



ISSN: 2456-4419

Impact Factor: (RJIF): 5.18

Yoga 2017; 2(2): 285-290

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www.theyogicjournal.com

Received: 22-05-2017

Accepted: 23-06-2017

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A historical study on tourism sector as a growing industry- Indian and global perspectives

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Abstract

Tourism activity in India is an useful industry in whole country and pass substantially to foreign reciprocation earned. Tourism from being regarded as a pastime activity for the leisured few in society has grown into a many billions diligence and a multi faceted commotion. Competently on account of its unusual socio quantum and anticipation excursion has also become the theme of scholarly liking. The main objective of the research paper is to get a light the prospects of tourism industry in India in the era of liberalization, privatization and globalization.

Traditionally known largely for its historical and cultural dimensions, tourism today is highlighted for its immense business opportunities. With its lucrative linkages with transport, hotel industry etc., the potential and performance of India's tourism industry needs to be gauge in terms of its socio-economic magnitudes. This paper also traces the progress made by India's tourism industry in the planning era, and the emerging issues (like alternative tourism) under globalization. It also examines the problems and challenges of the country as well as the pitfalls in tourism planning in India. The paper also makes some policy suggestions to address the constraints in promoting sustainable tourism in India.

Keywords: Tourism, globalization, travelling, environment, development, historical, etc

Introduction

Through confined to his hearthstone and home, his ground of birth on domicile, man is a creature who loves to travel, if only to search for new adventures or explore new lands to conquer and occupy. Since the beginning of human history, this urge to move about has been an important human activity. Form the earliest historic times man has cherished the desire to discover the unknown, the explore new and strange places, to seek changes of environment and to undergo new experiences. There was a time when men and women alongwith their families or tribes roamed about in search of food and shelter, and in the process, discovered new areas to settle down. The search for food and shelter led to new conquests and adventures. The mythologies, epics and historic of various nations contain decryptions of such adventure. (Bhatia A.K 1982) ^[3]

The process has continued through the age, which have perhaps also corresponds with different states in the development of technology and the changes in the mode or travelling and the facilities available. Meanwhile new worlds have been discovered, new areas brought under human occupation, new nations have emerged and there have been reloquentory changes in technology as well as human expectation, but the urge to travel has remained unchanged. Over the countries the passion for travelling has become stronger and more popular among the average citizens. New motives have been added to the reasons for people undertaking long or short journals, for example, the curiosity or urge to see different people or just to have some adventure, a change from the normal ways of life, some elation and fun. In fact, this latter type of travelling has become more common and rewarding during recent decades. This hobby or travelling largely goes under the broad and general term of tourism.

Review of Literature

Pirece (1996) in his book viewed tourist destination form five board sectors namely attraction, transport, accommodation supporting facilities and instructions. He explain that attraction encourage tourist to visit the location, the transport service enable them to do so, the

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accommodation and supporting facilities cater for the tourists well being their stay and the infrastructure assures essential functioning all of the sectors.

Hall (2000) Admitting international visitors and facilitating their travel within a nations borders is a political action therefore country approach to international tourism is a part of its foreign policy, as well as a part of its economics and commercial policy. There are endless examples of the political and foreign policy implication to international tourism, increased contacts between people of different cultural can lead to increased knowledge and understanding in turn can contribute to a relaxation of tension between nations.

Objectives of the Study

1. To know the status of tourism in India
2. To know the public awareness about tourism
3. To study the different types of tourism
4. To study the tourism scenario of Abroad
5. To study the various areas and problems of tourism

Work Plan Research Methodology

For the research work, a clear thought out research methodology applied in present study. The entire study confined to the of whole country. To analysis the sociological impact, the researcher adopts the following approach: The secondary information published by detaches and other agencies engaged in the promotion of tourism during last one decade were analysis with reference to sociological aspects. News items features and radicals published in various leading newspapers and magazines and reports during last five years were analysis.

Concept of Modern Tourism

Local transpiration and accommodation are the two basic components of tourism. The term local is related to holiday destination and what it offers to the tourists to get to his destination the tourists has to travel and therefore some mode of transport is required on reaching the destination he requires some kind of accommodation for providing food and comfortable sleep. The basic concept of tourism, whether domestic or foreign, is to plan or undertake and stay mainly for pleasure or as a leisure time activity, this also means that persons some and visit places of tourists intersects not to earn any money but to spend it, whatever they have earned and whatever they can afford to spend on their visit in the place of their interest. This definition also indicated the basic approach of modern tourist's trade, to attract tourists with money, who naturally set the fashion or put forward their expectation with regard to comforts, services and recreational facilities.

Tourism and Development –A World Scenario

Smith (1988) and Britton (1991) ^[1] argue that much tourism work lacks a theoretical framework, due to the fact that many of the contributors are trained in peripheral fields, and thus are not exposed to the dynamic complex of social and cultural processes, which inundate tourism phenomena. Previous tourism related studies in the literature, which has a significant amount of work revolving around the impacts of tourism, witnessed concepts and theories that were borrowed or adopted mainly from other branches of social sciences, including geography, though, many researchers failed to recognize their origin (Goeldner *et al.* 2000). For example, concepts and framework from Geography often serve as foundations for the study of tourism, where the dynamic process that underlie a tourism

destination could be understood using approaches such as spatial analysis

(Pearce, 1995; Johnston, 1997).

On the other hand, Pearce (1979) identifies six major areas of specialization from the perspective of geographical interest in the study of tourism: the spatial aspects of supply, the spatial aspects of demand, patterns of movement and flows, the impact of tourism, the geography of resorts, and models of tourist space.

Social Aspects of Tourism Development

Tourism is a socio-cultural event for the traveller and the host, part of travels attraction is the opportunity to see different areas of the world and observe foreign cultures and way of life international travels brings the residents of urban industrial societies to less developed nations and culture. The contrast between resident and visitor under these circumstances in because of the difference in language, cultural values, economic development and politics. Such differences are also observed in domestic tourism and this brings people of different backgrounds and lifestyle together and can lead to conflict concerning land use and economic priorities in the destination areas. There is some doubt as to whether tourism is a cause or symptom of change in this rapidly evolving world. Cohen has challenged the popular notion that tourists are a major factor socio cultural change. This view prevails particularly in the areas form which tourists originate, where people are aware of tourism but not of other factors of change in popular destination areas it is often not shared by the people of the areas itself, whose attitudes to the consequences of tourism are left unexamined.

Effect of Tourism on Society

The impact of tourism has affected a lot over the society; people have changed their life style by imitation the western style. Instead of pooja, keertan and jagran, one can hear western music not only in restaurant and hotel but also in mandirs. AIDS a dreaded disease is now noted Maharashtra also. It is supposed to be transferred here through the tourists who come from all over the world. Crime and consumption of liquor, charas, and ganjha heroine have also been seen to increase in Maharashtra, which show the ill effect of tourism. Prostitution is one of the worst work is also noted here. People of Maharashtra are known for their religious culture but now in a run to become modern, have started in religion marriages and conversion of their religion is also found, which may disturb the proper system of society.

Problems of Indian Tourism

The Indian government's "Incredible India" tourism campaign and the information technology growth in India have been attracting millions of foreign tourists and business tourists to India. Medical tourism has also recently mushroomed in India. Tourism industry is a big foreign exchange earner in India, yet the industry still is hampered by several problems like –

- Poor transportation
- Lack of basic hygienic amenities at halting points
- Non-standardization of rates and fares
- Lack of sound marketing and promotion strategies
- Poor maintenance of heritages
- Issues regarding security and harassment
- Lack of passionate and trained professionals
- Inadequate capacity
- Costly travel – soaring fuel surcharges, poor flight

- management etc
- Lack of supportive infrastructure – bad roads, improper health and hygiene,
- communication gaps, etc
- Gap between demand and supply of manpower
- Lapses in security and safety – incidents of tout and harassment of tourists in some places
- Uneven progress – slow growth of village tourism, lack of information about tourist profile etc
- Non Implementation of Legislative Law.
- Excessive formalities for an issue of special permit to view restricted areas sites.
- Untrained Guides.
- Tourism development projects are usually developed by Indian Government without any discussion with community leaders and they are dumped to follow the ineffective projects blindly.
- Poor Administration & management.
- It is very essential to promote Brand India as a tourist destination nationally as well as at the state level. However the tourism departments are always cash strapped, there is general apathy towards work along with aging manpower never works in favor of brand promotion. What we need today is dynamic manpower that is committed to take up tourism as a career and work up to really explore that Incredible India as well as make India a safe tourist destination.

New Issues and Challenges

India represents one of the most potential tourism markets in the world. It has expanded rapidly over the past few years and underpinned by the government support, rising income level and various international sports events, the Indian tourism industry will continue to grow at the fastest pace in the coming years. However, the industry may have to cope up with several challenges which will limit its growth. Post globalization and under GATS many changes and challenges are confronted by the tourism industry in India. A few are may be mentioned here:

Liberalization and Tourism: GATS came into existence as a result of the Uruguay Round of negotiations and entered into force on 1 January 1995, with the establishment of the WTO. India also signed all the WTO agreements under the single undertaking rule and GATS is a part of this whole package. More and more services like transport, banking and insurance, tourism etc became “tradable services”. Under GATS, tourism and travel and services – hotels and restaurants (including catering), travel agencies and tour operators' services, tourist guide services etc are covered for open market access and liberal FDI. With this, tourism has become “consumption abroad” and travel of tourists, “movement of natural persons”. The principle of “National Treatment” by GATS suggests that ‘each member shall accord to services and service suppliers of any other member, in respect of all measures affecting the supply of services, treatment no less favorable than that it accords to its own like services and service suppliers’. Without adequate domestic regulation and enforcement, the liberalization of education services could adversely impact on quality, standards, equity, and prices, and without up gradation of infrastructure and facilities of premier domestic institutions there could be loss of competitiveness for domestic providers and possible diversion of resources.

Social And Political Concerns: Globalization has raised socio-cultural issues in tourism too. From going global we have arrived to the need for “thinking globally and acting locally”. The nexus of globalism and tourism is so sensitive that it is a real challenge to development of environmentalism. Can hi-tech tourism go hand in hand with heritage tourism? How balanced are virtual tourism and rural tourism? How to make India a safe and healthy place to tour and travel? New parameters at the micro, macro and meso levels have to be identified for developing tourism keeping in view the incidents of communalism, deforestation, pollution etc. Isn't it ironical that in this era of globalization – when we are using hi-tech to squeeze space and conquer time – that we have to pause and ponder over communal problems? In Kashmir sadly it looks like terrorism industry vs. tourism industry. Now it is seen in the southern states too. These are a few aspects of the new paradigm of “geo-politics of tourism” today. No doubt, technological improvements are likely to lead to increased destination alternatives to physical tourism (e.g. cyber tourism). Our tourism industry must prepare itself to meet these and other emerging challenges.

Foreign Tourist Arrivals (FTAs)

During 2011 FTAs in India were 6.31 million with a growth of 9.2% over 2010. FTAs during 2012 were 6.65 (provisional) million with a growth of 5.4%, as compared to the FTAs of 6.31 million during 2011.

Foreign Exchange Earnings (FEE) from Tourism

Tourism is an important sector of Indian economy and contributes substantially in the country's Foreign Exchange Earnings. FEEs from tourism, in rupee terms, during 2011 was Rs.77,591 crore (provisional), with a growth of 19.6%, as compared to the FEEs of Rs.64,889 crore (provisional) during 2010.

During 2012, the Foreign Exchange Earnings (FEEs) from tourism registered a growth of 21.8% from Rs.77,591 to Rs.94,487 crore (provisional) when compared to FEEs during 2011.

Domestic tourism

The domestic tourist visits during the year 2011 are estimated to be 851 million, showing a growth of 13.8% over 2010.

Role of the Government

The role of the Government in tourism development has been redefined from that of a regulator to that of a catalyst. Apart from marketing and promotion, the focus of tourism development plans is now on integrated development of enabling infrastructure through effective partnership with various stakeholders.

Tourism development in India has passed through many phases. The development of tourist facilities was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan. The approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plans. The Sixth Plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development.

However, it was only after the 80's that tourism activity gained momentum. A National Policy on Tourism was announced in 1982. In 1992, a National Action Plan was prepared and in 1996 the National Strategy for Promotion of Tourism was drafted. In 1997, a draft New Tourism Policy in tune with the economic policies of the Government and the

trends in tourism development was published for public debate. The draft policy is now under revision. The proposed policy recognizes the roles of Central and State Governments, Public Sector Undertakings and the Private Sector in the development of tourism. The need for involvement of Panchayati Raj institutions, local bodies, non-governmental organizations and the local youth in the creation of tourism facilities has also been recognized.

As per the working strategy for the 12th Five Year Plan, the Ministry of Tourism has adopted a „pro-poor tourism“ approach which could contribute significantly to poverty reduction. More than half of Tourism Ministry’s Plan budget is channelized for funding the development of destinations, circuits, mega projects as also for rural tourism infrastructure projects. The Ministry also ensured that 10% and 2.5% of its total Annual Plan (2012-13) outlay went to the tourism projects in the North-Eastern region and the tribal areas respectively.

The other major development that took place were the setting up of the India Tourism Development Corporation in 1966 to promote India as a tourist destination and the Tourism Finance Corporation in 1989 to finance tourism projects. Altogether, 21 Government-run Hotel Management and Catering Technology Institutes and 14 Food Craft Institutes were also established for imparting specialized training in hoteliering and catering.

Initiatives by the Government for Tourism Promotion

‘Hunar se Rozgar’ Programme

A special initiative was launched in 2009-10 for the creation of employable skills among youth belonging to economically weaker sections of the society in the age group of 18-25 years (upper age limit raised to 28 years in November, 2010) with the basic objective to reduce the skill gap affecting the hospitality and tourism sector and to ensure the spread of economic benefit of tourism to the poor. The programme offers short duration courses of 6 to 8 weeks which are fully funded by the Ministry of Tourism. Initially covering two courses viz. (i) food and beverage service; and (ii) food production, courses in Housekeeping, Utility, Bakery and Patisserie were added subsequently. With the growing acceptability of the initiative more trades/training areas were added like- to bring up drivers, golf caddies, stone mason, security guards and tourist facilitators etc. For the year 2012-13, 21,175 persons have been trained under the initiative upto 31 January 2013.

Visa on Arrival (VoA)

Considering the importance of Visa facilities in enhancing tourist inflow, the facility of „Long Term Tourist Visas“ of five years duration with multiple entry, carrying a stipulation of 90 days for each visit, has been introduced on a pilot basis for the nationals of the 18 selected countries. The findings of an evaluation study conducted by this Ministry have reinforced the belief that the presence of the facility of “Visa on Arrival” (VoA) significantly influences the tourists’ travel plans to any country. During 2012, a total number of 16,084 VoAs (Visa on Arrival) were issued as compared to 12,761 VoAs during the corresponding period of 2011, thereby showing a growth of 26%. Efforts are on to extend the VoA facility for the nationals of more countries.

Publicity and marketing strategy

As part of its domestic and global publicity and marketing strategy to promote tourism and create social awareness

through the print and electronic media, the Ministry of Tourism launched campaigns on Clean India, Atithi Devo Bhava and Hunar Se Rozgaar through radio channels. Campaigns highlighting the tourism potential of North-East and J&K were also carried out through Doordarshan. Campaigns were also taken up for “Incredible India” branding on TV during 2nd Formula Grand Prix and London Olympics, 2012, during the International Film Festival of India (IFFI) held in Goa, and during the International India Film Academy (IIFA) Awards 2012 in Singapore.

The Ministry had participated in major international Travel Fairs and Exhibitions in important tourist generating markets the world over, as well as in emerging and potential markets, to showcase and promote the tourism products of the country. These included Arabian Travel Market (ATM) in Dubai, International Trade Business (ITB-Asia) in Singapore, World Travel Market (WTM) in London, International Meetings Exhibitions (IMEX) in Frankfurt, International Tourism Trade Fair (FITUR) in Madrid, etc.

To showcase and project the Buddhist Heritage of India, an International Buddhist Conclave was organized by the Ministry of Tourism in Varanasi in September 2012 and attended by 132 international delegates from around 30 countries. The delegates were taken for a visit to Sarnath and Bodh Gaya. For the first time, an International Tourism Mart was held at Guwahati in January, 2013 to showcase the largely untapped tourism potential of the north-Eastern region in the domestic and international markets.⁷⁹ International Buyers and media delegates from 23 countries and hundreds of tour operators from different parts of India participated in the Mart and engaged in one-to-one meetings with sellers from the North East Region and West Bengal. The international delegates were taken on Familiarization Tours of the North Eastern Region.

Niche Tourism Products

The Ministry of Tourism has also taken the initiative of identifying, diversifying, developing and promoting the nascent/upcoming niche products of the tourism industry. This is done in order to overcome the aspect of „seasonality“ to promote India as a 365 days destination, attract tourists with specific interests and to ensure repeat visits for the products in which India has comparative advantage. Accordingly, the following Niche Products have been identified by the Ministry of Tourism for development and Promotion:

1. Cruise
2. Adventure
3. Medical
4. Wellness
5. Golf
6. Polo
7. Meetings Incentives Conferences and Exhibitions (MICE)
8. Eco- Tourism
9. Film Tourism

Cruise Tourism

„Cruise Shipping“ is one of the most dynamic and fastest growing components of the leisure industry worldwide. India with its vast and beautiful coastline, virgin forests and undisturbed idyllic islands, rich historical and cultural heritage, can emerge as an attractive tourist destination for cruise tourists.

Central financial assistance for Cruise Tourism project of Rs.

1450.00 lakh. was sanctioned by the Ministry of Tourism for development of Tourism Infrastructure in Willing Island, Cochin Port, during the year 2008-09. An amount of Rs. 491.53 lakh had been sanctioned and Rs. 245.77 lakh released during 2011-12 to Cochin Port Trust for the development of Cruise Passenger facilitation center at Cochin Port.

Rural Tourism

Rural Tourism is essentially an activity which takes place in the countryside. It is multifaceted and may entail farm/agricultural tourism, cultural tourism, nature tourism, adventure tourism, and eco tourism. As against conventional tourism, rural tourism has certain typical characteristics: It is experience-oriented; the locations are less populated, it is predominantly in natural environments and it is based on the preservation of culture, heritage and traditions.

The scheme of Rural Tourism was started by the Ministry of Tourism in 2002-03 with the objective of highlighting rural life, art, culture and heritage at rural locations and in villages which have core competence in art, craft, handloom, textiles and natural environment. The intention was to benefit the local community economically and socially as well as to enable interaction between tourists and local population for a mutually enriching experience. The promotion of village tourism was also aimed towards generating revenue for rural communities through tourist visits, which may stop exodus from rural to urban areas.

Infrastructural Development for Rural Tourism

Rural Tourism can be harnessed as a strategy for rural development. The development of a strong platform around the concept of Rural Tourism is definitely useful for a country like India where almost 74 per cent of the population resides in its 7 million villages. On the other hand, the growing trend of urbanization has led to falling of income levels, lesser job opportunities leading to desertion of villages. Rural Tourism could be a solution to this.

Challenges in Rural Tourism

The major challenges of Rural Tourism are viz. need to preserve the environment and natural resources, the need for education, proper understanding for both tourists and local people, and the need to generate a democratic movement which helps people at all levels to participate in tourism development.

Also they need to focus on occupation training, handicraft promotion, and improvement of both the landscape and the basic infrastructure, to increase the quality of life of villagers by creating a healthy environment. The cooperative system in Rural Tourism can be an effective approach in bringing positive impact in rural areas. Local people can monitor and control the negative impacts of tourism on their own society, if they have an equal stake and authority in management and development.

Rural Tourism projects at 186 villages in 29 States/Union Territories have been sanctioned by the Ministry of Tourism since the inception of the scheme. 56 of these sites are located in the North-Eastern region. A total amount of Rs.55.40 crores was sanctioned for Rural Tourism projects during the 11th Five Year Plan. Projects at 90 sites have been completed by December 2012. During the Twelfth Five Year Plan, the scheme of Rural Tourism is being replaced with the scheme of Rural Tourism Cluster. The Modified scheme aims at developing a cluster of villages a Tourism Product.

Agri- Tourism

Agri tourism is considered as the fastest growing sector in the tourism industry. The concept has been successfully implemented in states like Maharashtra, Kerala, Rajasthan, Jharkhand, Gujarat and Himachal Pradesh. It has become a new avenue for earning the income for the rural farmers.

In Maharashtra, rural areas have formed an organization named Maharashtra State Agri and Rural Tourism (MART). There are about 150 Agri tourism centres in the state working without financial assistance of the Government schemes. In Kerala, the Government has played a key role in boosting up the Rural and Health Tourism. Rajasthan is one of the preferred ventures to attract the foreign visitors. In Himachal Pradesh, the State Government is motivating the rural people to create required facilities in rural areas for tourism purpose.

International Cooperation

In the arena of international cooperation, India participated in the 4th Meeting of Association of South East Asian Nations (ASEAN) – India Tourism Ministers meeting held in Vientiane, Lao PDR, in January 2013; 93rd Session of UNWTO Executive Council in Madrid, Spain in June, 2012 and the 94th Session of UNWTO Executive Council in Campeche, Mexico in October, 2012. A meeting of the Joint Working Group on Tourism Cooperation between India and Israel was held in Jerusalem, Israel in June, 2012 for enhancing further development of tourism in both the countries. A similar meeting of India and Philippines was held in Delhi in September, 2012. A special mention must be made of the 4th T-20 Tourism Ministers meeting held in Mexico in May 2012 which unanimously emphasized the role of tourism as a major engine for job creation particularly for youth and women. This led to the G-20 Leaders of Nations Summit held in Mexico in June 2012 acknowledging tourism as a major sector for employment generation, poverty reduction and economic growth. India participated in events to coincide with the visit of INS Sudharshini, the 40th Anniversary Celebrations of Diplomatic Relations between India and Vietnam and the 20th Anniversary of India-ASEAN Partnership in Danang, Vietnam in January, 2013.

Conclusion

Tourism sector is a growing economy. It not only brings brings money to the government but also covers some area of providing employment to the youth. While preparing this paper we have also found strong international relationship among nations can be framed due to tourism. Various rural economy can be strengthened. Moreover their niche products can be sold to the tourists which ultimately provide oxygen of broader market. The government can develop the particular area through tourism with the hands of hotel industry. Moreover it can be said that foreign currency earning through foreign tourists arrival can place India in a higher position in the world economy. But the loopholes existing in India in respect of tourism should be rectified as soon as possible to present India as a nation of extending cooperation to the tourists especially foreign tourists with the hands of her billions children.

Acknowledgement

We are thankful to the Govt of West Bengal and Central Government for providing authentic data in their website which provide us the path for carrying out this research.

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