



Role of Tour Operator in Sustainable Supply Chain Management of Tourism - A Case Study on Bharath International Travels (Bit) in Mysore City

Dr. T.S Devaraja

Associate Professor, Dos in Commerce, Hemagangotri PG Centre, University of Mysore, Hassan-571220

Mr. Deepak. K

Research Scholar, Dos in Commerce, Hemagangotri PG Centre, University of Mysore, Hassan-571220

ABSTRACT

As a service provider, Tour operator plays a vital and intermediate role between tourism and tourists. This article reviews how sustainability systems in Bharath International Travels (BIT) are being challenged by organizational habit and perceptions rather than analytical decision-making with respect to the relationship between health and safety, quality and sustainability with the concept of supply chain management. Environmental indicators are identified as the most conflictive and they demonstrate that most challenges require a change in human behaviour rather than a technical solution. The data suggests that tour operators need to develop sustainability auditing tools that consider the impacts upon health, safety and quality within the accommodations. The Travel life sustainability auditing system provides a useful case study to demonstrate the necessary requirement for a complementary approach when conducting accommodations audits. This research aims to measure the awareness and the implementation of tour operators (TOs) regarding to sustainable tourism supply chain management (STSM) and to explore the internal factors of Tour operators affecting their STSM implementation.

KEYWORDS : Tour operators, BIT, Sustainable tourism, Supply chain management, Tourism services

INTRODUCTION:

Globally, Tourism is the single largest industry in the world. It is one of the most dynamic and a vibrant sector of the world economy, and environmentally as it continues to develop throughout the world. It is among the top three industries of many countries. The World Tourism Organization (2001) has defined the Sustainable Tourism Development (STD) as "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" the collective participation of all key stakeholders in tourism industry is essential. The key stakeholders include tourists, tourism attraction organization, tourism service providers, local community, national and local public administration and tour operator.

Tour operators are businesses that combine two or more travel services (e.g. transport, accommodation, catering, entertainment, and sightseeing) and sell them through travel agencies or directly to final consumers as a single product. A tour operator is thus a crucial link in the distribution chain, representing the central connection between customers and providers of tourism services, and thus has the power to influence both the demand and the supply side.

The product that a tour operator sells to customers is the 'package tour', i.e. the packaged combination of transport, accommodation and services. Due to bulk-buying the tour operator is able to offer this package at a cheaper price than the customer would have been able to achieve dealing directly with individual suppliers. This package is distributed to the customer either directly (e.g. via direct sell, internet) or via a 'middleman' (the travel agent) who arranges the sale of package for commission, usually 10% of the retail price.

Even there is a thinking that tours operators may not be require for any service to their clients. They would be closing their shops and do something else. Do not get disheartened with such comments. Tour Operators was always, they were also there and they are still operating and they will continue to operate but will operate with higher responsibilities and will have to be more professional in their approach. They will be charging higher fees on their advisory guidance and interested parties will pay happily. This role they could not have anticipated earlier and even the money it can provide (which was earlier restricted to commissions only will be much higher).

Let travel agents/tour operators regard themselves not as mere sellers of airline or railway tickets, but as friends, philosophers

and guides to the general public, it implies that they should do their job not to make money alone but to work with a mission. Travel agents and tour operators are the backbone of the tourism industry. They play an important role in promoting the country as a tourist destination.

STATISTICAL DATA OF INDIAN TOURISM:

The number of Foreign Tourist Arrivals (FTAs) in India during 2012 increased to 6.58 million from 6.31 million in 2011. The growth rate in FTAs during 2012 over 2011 was 4.3% as compared to 9.2% during 2011 over 2010. The growth rate of 4.3% in 2012 for India was better than the growth rate of 4% for the International Tourist Arrivals in 2012.

The share of India in international tourist arrivals in 2012 was 0.64%, India's rank in international tourist arrivals declined to 41, in 2012, from 38 in 2011. India accounted for 2.82% of tourist arrivals in Asia and the Pacific Region in 2012, with the rank of 11.

About 91.7% of the FTAs entered India through air routes followed by 7.6% by land routes and 0.7% by sea routes. Delhi and Mumbai airports accounted for about 54.9% of the total FTAs in India. The top 15 source markets for FTAs in India in 2012 were USA, UK, Bangladesh, Sri Lanka, Canada, Germany, France, Japan, Australia, Malaysia, Russian Fed., China(Main), Singapore, Nepal and Republic of Korea. These 15 countries accounted for about 71.37% of total FTAs in India in 2012.

1. Number of International Tourist Arrivals (million) 233.6 (P) Annual Growth Rate 7.1%
2. International Tourism Receipts (US\$ billions) 323.9 (P) Annual Growth Rate 8.5 %
3. Share of India in International Tourist Arrivals 0.64%
4. India's rank in World Tourist Arrivals 41

Tourism continues to play an important role as the foreign exchange earner for the country. In 2012, foreign exchange earnings (FEE) from tourism were US\$ 17.74 billion as compared to US\$ 16.56 billion in 2011, registering a growth of 7.1%. Number of domestic tourist visits in India during 2012 was 1036.3 million as compared to 864.53 million in 2011, with a growth rate of 19.9 %. Number of Indian national departures from India during 2012 was 14.92 million as compared to 13.99 million in 2011, registering a growth rate of 6.7%.

Recognized Tour operators in India:

In order to provide quality services to tourists, the Ministry of Tourism grants recognition to inbound tour operators, travel agents, tourist transport operators, adventure tour operators and domestic tour operators in the country, as per the prescribed guidelines. As on 31 December 2012, 437 inbound tour operators, 290 travel agents, 128 tourist transport operators, 26 adventure tour operators, and 71 domestic tour operators were registered with the Ministry of tourism. In Karnataka there are 7 inbound tour operators, 16 travel agents, 8 tourist transport operators and 5 domestic tour operators were registered with the ministry of tourism.

Establishment of the World Tourism Day:

It was at its Third session (Torremolinos, Spain, Sept. 1979), that the General Assembly of the World Tourism Organization (WTO) decided to institute, commencing in the year 1980. World Tourism Day to be commemorated on 27 September each year by appropriate events on themes selected by the General Assembly, on recommendation of WTO's Executive council. This date was chosen to coincide with an important milestone in world tourism: the anniversary of the adoption of the WTO Statutes on 27 September 1970.

The main purpose of World Tourism Day is to foster awareness among the international community of the importance of tourism and its social, cultural, political and economic values. The timing of World Tourism Day is indeed particularly appropriate in that it comes at the end of the high season in the northern hemisphere and the beginning of the season in the southern hemisphere, when tourism is of topical interest to hundreds of thousands of people worldwide from all walks of life and to tourists and the operational sector in particular. The Organization invites all interested parties to take part on 27 September each year in the special celebrations taking place in their respective country or holiday destination. The WTO Secretary-General issues a message each year to mark the occasion.

The Themes selected for World Tourism Day are:

1980: Tourism's contribution to the preservation of cultural heritage and to peace and mutual understanding.

1981: Tourism and the quality of life.

1982: Pride in travel: Good guests and Good hosts.

1983: Travel & holidays are a right but also a responsibility for all.

1984: Tourism for International understanding, Peace and Cooperation.

1985: Youth Tourism: cultural and historical heritage or peace and friendship.

1986: Tourism a vital force for world peace.

1987: Tourism for development.

1988: Tourism education for all.

1989: The free movement of tourists creates one world development and promotion.

1990: Tourism an unrecognized industry, a service to be released.

1991: Communication, information and education power lines of tourism development.

1992: Tourism a factor of growing social and Economic solidarity and of encounter between people.

1993: Tourism development and environmental protection.

1994: Quality Staff, Quality Tourism.

1995: WTO serving world tourism for twenty years.

1996: Tourism a factor of Tolerance and Peace.

1997: Tourism a leading activity of the twenty-first century for job creation and environmental protection.

1998: Public-Private sector partnership the key to tourism.

1999: Tourism preserving world heritage for the new millennium.

2000: Technology and nature: two challenges for tourism at the dawn of the twenty-first century.

2001: Tourism a toll for peace and dialogue among civilizations.

2002: Eco Tourism the key to sustainable development.

2003: Tourism a driving force for poverty alleviation, job creation and social harmony.

2004: Sports and Tourism.

2005: Travel and Transport.

2006: Tourism Enriches

2007: Tourism opens doors for women

2008: Tourism responding to the Challenge of Climate Change and global warming

2009: Tourism - Celebrating Diversity

2010: Tourism & Biodiversity

2011: Tourism Linking Cultures

2012: Tourism and Energetic Sustainability

2013: Tourism and Water: Protecting our Common Future

The institution of so-called World Days to highlight among government and private circles and the public at large, salient features of the activities of intergovernmental organizations, is a widespread practice. The organizations belonging to the United Nations System, for example, celebrate World Days devoted to the United Nations; world peace; human rights; health; literacy; environment; womanhood; childhood; cooperation for development; meteorology; telecommunications, etc.

SUPPLY CHAIN MANAGEMENT IN TOURISM INDUSTRY:

A Tour operator co-operates with many service providers in the tourism industry, such as accommodation, transportation, local agents and tourism related service organizations (e.g. car rental), etc. In their pursuit of sustainable tourism, tour operators are able to select those suppliers that have taken actions concerning the physical, economical and socio-cultural environment (IUCN 2004). By choosing their suppliers and partners and including sustainability projects in their holiday packages the tour operator takes the initiative towards a sustainable future.

This process of choosing appropriate suppliers and partners is also known as Supply Chain Management (SCM), which is 'the task of integrating organizational units along coordinating materials, information and financial flows in order to fulfil (ultimate) customer demands with the aim of improving competitiveness of the Supply Chain as a whole'. Improving competitiveness is achieved by directing the Supply Chain in a sustainable, strategic position compared to its competitors. Especially in the tourism industry it applies that 'to be competitive, a company must be sustainable from an environmental perspective' (Hudson and Miller 2005, p.133).

Incorporating sustainability in organizational activities and co-operating with organizations with the same aim and with this supporting the conservation of the physical and socio-cultural environment can provide several benefits for the tour operator (IUCN 2004). Benefits such as added value to the trip itinerary when a sustainable project visit is included; support for conservation is support to the quality of the destination; positive signal for customers and education of customers. These benefits can all result in customer satisfaction, which will result in client loyalty and repeat trade, a very important means to achieve competitive advantages in the tourism industry in the pursuit of sustainability.

In this context, how Bharath International Travels provides services to the tourists as a tour operator, with the concept of supply chain management. This has been discussed in this article.

Tour Operator's (Bharath International Travels) profile:

Bharath International Travels (BIT) is a proactive travel company and South India's most experienced and reliable tour companies and it is one of the premier travel companies in Karnataka. BIT is a pioneer travel company in Mysore with two decades of experience in all aspects of travel and holidays with branch offices in Bangalore and Mangalore. It was founded in the late 1970's by experienced established businessmen and professionals from the trade with the philosophy of providing a memorable experience to the travellers. BIT has been growing exponentially since its inception and it has given the confidence to be the best Destination Manager over the years.

The cornerstone of its success is to pursue innovation and to adapt to changes. Over the past years it has developed an enviable reputation for service based on providing its customers the best value for their travel outlay. BIT has felt that only through continuously exceeding our past standards can we reach their highest peaks of services excellence. Over 20 Years experience in the tourism industry, it assures its quality of service, dependability, care and promptness. They believe in total satisfaction of its customers, so that it can take away with tourist, the very sweet memories, to be remembered by them all throughout their life.

Services offered by Bharath International Travels (BIT) towards Tourists:

- o Air International / Domestic bookings.
- o Train / Bus bookings.
- o Car Rentals services. Car / Bus Rentals anywhere in India.
- o Hotel Reservations
- o Foreign Tours.
- o Authorized Foreign Exchange Agents.
- o Visa Assistance.
- o Student industrial visits.
- o Meeting, Incentives, Conferences and Exhibitions.
- o Cruise Bookings.
- o Honeymoon Packages

TOUR OPERATORS AND SUSTAINABLE TOURISM IN SUPPLY CHAIN MANAGEMENT:

A supply chain is described by a forward flow of material and a backward flow of order money and information. It comprises seven main business processes: customer relationship management, customer service management, demand management, order fulfilment, manufacturing flow management, procurement, product development, and commercialization (Cooper, Lambert 1997). The supply chain management concept was firstly applied to tourism sector with emphasis on distribution channels of tourism and hospitality products.

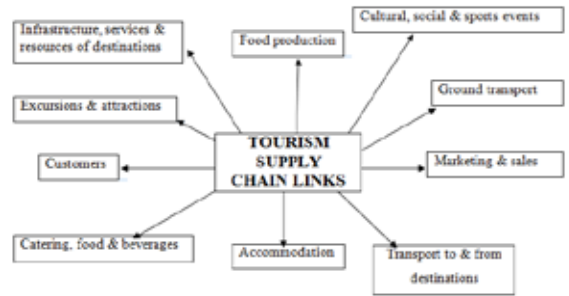
Zhang, Song, and Huang (2009) proposed framework or issue for analyzing tourism supply chain management corresponding to tourism industry characteristics. The seven related tourism supply chain management issues are demand management, two-party relationships, supply management, inventory management, product development, coordination, and information technology. Moreover, the author also suggested set of financial, operational and overall supply chain management measurements. However, none of them are related to sustainable tourism development.

Focusing on environmental impact from tourism industry and tour operator roles in the tourism supply chain, Adriana (2009) assessed the adoption of environmental supply chain management of eight large European tour operators in three stages; evaluation of drivers, evaluation of strategic response, and implementation strategy. Interestingly, the study concluded that the environmental supply chain management of tour operator is limited by organizational factors and strategic short sightedness.

However, not only the environmental impact, the tour operator is also expected to responsible for tourism economic and social impacts. Thus, a sustainable supply chain management (SSCM) framework for tour operators was constructed from the participation of European tour operators and industry stakeholders. Proposed framework consists of 6 steps; engage business, create a policy for SSCM, integrate SSCM into business, conduct baseline assessment suppliers, prepare and implement and action plan, and monitor and report on progress made. In addition, implementation processes of each step are different for small tour operators are different from the medium and large ones. However, this study divided the stage of adapting sustainable tourism to tourism supply chain different from Schwatz, Tapper, and Font (2008), The 5 stages of supply chain management in this study are; sustainable product design, sustainable procurement, sustainable production, and sustainable delivery-distribution and sustainable reverse logistics.

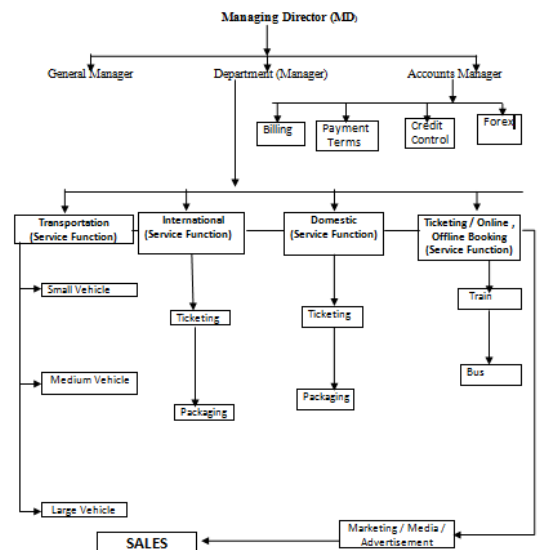
The impacts of a tour operator come from the impacts of all components of the products they sell, including use of raw materials and their processing and production, as well as impacts from transport and distribution.

Below mentioned elements is part of tourism supply chain system. At the time of providing the services to the tourists, tour operators will face various problems on the basis of accommodation, transportation, caterings, sightseeing etc. Even though, tour operators will provide sophisticated services to the tourists with the help of advance plan and supply chain management.



It has been observed that, in olden days sellers were the king of the market, but in this present scenario customers are the king of the market. With the concepts of this phenomenon, Bharath International Travels (BIT) is the service provider to the tourists. At this point, as a service provider, it has to be following up the links or manner in which how the services will be provided to tourists according to their requirements. So BIT have framed one strategically concept that is supply chain management in order to provide the services to the tourists. The supply chain management of BIT have been disclosed below. They are following up various channels of distribution in order to achieve the very good sales in the company.

SUPPLY CHAIN MANAGEMENT OF BHARATH INTERNATIONAL TRAVELS ORGANISATION



REVIEW OF LITERATURE:

Eastham (2001): the researcher argues that, Supply Chain Management has its origins in logistics, concerned with the management of the flow of materials and information from source to customer across the entire range of materials handling and movement functions, and throughout an organization and its supply channels.

Tapper's research (2001): highlighted the disparity between business approaches to engagement with sustainable tourism among a variety of small, medium and large tour operators. Since that research however, engagement has significantly increased, with the majority of the Federation of Tour Operators (FTO) members now employing sustainability teams, or at least one staff member whose responsibilities include sustainability, and having signed sustainability commitment statements.

Font (2006): have identified that cost reduction is the most successful area of tour operators' supply chain strategies (e.g., energy and water consumption reductions directly improve the financial bottom line).

Van der Duim and Van Marwijk (2006) recognized that the task of truly changing the current ways of ordering of tour operators would be particularly laborious. UK-based tour operators demonstrate similar justifications to those in the Netherlands: lack of time, small profit margins, focus on price and volume. For those operators looking to engage further with sustainability there are guides and recommendations advising them how to implement sustainability management into their business.

Grant and Mason (2007) argues that Most aspects of quality that the client or tour operator will expect are not part of the contract established between the hotel and the tour operator, or the hotel and the direct customer much of the contract is based on unspoken expectations law.

Forsyth (2007) indicates that many large hotel groups believe some 'sustainable' practices, such as water and energy conservation, to be in conflict with their provision of 'luxury accommodation' and might adversely affect the enjoyment of a guest's stay. However surveys of tourist attitudes to operations and destinations which emphasise environmental sustainability, or have renewable energy supply, report that over 50% of tourists questioned favoured environmentally conscious destinations

Schwartz (2008): As supply chain management concerns itself with improved efficiencies, it is obvious that environmental initiatives fit well within these practices. Social and economic issues are also increasingly included in the corporate agenda. The tourism industry has a reputation for low wages and poor working conditions, Exacerbated by seasonality and pressures to keep contract prices low. Tour operators are encouraged to make positive changes by adopting voluntary codes of practice

Sigala (2008) argues that tour operators play significant roles in changing behaviours and attitudes towards more responsible forms of tourism. This may appear in: (a) influencing the volume and direction of tourism flows; (b) integrating and affecting attitudes and practices of numerous tourism suppliers and stakeholders; and (c) shaping destinations and local communities.

Schwartz and Font (2009) point out however, the different goals and priorities of suppliers and operators, the low-cost focus in European markets and the complexity of tour operator supply chains compound the difficulty of Putting theory into practice. It is vital, therefore, that those responsible for auditing the supply chain are provided with adequate information, so as they can recommend solutions that does not compromise health and safety or the quality of the product.

Middleton (2013) Ultimately and ironically, the long-run future of international tour operators in mature markets is heavily dependent on the service delivery capabilities of SMEs together with their ability to pursue sustainable tourism and hence protecting the long-term interests of destinations.

STATEMENT OF THE PROBLEM:

Today tour operators are plays an important role in tourism industry. In this era, Bharath International Travels (BIT) has been considered as one of the tour operator, it faces various problems relating to tourism services. As a tour operator, it must provide the services to the tourists on the basis of their requirements. Tour operator buys airline's seats, hotel room, advance booking for travel tickets, etc. much in advance from the principal suppliers and if they fails in selling them, there are heavy losses involved. Hence, before setting up a tour operator company, one must be prepared to take this risk. Similarly, a tour operator must be absolutely clear regarding the type of business to be handled. For example, would the company deal with inbound tours, outbound tours, and domestic tours.

The role of tour operators needs to be examined both from the perspective of attracting tourists and strengthening tourism sector in general. Many times it is viewed that tour operators do not identify themselves with the larger interest of the sector and offer packages that are more profitable to them. 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 in through supply chain management and it suggest the ways to make them contribute positively to the growth of tourism industry. This will be enhanced with the concept of tourism supply chain management for the sustainable development of tourism sector.

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. It is thus clear that tour operators are central to the performance of tourism sector. Tour operators are the main link between the tourists and other stake holders. Therefore there is a need to evaluate, how the tour operators play their role. Tour operators are probably the most important facilitators of tourism. Among the stakeholders of tourism industry, tour operators have a central role. Therefore there is also a need to evaluate their contribution towards tourism development.

Tour operators can perform their role in an effective manner when they adopt supply chain management in there working environment. So this article aims to identify the role of tour operator by taking a case study of Bharath International Travels (BIT) in the supply chain management of tourism activities.

OBJECTIVES OF THE STUDY:

1. To study the role of Bharath International Travels as a tour operators in Tourism Industry
2. To analyse the tourism service offered by the Bharath International Travels in Mysore city
3. To study the importance of supply chain management of Bharath International Travels in Tourism Industry
4. To suggest some measures to improve the services offered by the Bharath International Travels in Tourism activities.

HYPOTHESES:

H1: "There is a significance relationship between the role and services offered by the tour operator in Bharath International Travels"

H2: "The Adoption of supply chain management in the tourism industry, which reduces the problems, risk at the time of providing the services to the tourists"

SCOPE OF THE STUDY:

In order to study the role to tour operators' sustainable supply chain management, the researcher has chosen Bharath International Travels (BIT), which is located in Mysore city, Karnataka.

- The study of supply chain management survey provides better information about the employees life cycle related with work, which is essential part of the HR department.
- Through this study we can implement better strategies for the employee, which is helpful for decreasing the Accident rates and increases the organizations service efficiently.
- Allows the organization and Human Resource Department to focus on employee needs and leverage its strength.
- The results obtained through feedback which provides an understanding of how conducive and congenial is work environment. Which has direct impact on performance and productivity and also this process helps the organization (HRD) in various ways in order to ensure better quality of work life.

RESEARCH METHODOLOGY:

The research works will erected on the basis of both primary and secondary data. An effort will be made to collect the existing data about "Role of Tour Operator Sustainable Supply Chain Management". Primary data has been collected from Bharath International Travels (BIT) in Mysore city in order to evaluate the supply chain links of tourism services towards tourists.

Secondary data has been collected by focusing on literatures, reports, books, journals, annual reports of Karnataka state Tourism Development Corporation (KSTDC), Indian Tourism Development Corporation (ITDC) and tourism websites.

The study is based on descriptive method, which involves collection of data using questionnaires. For the purpose of the study 50 employees were selected from different levels of BIT organization, and their views solicited on different parameters and further applying simple statistical tools such as percentage analysis method. And also simple random sampling method has been used for the selecting the samples.

Data Analysis and Interpretation:

The data collected from the respondents, through questionnaire are classified, analyzed and calculated. The statistical tools are applied for the analysis of data. The tools used are percentage analysis and bar diagram.

Percentage analysis:

Percentage refers to the special kind of ratio. Percentages are used in making comparison between two or more series of data. They are used to describe relationship. More over percentages can also be used to compare the relative terms of the distribution of two or more series of data.

Formula:

$$\text{Percentage of analysis} = \frac{\text{No. of respondents}}{\text{Total no. of respondents}} * 100$$

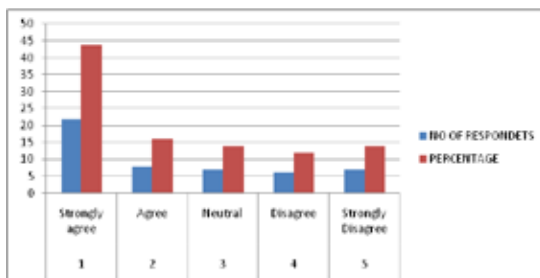
Table No.1
Services offered by the BIT towards tourist through supply chain management in Mysore City

SL NO	PARTICULARS	NO OF RESPONDETS	PERCENTAGE
1	Strongly agree	22	44
2	Agree	08	16
3	Neutral	7	14
4	Disagree	6	12
5	Strongly Disagree	7	14
	Total	50	100

Source: Primary data (Questionnaire)

Graph No.1

Services offered by the BIT towards tourist through supply chain management in Mysore City



Findings:

- It has been found that 60% of the respondents say that, if the tour operating agency adopts supply chain management in its process, it can increase their sales.
- 26% of the respondents tell their opinion that, even though the tour operating agency fails to adopt supply chain management in its process can makes their sales.
- Some respondents that is 14% of total respondents are bias in their answers regarding the services offered to tourists through supply chain management.
- So it implies that all the tour operating agencies need to evaluate their own supply chain management for the better services to the tourists.
- Through the response of employees in the Bharath International Travels (BIT), they have indicated that both the channels of communication that is upward and downward communication plays a major role at the time of framing the chain links in the management process.
- As the managing authority people, they have to frame the distribution channels which are relevant to the management, employees and to the tourists.

Suggestions:

- To develop a policy and associated strategy to integrate and implement sustainable tourism practices into their mainstream business activities with indicators to track progress and to engage with other stakeholders to achieve the goals of the initiative.
- If the tour operating agencies adopt supply chain management in its process, it can improve their tourism services with the good channels of sales distribution.
- To work together in a process of continuous improvement in sustainable tourism practice.
- To Implementation of preferred codes of practice supported by practical tools that allow continuous improvement in the environmental and social performance of supply chain partners in destinations.
- To Building multi-stakeholder partnerships in destinations to identify and address priority areas in promoting sustainable tourism practice.
- To Developing a communication process that will engage consumers and other stakeholders in sustainable tourism issues.

REFERENCES

1. Adriana Clarke J (2007). "A framework of approach to sustainable tourism". Journal of sustainable tourism. | 2. Andre Ashley,C (2007). "Pro-poor tourism partnership and the Caribbean tourism organization". | 3. Arun Kumar,S.L (2007). "Tourist's perception towards services quality at Bandipur National park". IJMRS's International Journal of Management Sciences. | 4. Bader, A (2010). "Tourism business environment analysis". Saimaa university of Applied sciences. | 5. Budeanu, A (2005). "Impacts and responsibilities for sustainable tourism- a tour operator's perspective" Journal of cleaner production. | 6. Calveras (2006). "Facilitating transitions to sustainable tourism-the role of tour operators". | 7. Carbone (2008). "Environmental supply chain management in tourism. The case of large tour operators". Journal of cleaner production. | 8. Cochrane (2005). "Tour operators and destination sustainability". Tourism management. | 9. Cooper, C Fletcher (2005). "Tourism principles and practice" Harlow, Pearson education limited. | 10. Fredericks, J (2008). "Business travel and tourism". Journal of sustainable tourism. | 11. Fyall A and Garrod B (2005). "Tourism marketing- A collaborative approach". Channel view publications. | 12. Gartneer W (1996). "Tourism development: principles, process, policies". van nostrand reinhold. | 13. Ghada Mahim (2010). "Tour operator's responsibility and best practices examples, tour operators' initiatives programme". | 14. Manoj Kumar (2003). "The Holiday makers, understanding the impact of leisure and travel". | 15. Ministry of Tourism (2011). Sustainable tourism criteria for India. New Delhi:Government of India. | 16. Mowforth (2003). "How can tour operators contribute to sustainable development, communicating development research". | 17. Munt Fredericks (2003). "Sustainable tourism destination". A pathway for tour operators. | 18. Mason Sigala (2003). "A study chain management approach for investigating: The role of tour operators on sustainable tourism the case of TUI". Journal of cleaner products. | 19. Rajesh Shukla,N.C. (2003). Domestic tourism survey. New Delhi: Ministry of Tourism and culture. | 20. Ravousy (2009). "Aiming for sustainability in tour operating business". | 21. Robert Jan Baken (2010). "Some reflections on tourism and tourism policy in India". | 22. TATA 2003.20 year perspective plan for tourism development in Lakshadweep Islands. New Delhi: Department of tourism government of India. | 23. Tepelus (2005). "A long Haul Destination- sustainable reporting among tour operators". European management journal. | o www.uni-mysore.ac.in/library/ | o www.google.com | o www.springer.com | o www.sincdirect.com | o www.iimb.ernet.in | o www.jstor.org | o www.wileyindia.com |