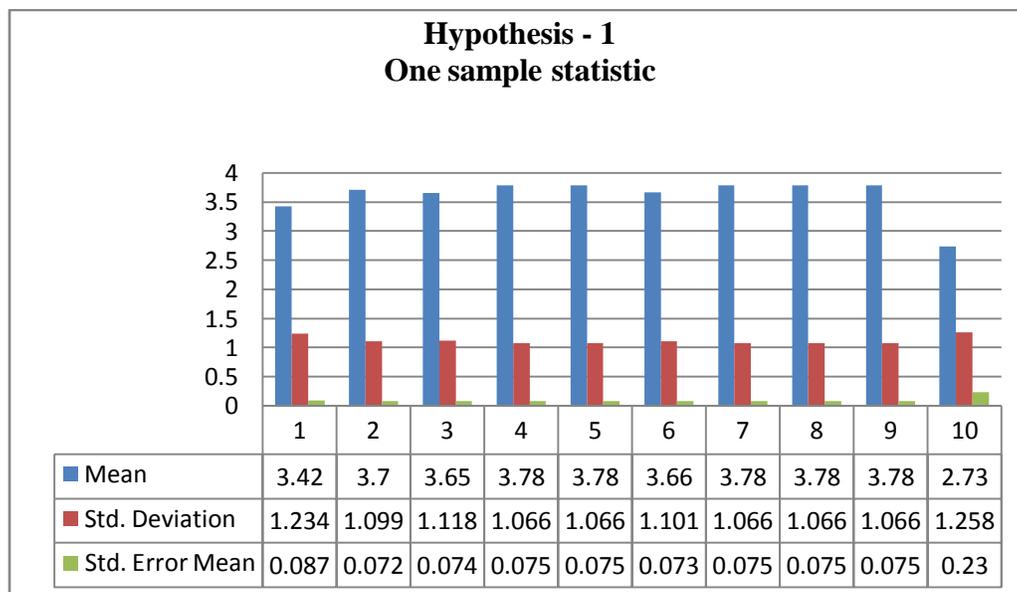
4	Tour operator provides details of local area activities such as festivals and special events to the tourists and therefore more tourists visit local places during such times which results in development of tourism sector	F	60	68	44	24	4
		%	30	34	22	12	2
5	Tour operator recommend specific new local destinations that tourists may not know which leads to development of tourism sector	F	60	68	44	24	4
		%	30	34	22	12	2
6	While providing the tourism services to the tourists, tour operator also give some preferences for sustainable tourism development concepts which leads to improvement of tourism sector	F	60	78	53	32	7
		%	26.2	33.9	23	13.9	3
7	Tour operator take care that tourists do not create problems to local people and local culture which effect positively on maturity of tourism sector	F	60	68	44	24	4
		%	30	34	22	12	2
8	Tour operator provide maps and other information related to reaching destinations	F	60	68	44	24	4
		%	30	34	22	12	2
9	Tourists are provided with brochures and explaining different tourism destinations	F	60	68	44	24	4
		%	30	34	22	12	2
10	Tour operators contribute some portion of their income for the development of local tourism destinations	F	2	8	6	8	6
		%	6.7	26.7	20	26.7	20

Note: F-Frequency; %-Percent; SA-Strongly agree, A-Agree, N-Neutral, D-Disagree, SD-Strongly disagree.

## H3

## One-Sample Statistics

Statements	N	Mean	Std. Deviation	Std. Error Mean
Q1.01	200	3.42	1.234	0.087
Q1.02	230	3.70	1.099	0.072
Q1.03	230	3.65	1.118	0.074
Q1.04	200	3.78	1.066	0.075
Q1.05	200	3.78	1.066	0.075
Q1.06	230	3.66	1.101	0.073
Q1.07	200	3.78	1.066	0.075
Q1.08	200	3.78	1.066	0.075
Q1.09	200	3.78	1.066	0.075
Q1.10	30	2.73	1.258	0.230



### Results on Public's respondents

Type of Respondents	N	Mean obtained	Std. Deviation	Mean expected	t	P
Public	200	26.1050	2.62841	21	27.4673	.000

On the basis of public responses, the following data has been obtained. The average total mean score obtained (Mean 26.1050) on the issue of "Tour operators have made significant contribution towards tourism destination development" were verified against the average expected mean value of 21, one sample t test revealed a significant difference between average expected and observed mean values. t value of 27.4673 was found to be significant at .000 levels. Further, it is clear that the observed mean values of 26.1050 were significantly higher than the average expected mean values of 21. Public has responded favourably towards the contribution of tour operators towards tourism destination development.

### Results on Domestic tourist's respondents

Type of Respondents	N	Mean obtained	Std. Deviation	Mean expected	T	P
Domestic Tourists	200	7.5600	1.59345	6	13.845	.000

On the basis of Domestic tourist's responses, the following data has been obtained. The average total mean score obtained (Mean 7.5600) on the issue of "Tour operators have made significant contribution towards tourism destination development" were verified against the average expected mean value of 6, one sample t test revealed a significant difference between average expected and observed mean values. t value of 13.845 was found to be significant at .000 levels. Further, it is clear that the observed mean values of 7.5600 were significantly higher than the average expected mean values of 6. Domestic tourists have responded favourably towards the contribution of tour operators towards tourism destination development.

### Results on Government Departmental employee's respondents

Type of Respondents	N	Mean obtained	Std. Deviation	Mean expected	T	P
Government Departmental Employees	30	11.5000	2.34521	12	-1.168	.000

On the basis of Government Departmental Employees' responses, the following data has been obtained. The average total mean score obtained (Mean 11.5000) on the issue of "Tour operators have made significant contribution towards tourism destination development" were verified against the average expected mean value of 12, one sample t test revealed a significant difference between average expected and observed mean values. t value of -1.168 was found to be in-significant at .252 levels. Further, it is clear that the observed mean values of 11.5000 were significantly lesser than the average expected mean values of 12. Government Department Employees has responded un-favourably towards the contribution of tour operators towards tourism destination development.

By considering Public, Domestic tourists, Government departmental employees as stake holders of tourism activities as well as in the study. The statistical data which reveals that there is significant difference between the averages expected and observed mean values. It is clear that the observed mean values of Public and Domestic tourists' respondents were significantly higher than the average expected mean values.

$H_0$  formulated as "Tour operators have made in-significant contribution towards tourism destination development" is rejected since test statistics revealed a significant value.

$H_1$  formulated as "Tour operators have made significant contribution towards tourism destination development." is accepted since which has specific value where it has higher level of favorably perceiving the contribution of tour operators towards tourism destination development.

Since, numerical data reveals that higher level of accepting the alternative hypothesis statement and also majority of the stake holders have perceived that there is a contribution from tour operators towards destination development. Those contributions are creating the awareness towards local tourism destinations to their tourists, joining their hands towards development of local tourism destinations and focusing towards sustainable tourism development. While providing the tourism services to the tourists tour operators also contributes towards the development of tourism. **Therefore the results indicate that null hypothesis be rejected and accept the alternative hypothesis.**

#### 1.14 MAJOR RESEARCH FINDINGS

1. Tour operator recommend specific new local destinations that tourists may not know which leads to development of tourism sector.
2. While providing the tourism services to the tourists, tour operator also give some preferences for sustainable tourism development concepts which lead to improvement of tourism sector.
3. Tour operator take care that tourists do not create problems to local people and local culture which effect positively on maturity of tourism sector.
4. Tour operators provide maps and other information related to reaching the tourism destinations. While providing the information to the tourists through maps and other itineraries, tourist may get some idea regarding the visiting destinations.
5. Tour operators contribute some portion of their income for the development of local tourism destinations. As tour operators depending upon tourism, it is needed to contribute some portion of their income towards development of tourism sectors.

### 1.15 SUGGESTIONS

1. Tour operator recommend specific new local destinations that tourists may not know which leads to development of tourism sector. Tour operator must have the intentions of giving the importance of local tourism destinations, so that it also gains some potentiality to grow.
2. As tour operators are depending upon the tourism activities, it is essential to provide the tourism services to the tourists, tour operator also give some preferences for sustainable tourism development concepts which lead to improvement of tourism sector.
3. Tour operator take care that tourists do not create problems to local people and local culture which effect positively on maturity of tourism sector. Always tour operators should give importance to tourists throughout their journey. Tour operator must have the ability to control the tourists while taking them to different tourism destinations.
4. Tour operators provide maps and other information related to reaching the tourism destinations. While providing the information to the tourists through maps and other itineraries, tourist may get some idea regarding the visiting destinations.
5. Development of tourism sector is one of the important aspects for all the tour operators. Tour operators contribute some portion of their income for the development of local tourism destinations. As tour operators depending upon tourism, it is needed to contribute some portion of their income towards development of tourism sectors.
6. Following the rules, guidance and policies which are framed by the government is also one of the major issues for tour operators. Majority of the tour operators follows the guidance of state government as well as the central government. Even though tour operator business is towards making profit, they strictly follow the rules, policies, guidance made by the government. It has been suggested that, following the rules and guidance of state regularly which influence the tour operators' services towards the peak level.

### 1.16 CONCLUSION

The contribution of tour operators towards development to tourism is very essential in present scenarios. As tour operators are depending upon the tourism activities, it is important to identify how the tour operators are contributing towards tourism, what is the working performance of tour operators, how they are making themselves for development of tourism. Each tour operators are differing from their patron of rendering the tourism services to the tourists. Some tour operators prefer to sell their services on the basis of package system some are intend to provide on individual basis. As well as tour operators are offering the tourism services to the tourists have been considered as readymade package tour and sometimes tourists' only book the services on the basis of their own requirement will be considered as tailor made services. Through promotional strategies tour operators are introducing the new tourism destinations; patron of services, cost budget of tourists has been identified. The development of tourism is also possible on the performance of tour operator's contribution and their roles.

**1.17 BIBLIOGRAPHY**

1. Wanhill, S. (1998). *Tourism principles and practice*. London: Addison Wesley Longman.
2. N, L. (2000). *"The heart of tourism" the advantages of an alternative description, current issues in tourism*. Australia: School of tourism and hospitality management.
3. Adriana. (2005). Impacts and responsibilities for sustainable tourism: a tour operator's perspective. *Journal of Cleaner production* , 89-97.
4. Fredericks L., G. R. (2008). Sustainable tourism destination: A pathway for tour operators. *Blinking institute of technology* .
5. Molina A, G. M. (2010). Tourism marketing information and destination image management. *Afr.J.Bus. manage* , 722-728.
6. Oguz D, B. N. (2010). Tourists' perception of landscape design: the case of resorts in the Belek Specially protected Area. *Afr,J, Agric* , 1028-1035.
7. operators, I. f. (2002). *Industry as a partner for sustainable development*. UK: Beacon creative.
8. organization, W. t. (2004). *Indicators of sustainable development for tourism destinations*. Spain: Madrid.