



Bibliometrical analysis of Journal of Tourism Research

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Introduction

As indicated by Chaudhary (2009), the advancement of an area is impacted by the political arrangement of a country, its financial climate and the strategy system. The travel industry strategy has been talked about and characterized by numerous creators as an assertion of goal of a set game-plan settled upon by open body or office, for example, the public authority or a private association, for example, aircrafts or travel administrators with respect to parts of the travel industry which

230 Zilmiyah Kamble and Frederic Bouchon/Procedia - Social and Behavioral Sciences 144 (2014) 229 – 236 would go about as a source of perspective point for achievement (Dye, 1992; Wilkinson, 1999; Mason, 2008; Chaudhary, 2009).

According to Hall (2008), arrangements are read for predominantly three reasons, for example, to know about the impact of strategy choices and their effects; to offer input helpful to be considered into the approach interaction about viable issues with the strategy; and to value the positives and standards worried in the arrangement and arranging measure. Concerning the travel industry strategies, it is essential to consider them attributable to their down to earth and hypothetical importance particularly with respect to the critical pretended by the public authority in the travel industry of any country. This is focused

by Elliott (1997) who demonstrates that, “it is just governments which have the ability to give the political dependability, security and the lawful and monetary structure which the travel industry requires. They offer fundamental types of assistance and essential framework.

It is just public governments which can arrange and settle on concurrences with different governments on issues like movement techniques or flying over and arriving on a public area” (p.2). For non- industrial nations and particularly those non-industrial nations that have experienced war or emergencies, the arrangement decision or choices have ordinarily been made in intense shortage, particularly with respect to framework, offices, prepared and gifted the travel industry expert and capital (Jenkins and Henry, 1982). Strategy decisions made in such nations are all around unique in relation to one another and to a great extent relies upon the kind of emergency, political and financial states of the individual country. By and by, as pointed by Liu (2003) the arrangements should be all around characterized, hypothetically stable and achievable basically with the end goal of execution of maintainable the travel industry plan.

Found near the Southern piece of India, Sri Lanka is an island country favored with normal magnificence comprising of tropical backwoods, fine biodiversity and fluctuated scenes, culture and legacy, making it a minimized the travel industry objective. Sri Lanka is likewise a multicultural island of numerous nationalities, religions and dialects. The ethnic circulation of Sri Lanka according to enumeration (2011) comprises of Buddhist Sinhalese greater part (82%), a huge minority of Sri Lankan Tamils (4.3%), Indian Tamil (5.1%), Muslim Moors (7.9%) and more modest networks of Malays (0.3 %), Burghers (0.2%) and others (0.2 huge area that would help the country’s financial development.



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