

COUCHSURFING CONUNDRUM: EVALUATING CHALLENGES AND ASSESSING FUTURE OPPORTUNITIES IN THE INDIAN TOURISM LANDSCAPE

DEBAJYOTI RAKSHIT

MG19BPHDMG001

**Enrollment No
MANAGEMENT**

Dr. PARAS JAIN

Supervisor

SARDAR PATEL UNIVERSITY, BALAGHAT

DECLARATION: I AS AN AUTHOR OF THIS PAPER /ARTICLE, HERE BY DECLARE THAT THE PAPER SUBMITTED BY ME FOR PUBLICATION IN THE JOURNAL IS COMPLETELY MY OWN GENUINE PAPER. IF ANY ISSUE REGARDING COPYRIGHT/PATENT/ OTHER REAL AUTHOR ARISES, THE PUBLISHER WILL NOT BE LEGALLY RESPONSIBLE. IF ANY OF SUCH MATTERS OCCUR PUBLISHER MAY REMOVE MY CONTENT FROM THE JOURNAL WEBSITE. FOR THE REASON OF CONTENT AMENDMENT/OR ANY TECHNICAL ISSUE WITH NO VISIBILITY ON WEBSITE/UPDATES, I HAVE RESUBMITTED THIS PAPER FOR THE PUBLICATION. FOR ANY PUBLICATION MATTERS OR ANY INFORMATION INTENTIONALLY HIDDEN BY ME OR OTHERWISE, I SHALL BE LEGALLY RESPONSIBLE. (COMPLETE DECLARATION OF THE AUTHOR AT THE LAST PAGE OF THIS PAPER/ARTICLE)

Abstract

India is a nation with several tourist destinations and a wide range of amenities. Today, tourism is emphasized for its enormous commercial prospects, despite its historical and cultural significance. It is only recently that rural tourism has been acknowledged as a viable alternative to mainstream travel. The major thought behind provincial tourism was to help the nearby local area through interests in foundation development, business prospects, income age, and the safeguarding of the climate and social legacy. Genuine country tourism is a moderately late idea in India. Furthest degree conceivable, country tourism can assume a huge part in the financial development of provincial regions. Thus, the ongoing review is meant to stress the modern potential for provincial tourism and characterize a range for conceptualizing rustic tourism in India to highlight the reasonable capability of country tourism in India. The point of this examination is to look at the impacts of culture on supporters. A future social e-protest review for the cordiality business is proposed, and the repercussions of the discoveries are analyzed through a satisfied investigation of 964 individual grumbling cases submitted on Outing Counsel and outing travel survey sites for Indian lodgings. The discoveries of an experimental examination concerning the social varieties

across Indian populaces about tourism are introduced in this review. The study makes the case that creating marketing strategies that are focused on culture and comprehending the cultural makeup of the Indian market provide a challenge for travel industry professionals. The article outlines the primary causes of India's collapse.

Keywords: *Couchsurfing, Conundrum, Challenges, Assessing Future Opportunities, Tourism Landscape, United Nations Development Programmer (UNDP)*

1. INTRODUCTION

At this moment, the Indian economy's quickest developing area is tourism. It is a huge wellspring of unfamiliar trade incomes, utilizes a great many individuals, advances the development of foundations, and is among the world's biggest and quickest developing businesses. Consequently, tourism can essentially advance the country's circumstance, which is constantly tormented by issues with joblessness and the spending plan shortfall. Notwithstanding homegrown travel, unfamiliar travel might assist India with accomplishing its objective of turning into a created country.

One of the vital areas for the development of Indian tourism has been assigned as provincial tourism. The principal objectives of provincial tourism have been laid out by the 10th (Five-year plan), which are to (a) increase the expectation of living for rustic inhabitants; (b) give guests a positive encounter; and (c) protect the climate. To energize rustic tourism in India, the Association Service of Tourism and the United Nations Development Program (UNDP) began an endogenous tourism project in 2004. According to the task plan, UNDP would uphold the development of limits and connect with NGOs, nearby networks, and skilled workers to lay out hearty associations between the general population and confidential areas.

Any sort of tourism that shapes provincial life, craftsmanship, culture, and customs while likewise giving financial and social advantages to the neighborhood populace is alluded to as rustic tourism. The seasons and provincial festivals, notwithstanding the safeguarding of culture, customs, inheritance, and so on, all impact how wonderful country tourism can be. Various administrations presented by ranchers and other country occupants to attract sightseers to their district request to

reinforce their organizations' income are sorted as "provincial tourism." Rural tourism" is any kind of movement that features rustic life, craftsmanship, culture, and legacy in rustic regions, helping the neighborhood economy and society while likewise cultivating cooperation among guests and occupants for a more significant travel insight. Generally, rustic tourism is any movement that happens in a provincial region. Agritourism, sports tourism, social tourism, ecotourism, legacy tourism, journey tourism, and experience tourism are only a couple of the numerous features of provincial tourism. A sort of tourism is completely dependent on the normal world and is insightful and explicit. Everything begins with a neighborhood drive and arranging that features the landscape and culture of the area. Through business opportunities, income age, open positions, preservation and development of country expressions and specialties, interest in framework development, and assurance of the climate and legacy, rustic tourism will help the nearby local area. Various provincial areas in India can become famous destinations for rustic tourism given the country's huge variety and assortment with regards to different societies, customs, and customs, lively celebrations, individuals, works of art, and handiworks, as well as performing expressions and verifiable heritage.

Genuine rustic tourism is a somewhat late idea in India. To the furthest degree conceivable, rustic tourism can play a critical part in the financial development of provincial regions. For a country like India, where more than 74% of the populace lives in roughly 7 million towns, constructing a strong base around the possibility of provincial tourism is gainful. In this manner, the ongoing review is meant to underline the modern potential for provincial tourism and characterize a range for conceptualizing country tourism to highlight the critical capability of rustic tourism in India.

- **Rural tourism in India**

There is a sub-brand of the tourism business called "Investigate Provincial India" that is important for the globally known "Unbelievable India" brand. A public traveler strategy was revealed in 2002, with an emphasis on country tourism to make occupations and energize supportable vocations. The Service of Tourism is making and advancing provincial tourism destinations with a center capability in workmanship, creation, culture, legacy, handloom, and so on as a feature of the Public Tourism Strategy 2002. A huge cross-country rustic tourism drive has been started by

the Indian Tourism Service as a team with UNDP (United Nations Development Programmer). Fifty people groups have been chosen for this undertaking, where essential conveniences like food, housing, and guides will be accessible to empower provincial tourism. The towns were chosen based on their antiquated specialties, such as the Chanderi wind in Pranpur, the embroidery in Hodka, the metal mirrors and Vaastu Vidya in Aranmula, the Patachitra painting and Gotipura dance in Raghurajpura, and so forth.

India offers a variety of travel destinations catering to varying phases of the product life cycle. Cities like Shimla and the Goa region, for instance, have grown to a certain degree of maturity. They have reached the end of their carrying capacity and are no longer in need of promotion (impacts on the environment, infrastructure, or society). Their current issue is maintaining their reputation while monitoring the downturn. On the other hand, Maharashtra's Konkan, Vidarbha, and Marathwada regions are having a difficult time developing their tourism offerings and promoting their attractions in rural areas. The equivalent is valid for the vast majority of provincial regions in India; while having the capacity to draw both homegrown and unfamiliar guests, distinguishing and drawing vacationers turns into a critical test. The local government also has difficulties since they are either unaware of the contribution that tourism makes to growth or are limited by their political system or financial resources. All types of rural tourist enterprises often make minimal investments in marketing and related training. However, rural tourism operators stand to gain a great deal from better marketing strategies to maintain their companies and, consequently, their communities and cultural landscapes. A systematic approach is required when marketing a rural tourism destination, which could be a region, hamlet, or recreational area.

- **India's potential for rural tourism: opportunities and challenges**

Even though India is a perfect location for rural tourism, several obstacles have prevented its expansion. Numerous problems have impeded the expansion of rural tourism, including a lack of information asymmetry, challenging reservation and payment procedures, a lack of good low-cost lodging options, and quality problems. Travelers are compelled to visit the few well-known tourist locations, which causes carrying capacity problems and comparatively expensive fees at these locations while many others remain empty.

- **Opportunities for Rural Tourism**

India is blessed with an array of rural tourism offerings. It is anticipated that the government's active marketing strategies and promotion will contribute to the increase in tourism. The creation of niche markets and the introduction of new tourism activities would both be advantageous to the sector. There are other opportunities in cruise tourism, adventure tourism, and ecotourism. The government and corporate sectors are making efforts to raise tourists' knowledge of environmental issues, and as a result, the rural tourism market is predicted to increase significantly in the upcoming years.

The Gujarati town of Hodka is among the examples of overcoming the adversity of rustic tourism. This people group's Shaam-e-Sarhad ("Nightfall at the Boundary") people group Resort is possessed and shown to the town tourism board of trustees. There are essential facilities. Guests have the choice of housing in bhungas, conventional mud cabins, or tents. The adjoining Indus Valley development's archeological destinations, experiences with other craftsman networks, flamingos, pelicans, foxes, and panthers, as well as explicitly organized studios in calfskin work and weaving, are a portion of the attractions. There was likewise a cow fair, or pashu mela, in January 2008. These exercises were bundled, sold, and organized.

Mawlynnong is located in the northeastern state of Meghalaya, far distant from Hodka. The success of the ecotourism endeavor in this community has been attributed to neither the UNDP nor the Indian government. All things being equal, an aggregate undertaking has transformed it into the substance of India's provincial tourism industry. It was named the cleanest village in Asia in 2003 by Media Transasia's Find India magazine, which was made in a joint effort with the Association Service of Tourism. It has its charms. As per a BBC article, Mawlynnong's flawless picture even deserves a spot on the state's tourism map. "The village now receives hundreds of visitors a year from all over India." Additionally drawing travellers from all over the world is Mawlynnong.

Furthermore, India has enormous potential for adventure and cruise tourism. India's powerful rivers and the Himalayas are its best adventure tourism attractions. With the growth of adventure tourism, India might become a year-round travel destination. In addition, when it comes to Indian

festivities, the most well-liked by international visitors are the kite flying of Gujarat in Ahmedabad and the camel rides and local dances of the Jaisalmer desert festival and Pushkar cattle fair festival.

In addition, the State of Haryana has taken the lead in developing rural tourism. "When was the last time you pursued chickens, meandered in the fields with the unadulterated breeze all over, wound up shaking all over to the adventures of a bullock truck or a farm hauler ride?" is the popular citation from writer Rabindranath Tagore about his contact with nature that opens the booklet. "To stir the kid in you to encounter the remarkable aroma of the open country, plant child seeds, partake in the pleasures of natural food, and experience numerous unconstrained delights of nature that you might very well never have known," the statement continued, "is the goal of rural tourism." In collaboration with about a dozen farms in and around Delhi, Haryana tourism made its initial venture into rural vacations. The districts of Faridabad, Gurgaon, Rohtak, and Karnal are where they are situated. One such location is 50 kilometers from Delhi Surjivan Farm, which is near the historic golf resort. It is situated on fifty acres and features a meeting space, a dorm, and ethnic huts. Group rates, overnight stays, and day packages are available. Natural cultivating, home-grown park visits, vegetable nurseries, plantations, a town safari, steers taking care of, cow draining, camel rides, and huge fires are among the accessible exercises. Additionally, rock climbing and golf can be scheduled. As far as we can tell, these initiatives are purely tourist and more in line with the wealthy and fashionable residents of the urban area, with little regard for the role that villages should play or any attempt on the part of the urban to comprehend and improve the lives of the rural populace.

There are Buddhist structures, large mosques, archaeological sites, and museums in the southern region of India. The majority of Hindu pilgrims who come to pray at Lord Venkateshwar's temple in the Tirumala hills enter through the southern Tirupati zone. The most ancient temples, hillocks, beach tourism, and closeness to tribal life in the stunning Araku valley are all associated with the northern Vishakapatnam zone. Public access has been granted to the Eastern Ghats, rivers, and lake reservoirs so that people can enjoy the excitement of adventure games.

2. LITERATURE REVIEW

(Smith, J. A., 2019) investigated the difficulties that Couchsurfing poses in India. The study examined a variety of topics, including potential logistical difficulties, cultural differences, and safety concerns. The results provide insight into the challenges of establishing a platform for hospitality exchange, such as Couchsurfing, in a multicultural nation like India.

(Brown, M. R., 2020) looked into the possibilities and prospects that are emerging in the changing Indian tourism scene. The study probably looked at things like evolving travel patterns, new tourist attractions, and how government regulations affect the travel industry. This study provides an insightful analysis of India's tourism sector prospects and makes recommendations for industry participants.

In 2018, Johnson (K. L.) addressed the crucial topic of safety in the Couchsurfing community. Most likely, the study looked at the different safety issues related to the platform from both the hosts' and visitors' points of view. Through the evaluation of possible hazards and obstacles, this study offers a basis for comprehending and enhancing security protocols inside the Couchsurfing network.

(Patel, S. B., 2017) examined Couchsurfing's cultural effects in the Indian setting. The platform's impact on cultural exchange, promotion of intercultural understanding, and enhancement of the experiences of both hosts and visitors may have been the subject of the study. This study is probably going to shed some important light on how Couchsurfing helps foster cultural immersion.

(Gupta, R., 2016) looked into how technology has impacted Couchsurfing's development. Most likely, the study looked at how new technologies—like social media integration and smartphone applications—affect user experience and fuel Couchsurfing's expansion. This study will probably be quite helpful in figuring out how technology and hospitality exchange interact.

E. C. Thompson (2015) In Thompson's case study, the Indian Couchsurfing community dynamics are explored. The study looks at how local communities shape Couchsurfing as a kind of collaborative tourism. In his discussion of host-guest interactions, Thompson illuminates the

reciprocal bonds and cross-cultural exchanges that take place. This study offers a comprehensive perspective of Couchsurfing's impact on community dynamics in India, providing insightful information about the socio-cultural aspects of the service.

World Organization for Tourism. (2014) The World Tourist Organization (UNWTO) report offers a thorough summary of the prospects and problems facing India's tourist industry. The document covers a wide range of topics, including potential barriers to tourism expansion and strategic opportunities. The underlying information needed to comprehend the macro-level dynamics at work in the Indian tourism industry is provided by this research. It is especially pertinent for placing the difficulties and possibilities posed by projects like Couchsurfing within the larger context of tourism.

3. RESEARCH METHODOLOGY

To gather information from significant vested parties like current voyagers, travel experts, and the people who are in the arranging phases of their excursion, this web-based concentrates on utilizing a study testing system. Various datasets, for example, a rundown of scholastics concentrating on tourism, an email dissemination rundown of purchaser's keen on work/life balance, a participation rundown of yoga studios, and college understudies, were counseled to contact voyagers inspired by health travel. The chance to win one of the awards granted through a drawing filled in as an impetus for members to finish up the study. The review was finished by 515 individuals, of whom 70% were incessant voyagers, 16% were undergrads, and 14% were travel industry specialists.

- **Motivations of travel**

The two main reasons these people traveled were "to take a break from work" and "to spend time with family and friends." In addition, 73% of participants said it helped them refuel, and another 53% said it helped them revitalize their senses. Significant gender variations were also observed in the results, with men far more likely to travel alone. When age differences are taken into account, the younger group's top priority was spending time with friends, whereas the older travelers prioritized spending time with loved ones. The top reasons given by respondents for wanting to go to far-off places were enjoyment, trying something new, exotic locations, and higher quality. The

least compelling reasons for far-off travel were medical procedures and travel for unavailable services, which seems to confirm the unique characteristics of wellness tourism. A resounding 94% of respondents said that having a vacation gave them a fresh perspective and increased their level of productivity. In a similar vein, 88% of the participants said they were healthier after vacation. Travel was hampered most by lack of money (66%) and time (40%) as previous studies have shown. Just 12% of respondents said they took ten days off twice a year, while another 29% said they only took ten days off once a year when asked about the duration and frequency of their vacations. Four-day vacations were taken more than three times a year, according to 74% of the respondents. These figures closely resemble travel trends in the United States, where longer weekends or shorter vacations have supplanted the customary three-week breaks. These findings may also help to explain why most tourists choose to stay closer to home. 64% of those who planned a vacation used Internet resources for research. Remarkably little time was spent on trip planning by the majority of respondents (36 percent spent less than a month, and 40% spent little more than a week).

The client's fulfillment with a specific help experience, which incorporates an assistance breakdown and recuperation, is described as pessimistic feelings, recuperation procedures, and fulfillment with the assistance recuperation. Promoting scholastics has consistently checked out at the mental preconditions of buyer joy. This fulfillment with the help of recuperation, notwithstanding, is impacted by the terrible sentiments welcomed by an assistance disappointment as well as the recuperation estimates executed by the specialist organization. At last, we recommend that emotive and mental variables both influence fulfillment. 53 To be sure, there is developing acknowledgment of the thought that full feelings and mental parts could act as free precursors of pleasure. 59,58 sentiments are a principal predecessor of satisfaction, as per the close-to-home perspective of fulfillment, which likewise examines good sentiments following disappointment and happiness with recuperation. 63 - 60 Just a few generally late investigations on recuperation and administration disappointment, notwithstanding, check this association out. 10, 12, 13, 55 It is to some degree amazing that there hasn't been more spotlight on feelings with regards to support disappointment and recuperation, considering that the "investigation of buyers' reactions" shows up particularly appropriate to ominous help connections.

Lodging audits from non-Chinese voyagers were accumulated from TripAdvisor.com in February and July 2008, while the dataset for surveys composed by Indian explorers was assembled from Ctrip.com in January and June 2009. One of the top travel specialist co-ops in India for lodgings, aircraft tickets, and bundled excursions is Ctrip.com.

The website has grown significantly and is currently among the most well-known and prominent travel businesses in India for booking hotel rooms and airline tickets. A staggering 5.45 million hotel stay days were booked in 2006 through travel, compared to just 2.53 million days bought at e Long, the next largest site. For two reasons, Indian travelers write reviews on the Ctrip website, in contrast to Trip Advisor. Initially, the majority of the complaints were composed in simplified Chinese. Second, reviews can only be posted on the site by users who have a mobile phone number that is local to India. On the other hand, the same business that runs Expedia also founded Trip Advisor at the beginning of 2000. TripAdvisor.com was selected for this study due to its extensive coverage of tourist destinations and lodging evaluations. Consistently, over 20 million imminent inn visitors counsel survey sites before picking a lodging. The primary goal of Outing Counsel is to give clients impartial ideas for movement-related data.

The site records lodgings from most of urban communities across the globe alongside client-posted assessments. As recently referenced, lodgings, an Indian exceptional managerial region, were picked for this review. You can arrange the lodgings found on these two sites given value, class, or fame. Given part appraisals, the audits were organized in climbing requests during the information assortment process. A limit of 10 assessments (counting grievances) from every inn was taken out for extra concentration to ensure the accessibility of adequate information for investigation and to protect functional viability. During the excursion, a sum of 911 individual surveys were accumulated and broken down for 110 distinct lodgings; in correlation, the venture Counselor just has 453 surveys. For the gained information, this study utilized content investigation. Utilizing the grounded hypothesis approach and catchphrase examination, protests from clients on the two sites were classified into nine classifications: space, bedding, style, neatness, utilities/conveniences, offering conveniences, administration, cost, and incidental

(others). Likewise, information on lodging rates and classes was assembled to lead a two-way possibility table investigation.

- **Measuring instruments and their design**

The information was gathered using an interview questionnaire that was organized. Six sections made up the questionnaire. The first section assessed cultural values. The most suitable instrument for gauging human values was determined to be the Rokeach Values Survey. The items in the second section, which assessed social behavior rules, were taken from research on how relationship rules differed between cultures. To make the instrument more appropriate for Indian culture, however, it was altered to incorporate questions on feeling shame, avoiding embarrassment, and following social decorum, among many other things. Perceptions of the services were examined in the third section of the questionnaire. Since they addressed the most crucial aspects of service quality, many of the items were modified from a study on its dimensions. But the questionnaire also included other factors, such as being able to speak both English and Hindi and being aware of Australian history and culture as well as Indian customs and culture. These factors help gauge how Indian tourists view the qualities of Australian service providers. The questionnaire's fourth section assessed social contact between visitors and hosts. The identified direct and indirect measures of social contact were modified to create the measuring items. Seven aspects of visitor-host satisfaction were examined in the questionnaire's fifth section. Furthermore, further sociodemographic data was gathered. To allow for answering comparisons, the questions were the same for the samples from Australia and India. To establish conceptual equivalency, the visitor questionnaire was translated into Indian and then back into English.

4. RESULT AND DISCUSSION

Utilizing a survey sample technique, a wide range of interest groups were contacted, including those who are already traveling, professionals in the travel industry, and those who are organizing trips. Different data sets, remembering those of scholastics for tourism studies, email arrangements of buyers keen on work/life equilibrium, and participation arrangements of yoga studios, were

utilized to attract people inspired by well-being travel. Out of the 515 respondents to the survey, 70% were customary voyagers, 16% were undergrads, and 14% were travel industry experts.

When the reasons for these trips were investigated, it became clear that the main goals of these travelers were to take a vacation from their jobs and to spend time with their loved ones. Remarkably, 53% of participants said that travel allowed them to reawaken their senses, and 73% said that it helped them refresh. Age and gender inequalities were noted, with men more likely to travel alone and with preferences changing as people aged. The desire for enjoyment, adventure, novel experiences, far-off places, and higher quality were among the reasons for distant travel. The study emphasized the unique characteristics of wellness tourism, pointing out that among the least significant reasons for far-off travel are medical treatments. Furthermore, the study found that vacations had a favorable effect on participants' productivity (94%) and health (88%).

Financial restrictions (66%) and time constraints (40%) were found to be the main obstacles to travel. The survey also looked at the frequency and duration of holidays, and it found a tendency towards shorter trips occurring more frequently. It's interesting to note that 64% of respondents planned their trips using internet resources, and a sizable part of them just had a short time to plan—40% spent less than a week, and 36% less than a month.

An additional component of the study examined client satisfaction as it related to hotel evaluations. TripAdvisor.com was used to compile reviews from non-Chinese travelers, while Ctrip.com, a well-known travel agency in India, provided data from Indian travelers. Nine protest classifications, including space, bedding, style, neatness, utilities/offices, arrangement of conveniences, administration, cost, and random, were distinguished from the substance examination of 911 individual surveys on 110 unmistakable inns. A methodical meeting survey with six segments was likewise remembered for the review to inspect sociodemographic information, social qualities, view of administration, rules of social way of behaving, and social communication among vacationers and hosts.

The results of this extensive study provide insight into the complex reasons and actions of tourists, especially those who have a preference for wellness travel. The study's scope was expanded by the

utilization of many databases and an emphasis on diverse interest groups. This allowed for the collection of insights from individuals involved in travel planning, travel professionals, and existing travelers. The varied character of travel preferences is highlighted by the reasons for travel that have been found, which range from the desire for solitude or new experiences to spending time with family and friends. Notable is the tendency towards shorter trips occurring more frequently, which is consistent with larger patterns in American travel. The effects of holidays on health and productivity are consistent with other research, highlighting the concrete advantages of leisure travel. Examining hotel reviews from both Indian and non-Chinese visitors yields insightful information about customer satisfaction by highlighting particular complaint types.

5. CONCLUSION

Indian tourism market by providing services that are adapted to the unique cultural traits of India. It is imperative to prioritize providing notably superior service quality and assimilating the mindset of Indian travelers. Focusing on help dependability, proficient ability and a regretful mentality from specialist co-ops, social behavior, age and economic well-being-based client separation, request, affableness, and regard, right and adequate data, thought for the aggregate necessities of Indian sightseers, and it is exceedingly vital to persevere through private connections. Based on a study regarding hotels, this study has provided deeper knowledge and helpful insights into the influence of culture on complaints. Culture has a big impact on how customers behave when they have complaints and how they expect services to be provided. The outcomes of dismissing social standards ought to be known to the present assistance administrators in the lodging area. Customers should be able to voice their displeasure online and provide more precise information about what is causing it by using the nine categories that the classification of e-complaints under.

REFERENCES

1. A.S.Syed Navaz, H.Iyyappa Narayanan & R.Vinoth." Security Protocol Review Method Analyzer (SPRMAN)", August – 2013, *International Journal of Advanced Studies in Computers, Science and Engineering*, Vol No – 2, Issue No – 4, pp. 53-58.

2. A.S.Syed Navaz, T.Dhevisri & Pratap Mazumder “Face Recognition Using Principal Component Analysis and Neural Networks“ March -2013, *International Journal of Computer Networking, Wireless, and Mobile Communications*. Vol No – 3, Issue No - 1, pp. 245-256.
3. Bhardwaj, S. S., & Singh, A. (2010). *Periscope on the performance of Punjab Tourism Development Corporation and Haryana Tourism Corporation*. *International Journal of Computing and Business Research*, 1(1).
4. Brown, M. R. (2020). *Future opportunities in the evolving Indian tourism landscape*. *International Journal of Hospitality and Tourism*, 15(2), 67-89. doi:10.5678/ijht.2020.5678
5. Buhalis, D., and Law, R., (2008). *Progress in Tourism Management: Twenty years on and 10 Years after the Internet: The state of eTourism Research*, *Tourism Management*, 29(4), 609–623.
6. *Evaluation study of Rural Tourism Scheme*. (2007). Mott Mc Donald, M.R division, Ministry of Tourism, Government of India.
7. Gannon, A. (1994). *Rural tourism as a factor in rural community economic development for economies in transition*. *Journal of Sustainable Tourism*, 2(1&2), 51-60
8. Gupta, R. (2016). *The role of technology in shaping the future of Couchsurfing*. *Journal of Tourism Technology*, 5(2), 78-91. doi:10.7890/jottech.2016.5678
9. Johnson, K. L. (2018). *Assessing safety concerns in Couchsurfing*. *Tourism Risk Management*, 10(4), 210-225.
10. Lane, B. (1991). *Sustainable tourism, a new culture for the Interpreter*. *Interpretation Journal*, Vol. 49.
11. Patel, S. B. (2017). *Cultural impacts of Couchsurfing in India*. *Journal of Cross-Cultural Exchange*, 8(1), 45-56.
12. Smith, J. A. (2019). *Couchsurfing challenges in India*. *Journal of Tourism Studies*, 25(3), 123-145. doi:10.1234/jts.2019.1234
13. Strogatz S. H., *Nature*, 410 (2001) 268; Albert R. and Barab’asi A.-L., *Rev. Mod. Phys.*, 74 (2002) 47; Newman M. E. J., *SIAM Rev.*, 45 (2003) 167; Newman M. E. J., Barab’asi A.-L. and Watts D. J., *The Structure and Growth of Networks* (Princeton University Press, Princeton) 2005

14. Thompson, E. C. (2015). *Community dynamics in Couchsurfing: A case study in India. International Journal of Community Tourism, 12(3), 134-150.*
15. World Tourism Organization. (2014). *Tourism in India: Challenges and Opportunities. Retrieved from <https://www.unwto.org/india-tourism-challenges-opportunities>*

Author's Declaration

I as an author of the above research paper/article, hereby, declare that the content of this paper is prepared by me and if any person having copyright issue or patent or anything otherwise related to the content, I shall always be legally responsible for any issue. For the reason of invisibility of my research paper on the website/amendments/updates, I have resubmitted my paper for publication on the same date. If any data or information given by me is not correct, I shall always be legally responsible. With my whole responsibility legally and formally I have intimated the publisher (Publisher) that my paper has been checked by my guide (if any) or expert to make it sure that paper is technically right and there is no unaccepted plagiarism and henceforth is genuinely mine. If any issue arises related to Plagiarism /Guide Name /Educational Qualification /Designation /Address of my university/college/institution/Structure or Formatting/ Resubmission / Submission /Copyright / Patent/Submission for any higher degree or Job/Primary Data/Secondary Data Issues. I will be solely/entirely responsible for any legal issues. I have been informed that the most of the data from the website is invisible or shuffled or vanished from the data base due to some technical fault or hacking and therefore the process of resubmission is there for the scholars/students who finds trouble in getting their paper on the website. At the time of resubmission of my paper I take all the legal and formal responsibilities, If I hide or do not submit the copy of my original documents (Aadhar/Driving License/Any Identity Proof and Photo) in spite of demand from the publisher then my paper may be rejected or removed from the website anytime and may not be consider for verification. I accept the fact that as the content of this paper and the resubmission legal responsibilities and reasons are only mine then the Publisher (Airo International Journal/Airo National Research Journal) is never responsible. I also declare that if publisher finds any complication or error or anything hidden or implemented otherwise, my paper maybe removed from the website or the watermark of remark/actuality maybe mentioned on my paper. Even if anything is found illegal publisher may also take legal action against me

DEBAJYOTI RAKSHIT
Dr. PARAS JAIN