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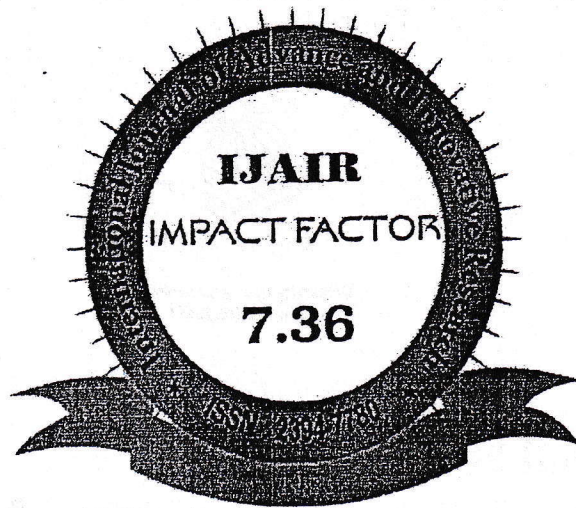
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IMPORTANCE OF EVENT MANAGEMENT IN DEVELOPMENT OF TOURISM INDUSTRY

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ABSTRACT

Tourism is known as the activities of persons travelling to and staying in places outside their usual place of stay for not more than one consecutive year for emptiness, business and other purposes which is not related to the activity remunerated from within the place visited. Tourism industry is growing very fast all over the world. Tourism has played an important role in the Indian economy as being the third largest important industry sector of national economy. Event management and tourism are interrelated and closely aligned with each other. Event management is a wider activity; the main object is messaging and connecting people. Today, events act are important for development of tourism Industry. Every year number of tourists are attracted by various kinds of events throughout a huge variety of destinations around the world. The development of tourism in a particular place is directly concerned with the development of event management. This paper highlights importance of tourism industry for development of Indian economy as well as importance of event management in tourism industry with the scope of event management.

Keywords: Tourism Event management, Indian Economy

I) INTRODUCTION

All over the world Importance of tourism industry has grown up very fast. Economy of every country depends on industrial development of that respective country. Tourism has played an important role in the Indian economy as being the third largest important industry sector of national economy. In 2016, the sector directly provided more than 25.4 million jobs. India is a tourism hotspot in the world, it has a large bouquet of tourist attractions to boast of. India is rich in natural resources in the world. Tourism is not a part of event management. But it is a set of activities related to traveling and learning new places, traditions, food, experiences, and people, of course. Although event management and tourism are inter related and closely aligned with each other. Event management is a wider activity, the main object is messaging and connecting people.

Today Events act is important for development of tourism Industry. Every year number of tourists are attracted by various kinds of events throughout a huge variety of destinations around the world. The development of tourism is mostly dependent on effective and proper management of events. For e.g. Niagara Falls is the most attractive, popular and prominent place to visit. But the event managers had begun to arrange tours and cruises across the basin of Niagara River. In short effective event management has led to the development of other entertainments around this destination.

II) LITERATURE REVIEW

The term event is very well established theme within tourism, the articles related to event were mostly published in the 1970s. In most tourism journals articles related to event-tourism were published, but a complete review of all of them has not been attempted. The book of Saurabh Kumar Dixit 26 (2005) titled "Tourism and Economics" provides important literature on demand, supply, implications and impact of economics on tourism industry. During the last 3 decades Interest in participants, residents and tourists had also increased. Tourism-related journals covered a wide range of topics including music and festival tourism, social, image and economic impacts, visitor motivation, experience and spending, event quality and tourist satisfaction, etc. but there were no much articles related on the topic importance of event management in tourism. Hence this paper covers importance of event management in tourism industry.

III) OBJECTIVES OF THE STUDY

The Study is based on following objectives:

1. To know the present scenario of tourism industry
2. To know importance of event management in tourism.
3. To know the different types of Events
4. To know the tourist value of Events.
5. To Identify importance of Event management in Tourism

IV) RESEARCH METHODOLOGY: