

AN ASSESSMENT OF TOURISM DEVELOPMENT IN NORTH EAST INDIA: A STATE LEVEL ANALYSIS

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ABSTRACT

The north-eastern Indian states have a lot of potential, but they still have a long way to go before they can be properly anticipated. Based on certain primary and secondary sources of evidences, this study attempts to assess the current state of tourist development in Meghalaya and the Northeast. According to the research, foreign visitor arrivals peaked in 2018-19. The study also shows that the state of Meghalaya has a lot of tourism development potential. From 2017 forward, the state of Meghalaya received a "excellent" rating in a comprehensive examination of tourist performance. The tourist sector in Meghalaya has shown practically consistent development in terms of performance. In the middle of the study period, the tourist inflow slightly declined due to the renovation of roadways and conflict between local residents. The research advocated public-private partnership as an efficient mechanism for marketing, spot maintenance, visitor security, the creation of new tourist lodgings, and ongoing monitoring for the tourism industry's long-term sustainability in Meghalaya.

Keywords: Tourism, Potentiality, Marketing, Public-Private Participation, Tourism Indices, Performance Evaluation

INTRODUCTION

Tourism has emerged as the most important segment of global financial operations, including a diverse range of endeavours, ranges, and partners. It is one of the world's largest and fastest-growing Industries (Singh, 2008). It is continuing to develop, and developing economies such as India are seeing an increase in travel demand. India, with its diverse social and physical advantages, has every chance of becoming a shining light in the global tourist landscape (Ezhil. S. Raji, 2009). However, tourism has not taken off in India as expected. India's common greatness is mind-blowing. India is too modernised, with better and advanced educational institutions, advanced health-care facilities, and extremely attractive markets for remote commerce houses, to name a few factors why the tourist sector in India is so important. For these reasons, India attracts a large number of tourists each year (Praveen Sethi, 1999). India has the potential to become a tourism hotspot for foreign visitors. However, continual review and monitoring of the tourist sector's performance is unavoidable for the sector's long-term development. Scholars have conducted destination performance analysis including socio-economic and

environmental aspects for a thorough evaluation of tourism destination performance and competitiveness (Wenbin, 2018). The majority of these research focused on economic gains using simple economic factors, with only a handful taking environmental quality into consideration. Wenbin (2018) attempted to propose a totally analytical approach to performance analysis by including the problem of sustainability into the methodology of destination performance evaluation. He introduced the 4E dimensions, which are seen to be applicable in both India and the north-eastern instance. As a result, the current research regarded his work as ground breaking, despite the fact that other indicators were utilised to describe the dimensions' significance.

The state of Meghalaya, part of the north-eastern locale of India has enormous tourism potential; the tourism endeavor on this vicinity continues to be miles to visit misuse the ideal opportunities. The state Meghalaya is satisfactory acknowledged for its unique not unusual place elegance with greenery and fauna, verifiable landmarks, pioneer middle, tea gardens and its colorful cultural celebrations. All those could make the component one of the greatest dreams of the sightseers. The tourism on this component is based totally on Natural life, Tea tourism, Authentic Landmarks Ethnic social heritages etc. Subsequently, herbal parks and sanctuaries, rivers, lakes, heat water springs, woodlands, wildlife, are the significant attraction of the state. (Bhattacharya P, 2008).

Recently, the central authorities of India, in addition to the state authorities of Meghalaya, is extra ordinarily a lot idealistic to create this element along the relaxation part of India in the factor of view of tourism development. The state has its own opportunity for the tourism development being the locale is related to southern Asia however there are some problems exist like transportation and verbal exchange hassle which might be successful for shaky improvement of tourism. Therefore, the existing look at is an endeavour to spotlight the latest fashion of tourism in phrases of tourist attendance and to evaluate the overall performance of tourism in Meghalaya through growing a complete Tourist Destination Performance Evaluation Index (TDPEI).

STATEMENT OF PROBLEM

It is properly installed that India's maximum foreign income are generated from the tourism zone and the authorities of India has been seeking to put together all of the states of India in one of these way that it can

satisfy the demand of the tourists under the banner of 'Incredible India'. The state of Meghalaya adjoining to Bangladesh has a massive potentiality to draw travellers due to having historical significance and natural hilly beauty. For sustainable tourism of India, it's far the proper preference to study the overall performance of tourism of all of the states constantly and to undertake suitable approach accordingly. It has been seen that the research work is lacking in the sphere of performance evaluation in the north-eastern region under any comprehensive structural framework. Therefore a try has been made right here in order to study the overall performance of Meghalaya tourism with the assist of formulating Tourism Indices by the use of a few select parameters.

RESEARCH QUESTIONS AND OBJECTIVES

Following research questions are to be answered through the study:

1. What is the present state of tourism in the state of Meghalaya and others northeastern states?
2. Is there a positive and satisfactory growth of tourist, both domestic and foreign during the recent times?
3. How depicts the comparative picture of tourist growth among the northeastern states?
4. What are the important tourist spots, their plausibility and shortcoming, available in Meghalaya?
5. What could be the rating of Meghalaya tourism sector in a comprehensive multidimensional rating scale?

The broad objective of the study is to evaluate the performance of the tourism sector of the state of Meghalaya. The specific objectives are set as under:

1. Assert a tourism development comparison between Meghalaya and the Northeastern region.
2. Assess comprehensively the overall performance of Tourism in the state of Meghalaya by developing a Tourism Destination Performance Evaluation (TDPE) Index.

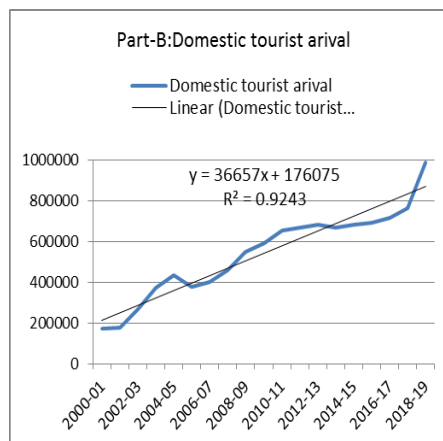
RESEARCH METHODOLOGY

This is an empirical study uses both primary and secondary records. The state of Meghalaya has been selected for detail assessment of tourism development

considering the great potentiality of the sector and its contribution to state domestic product. Primary records have been accumulated through enumerator observations, whilst secondary records have been accrued from numerous governmental and organizational reports. The survey performed in the course of the 12 months, 2018-19 and required secondary records collected from numerous records like Indian Tourism Statistics, Meghalaya Tourism Development Corporation, Economic Review, 2016-17, 2017-18, 2018-19, in order to develop the tourism indices. We overlooked the current years of 2019-20 and 2020-21 due to non-availability records and in addition to the impact of the Covid-19 Pandemic. To examine the trend of the presence of domestic and foreign tourists in Meghalaya over the study period, the data have been collected from Indian Tourism Statistics 2018-19, data related to the potentiality of tourist spots under Meghalaya have been collected by the investigator applying a snowball sampling method. To analyze the performance of Tourism development in Meghalaya, an Index is developed which has been explained in an appropriate place.

STATE OF TOURISM-MEGHALAYA AND NORTHEAST

Figure-1 shows the trend of inflow of domestic and foreign tourist during 2000-01 to 2018-19 in the state of Meghalaya. As depicted in the figure 1, part-A, the number of foreign tourist did not cross the benchmark of ten thousand despite of having huge potentiality of tourism, except in the years of 2004-05 and 2018-19. Besides, foreign tourists arrival were substantially fluctuating over the study period. The estimation of linear model and the R^2 value with regard to the arrival of foreign tourists over the years signifies that the arrival of foreign tourist has increased with passes of time (positive intercept) but the relationship is not strong enough ($R^2=0.26$ only)



Source: Economic Survey 2019-20, Meghalaya

Figure 1: Trend of Inflow of Domestic and Foreign Tourist during 2000-01 to 2018-19

A comparative analysis of tourism performance in terms of growth rate of domestic and foreign tourist arrival amongst the north-eastern states shows dissimilar growth behaviour of domestic and foreign tourist during the reference period (Figure-2 & table-1). States like Assam is recorded for negative growth of domestic tourist during 2017-18, whereas state like Nagaland is recorded for negative growth of foreign tourists. The state Meghalaya shown a good performance in the growth of both the domestic and foreign tourists during the reference period of 2017-18.

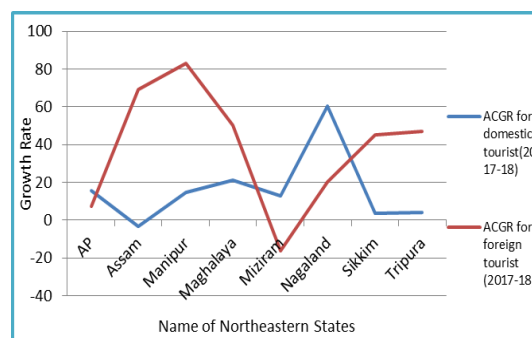


Figure 2: Annual Compound Growth Rate of Tourists (2017-18)

Table 1: Domestic and Foreign Tourists Inflow to Northeastern States (2017-18)

States	2017		2018		Growth Rate	
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
Arunachal	444005	7147	512436	7653	15.41	7.08
Assam	6052667	21760	5856282	36846	-3.24	69.33
Manipur	152454	3497	176109	6391	14.76	82.76
Meghalaya	990856	12051	1198240	18114	20.94	50.31
Mizoram	67772	1155	76551	967	12.95	-16.28
Nagaland	63362	4166	101588	5010	60.33	20.26
Sikkim	1375854	49111	1426127	71172	3.65	44.92
Tripura	398669	69899	414388	102861	3.94	47.16

CONCEPTUAL AND ANALYTICAL FRAMEWORK TO DEVELOP TOURISM INDICES

Tourism Destination Performance Evaluation (TDPE)

The overall performance of a visit or vacation spot is the final results of the tasks taken for the improvement of tourism. Performance relies upon many elements and as a result a multidimensional technique is wanted to evaluate the overall performance of visitors locations.

Range Standardization Method

This approach has extensively been utilized by academicians to standardize variables. The approach lets in variables to have exception alimply and variance however same ranges. In this approach, variables are transformed one of this manner that it includes minimal price zero and most price 1.

Entropy Weight Determination

Entropy may be used to decide the burden of standards whilst the decision-maker has conflicting perspectives at the values of weight. As such entropy weight is a parameter that describes what number of exceptional options methods each other in recognize to positive standards. The weight calculated with the aid of using this approach is known as objective weight.

Evaluation Matrix

To assess the overall performance of tourism locations, the variety of rankings is split to supply exceptional qualitative layers. Since the rankings variety among zero to one, same layers are created as follows.

Table 2: Evaluation Matrix

Evaluation Layer			
0-0.25	0.26-0.50	0.51-0.75	0.76-1.0
Poor	Fair	Good	Excellent

E Analytical Framework

After reviewing the prevailing literature on overall performance analysis, in particular the reprofessionals and cons this take a look attry to increase a mathematical framework to assess the overall performance of tourist destination making use of the 4E assessment framework following the pioneer works of Wenbin Luo (2018).

Economy

It refers back to the volume of contribution via way of means of the tourism zone to nearby financial

development. Indicators which might be considered to degree this overall performance consist of percent contribution of the tourism zone to the GDP, increase charge of tourism output.

Efficiency

The performance of a tourism destination may be measured in phrases of ratio output to enter. There are methods in the literature to degree the performance of the goal variable, particularly parametric and non-parametric methods. In this take a look at, a parametric technique is made to increase an performance index thinking about each the enter and output sides. On the input side, we consider the average number of tourists in the destination (numbers/km²) and the number of tourists per travel agency/tourist lodge. On the output side tourism revenue per capita is considered as an index for measuring tourism efficiency.

Effectiveness

Effectiveness is the qualitative aspect this is to be understood from the factor of view of accomplishing entities improvement goal. This may be understood from the achievement ratio in numerous interventions. The proxies used herein to degree the index is the range of journey agencies, range of visitor lodge, range of journey company employees, range of scenic spots, range of proceedings and common live duration.

Environment

Tourism improvement should remember its possibly effect upon the encompassing surroundings. Since tourism improvement tasks are more often than not positioned inside ecologically touchy reasons, consequently haphazard tourism improvement project scan also additionally damage those herbal heritages. Therefore a set of variables may be integrated to degree the existing kingdom of the surroundings which in flip displays sustainable tourism. To constitute this class signs decided on encompass air quality, city paved road, loss of sound pollution, sewage treatment, insurance of inexperienced land, etc.

Following steps are followed in the process of developing the analytical framework.

Step 1: Determine the parameters (dimensions) for tourist destination performance analysis (TDPA). Four parameters were selected namely Economy, Efficiency, Effectiveness, and Equity.

Step 2: Select the indicators of each dimension. The selected indicators of different dimensions are:

Step 3: Standardised the indicators applying Range Standardisation Method. Standardisation formulae adopted include-

$$X'_{ij} = \frac{X_{ij} - X_{\min}}{X_{\max} - X_{\min}} \dots\dots\dots(1a)$$

$$X'_{ij} = \frac{X_{\max} - X_{ij}}{X_{\max} - X_{\min}} \dots\dots\dots(1b)$$

Step 4: Calculation of index weight by Entropy Method. Here, entropy value is calculated as-

$$e_j = -h \sum_{i=1}^n r_{ij} \ln r_{ij}, j = 1,2,3,\dots,n \dots\dots\dots(2)$$

Here,

$$h = \frac{1}{\ln(m)} \dots\dots\dots(3)$$

And m= number of attributes

Step 5: Multiply each value in the cell with the log value of that particular value, i.e. calculate

$$\sum_{i=1}^n r_{ij} \ln(r_{ij}) \dots\dots\dots(4)$$

Step 6: calculate the value of entropy (e_j) multiplying

the sum values $\left(\sum_{i=1}^n r_{ij} \ln r_{ij}\right)$ with the negative value of h.

Step 7: Calculate weight vector applying the formula-

$$w_i = \frac{1 - e_j}{\sum_{i=1}^n (1 - e_j)} \dots\dots\dots(5)$$

Here, (1-e_j) is known as degree of diversification.

$$0 \leq w_j \leq 1; \sum_{j=1}^4 w_j = 1$$

The each value of w_j can be used as objective weight of the criteria.

Entropy Weight Calculation

Applying the techniques and steps specify above, the entropy weights for all the indices were obtained; the specific results were shown in the table 4.

Table 3: Estimated Entropy Weight of the Indices

Target variable	Broad Indicators	Indices	Measurement	Influence	Weight
Performance Evaluation of Tourism Sector	Economy (E1)	1. Revenue earned from tourism	Tourism revenue/GDP	+	0.0735
		2. Growth of Tourism revenue	ACGR	+	0.0942
	Efficiency (E2)	3. Average number of tourist	Average no of tourist in a year/365	+	0.0964
		4. No of tourist per lodge	Actual no	+	0.0732
		5. No. of tourist per travel agency	Actual no	+	0.0838
	Effectiveness(E3)	6. No of lodge	Actual no	+	0.0872
		7. No of tourist agency	Actual no	+	0.0742
		8. No of site seeing spot.	Per sq. Km	+	0.0806
		9. Average stay	No. of days	+	0.0841
		10. Crime rate	Per thousand population.	--	0.0752
	Environment(E4)	11. Green land	Forest cover in sq.km	+	0.0803
		12. Atmosphere	Pm 2.5 (%)	-	0.0791

Source: Self Calculation from Directorate of Economics and Statistics, Meghalaya; Indian Tourism Statistics; Meghalaya Tourism Development Corporation; Economic Review, 2016-17, 2017-18 2018-19

Tourism Performance Evaluation Model

After determining the weight and evaluation criteria for each index through weighted comprehensive evaluation, this study build its model of tourism performance evaluation as under:

$$P_i = \sum_{i=1}^n X'_{ij} W_j \dots\dots\dots(6)$$

Here, P_i = Comprehensive performance value of ith index; X'_{ij} = Standardized value of jth evaluation index; and W_j= weight of the jth index. The estimated comprehensive performance value (P_i) is interpreted using the evaluation matrix presented in the table-1.

TOURISM PERFORMANCE ANALYSIS AND INTERPRETATION

By inputting records into model-6 we are able to determine the overall performance of Meghalaya tourism from 2011 to 2019 and thereby interpret the result . The overall performance assessment ratings of the Meghalaya tourism region shown above display nearly a non-stop development besides the years of 2012-13 and 2013-14. The downfall in the years 2012-13 and 2013-14 may be attributed to the conflicts between the tribes and renovation work of roadways from the city of Gauhati and Shillong. The overall performance of the tourism is remarkable and improving over the years.

Table 4: Results of Performance Evaluation

Year	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Evaluation Score	0.56	0.47	0.43	0.63	0.58	0.62	0.76	0.84
Grade	Good	Fair	Fair	Good	Good	Good	Excellent	Excellent

Source: Authors Self Computation

Table 5: Dimension Wise Performance Evaluation Result

Year	E1	E2	E3	E4
2011-2012	0.0431	0.0523	0.0561	0.9145
2012-2013	0.1451	0.2641	0.1681	0.0145
2013-2014	0.0884	0.1612	0.2256	0.2517
2014-2015	0.0671	0.0613	0.1681	0.0951
2015-2016	0.2016	0.1513	0.2267	0.9145
2016-2017	0.1981	0.2167	0.3234	0.0914
2017-2018	0.0851	0.7142	0.0145	0.0156
2018-2019	0.981	0.2731	0.6143	0.2461

Source: Authors Self Computation

It may be observed from the overall performance assessment table that a significant development has been seen in respect to domestic tourist and foreign tourist particularly in the years of 2017-18 and 2018-19, just before the start of corona pandemic. Therefore, the overall performance of Meghalaya tourism has stepped forward via way of means of in keeping with cent. This is probably due to non-stop affording made via way of means of Meghalaya Tourism Development Corporation Ltd (MTDCL) for the improvement of the tourism industry inside the state.

Factors that impact overall performance cost in the context of Meghalaya would possibly encompass lack of woodland and wildlife, the trouble of insurgency, poor connectivity to other parts of the country and other infrastructures, migrants from Bangladesh and loss of ethnicity, etc. Owing to these factors, tourism development was slow in early days. The authorities and Meghalaya Tourism Development Cooperation Limited (MTDCL) make their all manage to pay for to conquer those troubles with the aid of using in search of useful resource from Central Government and they might reach their way.

OVERALL OBSERVATION AND SUGGESTION

The study has assessed overall tourism performance of Meghalaya and based on the comprehensive index of TDPE, it assessed the overall performance values from 2011 to 2019. The maximum overall performance score is recorded at 0.84 for the year 2018-19 (Excellent level), and the bottom overall performance is recorded at 0.43 for the year 2013-14 (a Fair level). Otherwise, Meghalaya's tourism overall performance confirmed sustained improvement. Although the effects derived from the overall performance assessment framework and technique furnished right here have been pretty clean and straightforward, it have to be cited that TDPE is a multidimensional concept, and there may also have many different variables that would be taken into consideration to increase the complete assessment

framework. The state Meghalaya is popular for the presence of Scenic beauty, hillock and natural beauty. The tourists are visiting throughout the year particularly at the time of summer season to enjoy cold weather of the state. It has been seen a number of foreign tourist has also chosen this state because of its scenic and comfortable weather. The state has the facility of medical tourism, sports tourism, adventure tourism, to attract the tourist coming from different corners of the world. According to the enumerator observation, Cherapunji is the best tourism spot after the capital city Shillong; tourist chosen the spot because of its scenic beauty and rain fall throughout the year.

Attentiveness on the conservation of natural and cultural heritage is essential for the development of tourism sector. The administration, stakeholders and even the public should try to conserve and maintain the important tourist resources of the state. It would be worthy if the local people come forward to monitor the process. In compare to other states of North East, tourism infrastructures are good in the state of Meghalaya. Road conditions are up to the level except few sites; the tourist can easily visit all the tourist spots of the Meghalaya by staying in the city of Shillong. Infrastructure in the form of number of hotels, guest house, rest house are good but in summer season the available hotels and guest house unable to shelter all the tourist. The government can start own guest house to accommodate the tourists and provide best services to ensure continue inflow of tourists. Moreover, in this regard the public-private participation is very important. Insurgency problem and frequent agitations by different political parties and insurgent groups of North Eastern states causes big problem to the tourism sector of the state. Tourism operators, hoteliers, transporters, tourist guides etc. are not trained enough to provide detailed information to the tourists regarding the state which obviously is a barrier in the path of development of tourism industry in Meghalaya. So, tourism activity needs some trained service provider as the mechanism is involved with different types of activities. The local people should be trained and be aware about implications of tourism development so that they can improve the quality of hospitality of tourists.

The Meghalaya Tourism Development Corporation (TTDC) isn't always capable of installation aggressive marketing and advertising network to sell tourism products to tourists. The actual netweb page

of MTDC is not as a great deal because the favoured diploma so as deliver detail facts of the state. The lack of publicity, marketing and advertising at the regional and national level may be the reasons to find out the state tourism. Therefore, the marketing and advertising promotional hobby have to be acquainted in the suitable industrial of specific developments of the area, in an effort to create the information of the same, to the prevailing further to functionality tourists. Tourism operators, hoteliers, transporters, tourist publications etc. are not knowledgeable sufficiently to provide particular facts to the tourists regarding the state which glaringly is a barrier within side the direction of development of tourism agency in Meghalaya. So, tourism hobby wishes a few educated carrier company because the mechanism is concerned with exclusive sorts of activities. The neighbourhood human being sought to be taught and be privy to the consequences of tourism improvement so that it will enhance the high-satisfactory of hospitality of tourists.

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