

CROSS-NATIONAL STATE OF AFFAIRS ON PERFORMANCE OF TOURISTS ATTRACTION A COMPARISON AMONG INDIA, SINGAPORE, AND THAILAND

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ABSTRACT

Asia witnesses immense prospects and potential for its economic sustainability through tourism industries. To engage tourism as the economic lever tourists understanding the tourist attraction is necessary. The study intended to analyze all the tourist-attracting factors and how it influences the tourist in the decision-making. Destination attraction is the driving force for making the tourist perceive and explore. Since tourist expectations and desires are dynamic, all possible parameters for attracting tourists are pondered in the study. Furthermore, the study attempt to review substantial analysis approaches on tourist attraction by cross-comparison tourists' attractive places between India, Singapore, and Thailand. The cross-comparison is carried out through a web graph, where the 14 pillars for tourism performance of the three nations are taken into account. Pertinent data from websites, reports, and journals are subsequently collected and are analyzed in light of the objectives. The study finds that the overall performance of Singapore's tourism industries is better than in India and Thailand. The study affirms that most tourist attracting sites in Singapore are man-built and have set up a standard benchmark. Respective statutory bodies are working closely with various stakeholders along with adopting strategies to improve the tourism industry's performance.

Keywords: Tourists. Attraction, Purposeful-built, State of Affairs, Tourist Sites, Cross-comparison

INTRODUCTION

Tourist attractions (TAs) study has become significantly important and has proven to be pivotal to tourism system health (Lew, 1987; Pearce, 1991; Leask, 2020). TA is believed to be the spearhead for bringing development and helps in articulating brand building in the destination (Pike, 2005; Gruescu et al., 2009; Parikshat et al., 2016). The concept of the constructed environment such as infrastructure, hospitability, and service, banking, ease of accessibility is pivotal for the growth of tourism (; Seetanah et al., 2007; UNWTO, 2013; Ahmed, 2014; Sajjad, 2015; Gabriela and Larisa, 2017; Mandic et al., 2018; Zimik & Barman, 2021). Tourist psychology corresponds to the motivator factors (Maslow's Theory of Needs) (Šimková, 2014; Skavronskaya et al., 2017; Anish Yousaf et al., 2018). Strategies such as "push, pull, and push-pull" is affirmed by the host and the management team to attract and manage the activities (Pesonen et al., 2011; Correia et al., 2013; Kassean & Gassita, 2013). With a global GDP of 10%

contribution from the sector and one in every tenth employee are engaged in the tourism sector (UNWTO, 2019), it is thereby highly expected for the sector to be efficient that will stimulate attractions to the tourist.

The paper argues that TAs is essential for the growth of the sector. The aforementioned will be further analyzed by cross comparing India, Singapore, and Thailand. TAs can be enhanced by adopting the concept of sustainability, proper planning, and execution of policies. Such proper planning and professional approach will add value to the sector. Destination planning and managing of both natural and man-made construction should focus on the goal of satisfying the tourist, thereby winning the loyalty. The rationale for conducting the study is to make the policymakers and bureaucrats conscious enough in the light of TAs. This will lever the economic activities and development pillar in the region. These motivated to take up research in TAs as the study suffers from a lack of detailed study and pragmatic.

Sustainable Tourism (ST)

Sustainable tourism (ST) refers to the concernment of social, environmental, and economic development while satisfying and improving the experience of the tourist (Butler, 1991; Creaco & Querini, 2003; UNEP & WTO, 2005). According to United Nations World Tourism Organization (UNWTO), the sector contributes 10% of the global GDP and has been projected to achieve 1.8 Billion tourist arrivals by 2030 (UNWTO, 2019). The sustainable tourism concept can be considered as a shared platform between the constructor, policymakers, and people and environmentalists, with equal importance shared (Kiper, 2013). An increase in tourist flow signifies economic growth and development, which ultimately leads to an escalation in the demand from the host. Unplanned and uncontrolled growth of tourism growth ultimately expedites deterioration of the resources and environment (Pavlic et al., 2013). It's indeed a challenge to control tourism development through ST (Pan et al., 2018). ST has become pivotal that is highly appreciated and is preferred seeks by tourists (Paul et al., 2002; Kiper, 2013; YES BANK, 2017). The awareness of ST has made the researcher; academics, policymakers, UNWTO, and organizing committee jointly approach an efficient alternative form of tourism that will shrink the negative impact on the environment, nonetheless balancing the ecosystem and tourism phenomena.

LITERATURE Review

The literature review is confined to the area relevant to the study. Tourist destination attractiveness is often referred to as the expectation concerning the pre perceived. Although there is much literature on tourist attractiveness, extensive research work on cross-comparison between selected destinations is still limited. Based on the concept and various other factors involved in the study, the following observations were made:

Landscape: Landscape architecture is a contemporary profession, which seeks an interaction between human creativeness and nature. It mainly consists of restoring and preservation of landscape design (Santhoshini et al., 2016). The study further states that landscape architecture is the systematic planning, layout of space, and management of both natural and human-made environments (Murphy, 1980; Nijhuis & Bobbink, 2012). Landscape can be

broadly classified as consisting of Mother Nature (Wilson, 2015) and human-built environment (Specht, 2014) which are purposively built for tourist attraction. It can be perceived as the outcomes obtained from the bordering environment that interact and improve perception (Gkoltsiou & Terkenli, 2012). Carneiro & co. (2015) has addressed bringing together tourism activities and landscape management for proper operation of marketing, product development, and upkeep motive. According to Hudson (1986), the landscape is considered a resource that is significant for the development of the culture and economy of a state. Zakariya & co. (2020) stated that the construction of routes from the city to rural areas stimulates opportunities for attracting tourists through newly start-up enterprises. As per Wahurwagh & Dongre (2015), Burhanpur's (India) has initiated to bring forward its historical heritage through indigenous planning, design, and construction, which include ancient gardens and management of irrigation as vital. According to Aedla et al. (2016), landscaping plays an indispensable role in attracting tourists and it seeks aesthetic scenery by improving the infrastructure and improvement of the environment. Again, Charoenlerthanakit et al. (2020), has highlighted that landscape improvement can be accomplished through efficient planning, a robust economy, and sustainment of the environment. The paper further highlights that the consciousness of the stakeholder and local body is the major contributor to safety infrastructure and economic development.

Accessibility: Accessibility is the key factor that bound all tourism commercial activities and brings more scope for development (Luiza, 2010; Eichhorn & Buhalis, 2010). Suanmali (2014), in the study, found out that attraction and accessibility are the key factors for pulling tourists to Chiang Mai city (Suanmali, 2014). According to Stainton (2020), accessibility is referred to as rendering conveniences to all the tourists irrespective of origin and walk of life. Conveniences to all the tourism provisions, products, and services is a must and should be the basic theme, accompanied by a healthy environment for ease of doing business, thereby generating revenue (UNWTO, 2016). Darcy (1998) has emphasized three main dimensions; physical access, sensory access, and communication. This will result in overcoming any form of barrier. Zhu and Liu (2004) have highlighted the impact of mass rapid transit (MRT) on network accessibility in Singapore using the GIS (Geographic Information System) tool, and conclude that MRT has significantly improved accessibility. Another implication of accessibility is the market for disabling tourists, through foreign direct investment (FDI) the government of India is working to develop India a barrier-free destination (Shanimon and Hameedu, 2013; Bindu and Devi, 2016; Somnuxpong and Wiwatwongwana, 2020).

Management: Another important aspect is the management of opportunity which will help in promoting image as the TAs (Abdellatif et al., 2014) and maintenance of the CE of a destination. Tourism seeks a dynamic environment for satisfying the ever-increasing demand from visitors. This challenges the concept of sustainability in tourism industries. With the trend in tourism and new tourist arrival, management of tourism attraction issues has become vital (Peters and Weiermair, 2000). Lusticky and Kincl (2012) suggest benchmarking partners strategy thereby the general requirement will be met and to ensure the quality such as the SMART (Specific, Measurable, Achievable, Realistic, and Timely) approach. Detail studies on the strategic

planning process and tourism development strategies are sorted out by comparing various aspects of benchmarking; profit-oriented organizations, non-profit organizations, and destinations. Tourism industries witness an immense prospect for economic growth and development in India, but due to lack of proper infrastructure and unkempt resources, the sector faces challenges in India (Subash, 2015; Anandanatarajan & Antonyraj, 2015; Vethirajan & Nagavalli, 2014).

Stakeholder/Policymakers: Being the second largest industry in India, and for sustaining the standing, the role and responsibility of the stakeholders are essential with thorough knowledge, proficiency, and planning (Mamhoori & Nasim, 2013; Vijayanand, 2013). Tourism development has been the central plan in Singapore, with its active and pro-tourism practice in Singapore (Henderson, 2014; Xiao et al., 2019). Dabphet and co (2012) had carried out the application of innovation diffusion in the context of sustainable tourism and had further examined the types and effectiveness of communications channels in Thailand. Sustainable tourism development seeks the inclusion of stakeholders as major key factors (Soonsan, 2017; Nermin, 2019; Farinha et al., 2021). Bhatia (2013) had conducted extensive research on various tourism policies, promotional campaigns, and efforts from the Government of India. Bhatia (2013) further highlights all the prominent issues such as security and safety measures, infrastructure, man-made attractions, unethical practices, and hospitability of the host nations, and the role of stakeholders to overcome the hurdles.

Accommodation: It is one of the vital parts to attract tourists. Accommodation can be classified as serviced accommodation and non serviced accommodation (Stainton, 2021). Example of service accommodation is hotels, lodges, motels, and homestay; such that the services are rendered. Such accommodation exists in the city, as tourists prefer maximum time in leisure and touring the sites. Non-serviced accommodation is for those tourists who prefer to manage their catering service. It is usually practised when the tourist prefers to stay in the cottage, camping, and caravan. India has registered 1423 approved Hotels with roughly 105344 rooms (Ministry of Tourism, 2020). The hotel industry in India is booming at a faster pace and has open for investment from stakeholders to explore its potential (Netscribes, 2019; Pandey A., 2021). Choovanichchannon (2015) has carried out an extensive study on tourist satisfaction and finds that most foreign tourists are extremely contented with the available service of hotels, restaurants, and shopping malls. Furthermore, it is stated that the Thai government has taken the initiative to fight the Covid pandemic by approving 221 hotels and resort with around 16,000 rooms for serving as an alternative quarantine (Royal Thai Embassy, 2020). Boon-itt & Chomvong (2010) has analyzed the service quality in Thai hotel industries with the help of the SERVQUAL model. Singapore excels in accommodation and hospitability with S\$ 6 Billion in 2017, which constitutes 28% of the total revenue generated from the industries (Singapore Tourism Board, 2018). Through internet promotion strategy, potential tourists are excess about the hotel facilities, compare price, and other related offers (Chiang, 2003).

Numerous kinds of literature covered under the topic of tourism development and attractive elements are analyzed. However, it is found that inadequate research work is done, and cross-

comparison analysis of India, Singapore, and Thailand is by far not studied. The study will be valuable for developing tourism strategies and policies in the light of tourists' satisfaction.

AIM AND SCOPE

TAs is regarded to be the foundation block, where the whole tourism industry relies on. It is with this aim the study intends to analyze to a more comprehensive extent by cross-comparing. Despite many authors and numerous works of literature has highlighted the significance of infrastructure and a better environment necessity, it is to note that detailed study of TAs comprehensively is not yet carried out. Bringing together the central idea from the literature and the aim, the present study urges the researcher to understand the significance of tourist attractions. The principal argument of the study is that no detailed investigation has been conducted apart from highlighting the needs for the development of tourism industries.

OBJECTIVES

1. To study various tourist attraction factors for tourism development
2. To analyze tourist attraction by cross comparing between India, Singapore, and Thailand
3. To examine the state of affairs for tourism development in India, Singapore, and Thailand

METHODOLOGY

A purposive and thorough review of available secondary data concerning tourist attraction management is carried out for the study. Despite the limitation of literature on tourist attraction, the study is purely based on secondary data where the data are collected from: reports, newspapers, journals, books, and websites and comprehensively analyse. The study is descriptive.

Tourist Attraction (TA)

Attraction is the key feature that is used as a spearhead for tourism development (Jafari et al., 2012; Association, 2013; Benckendorff, 2015; Stainton, 2021). According to Larun (2020), the environment is the key facet for the tourist to choose the destination; hygiene, landscape design, charms, and distinctiveness are the main portion of the environment, which will act as a catalyst to attract tourists.

Table 1: Tourist Attracting Features

Particular	Attracting Features
Natural	Lake, Waterfall, Deep sea diving, Rafting, Hiking, safari, & Sport event
Human built without tourist's attraction intension	Education tourism, Excursion, Heritage site, Ritual, Cultural tourism tour, temple, & visiting Spectacular landmark
Human built with tourist's attraction intension	Marketing strategy and offers, Theatre, Bar, Hygienic & Kempt environment for leisure, Theme park, National park, Sanctuary, & Shopping.

Source: Author Compilation

Purposeful Built

Any construction carried out purposively to attract tourists; leisure, theme parks, lake, hotel, bridge, adventure, nightlife, transport facilities, floating market, malls, and the beach is

considered as purpose-built (Hynes & Bocco, 2019; Dearsley, 2019; CNN, 2020; Bocco, 2021; Sharma, 2021;). It involves both natural sight and artificial sight carried out to satisfy the tourist. Modern constructions are carried out without ignoring conservation and sustainability principles (Kissiwah, 2019; Rahmawati et al., 2021). Another important aspect of attracting tourists is the close location of an important tourist destination (Cook, 2019; Team, 2021; Padykula, 2021; Williams, 2021; Vincent, 2021). Accessibility and telecommunication service has been enhanced for attracting tourists in recent year (Kaushambi, 2012; Nonthapot & Watchalaanun, 2015; Ministry of Foreign Affairs, 2017; Poh, 2019; Boucher, 2021). An opportunity to stroll the market in the tourist destination is another important aspect for attracting the tourist (DBS, 2019; Joni, 2019; Travel Agent, 2021; Tour my India, 2021). Accommodation with a variety of prices is a critical function that provides the opportunity for a visitor to increase the length of stay (Inurture, 2016; Sharpley, 2000; Guide, 2020; Hauglann, 2021). Adventure tourism has caught up its pace to become one of the growing sectors of the tourist industries. Tourist wishes to explore a new place, exotic, and hostile area apart from the usual comfort zone (Soeg, 2020; Huddart & Stott, 2020). Thailand is a hot destination for adventure tourism, followed by India and Singapore (Nguyen, 2019; Pandey, 2019; Sharma T., 2019; Jayasundera, 2019; Morton, 2020; Goabraod, 2021). The status of the purposive-built destination depends on the consciousness, competence, tourism policy, and technology adopted (Zimik & Barman, 2021). The study urges the bureaucrats and constructors to be more pragmatic and competent to meet the want and understand the psychology of the tourist.

Tourist Destination Image (TDI)

Tourist destination image is the critical factor that leads to tourist attraction. A positive image assists in formulating the right perception about the destination (gives touristic behaviour) and subsequently prefers the destination (Martins, 2015). This strategy results in holistic impressions (Mc Cartney et al., 2009; Alcocer & Ruiz, 2020). TDI can be regarded as collections of ideas, impressions, and belief, which is perceived about the destinations and act as competence (Crompton, 1979; Li et al., 2018; Pan et al., 2021). TDI influences satisfaction and intent to select as destination (Chon, 1990; Baloglu & Brinberg, 1997; Kim & Richardson, 2003; Beerli & Martín, 2004; Moniz et al., 2017; Huete et al., 2019). TDI acts as a psychological force that influences the tourist in decision making, selection, and finally impacts the satisfaction in visiting the destination (Chon, 1990; Tasci, 2006; Moniz et al., 2017; Yusuf & Santoso, 2020).

Table 2: Online Source for Tourist-Attracting References

Websites	India (IN)	Singapore (SGP)	Thailand (TL)
Official Tourism Information	Ministry of Tourism (www.tourism.gov.in) (www.india.gov.in/topics/travel-tourism)	Singapore Tourism Board (www.stb.gov.sg)	Tourism Authority of Thailand (www.tourismthailand.org)
Travel Guide	Culture Trip India (www.theculturetrip.com/asia/india)	Culture Trip SGP (www.theculturetrip.com/asia/singapore)	Culture Trip Thailand (www.theculturetrip.com/asia/thailand)
Regional Travel Website	Incredible India (www.incredibleindia.org) & Tour my India (www.tourmyindia.com)	Visit Singapore (www.visitsingapore.com/en)	www.Sawadee.com
Global Travel Website	www.Tripadvisor.com/destination	www.Tripadvisor.com/destination	www.Tripadvisor.com/destination

Source: Author Compilation

Singapore has been projected well for tourism through the positive image; positive feedback from the visitor and electronic media has moreover assisted in attracting more tourists (Hui & Wan, 2003; Kaur, 2019; Bocco, 2020; Elegant, 2020). Travel and service departments, such as tour guides, hotels & restaurants, are assisting the tourism sector by promoting through ads, flyers, pamphlets, radio, television, etc. In Thailand, natural beauty is considered to be the most relevant image and policymakers should reckon with the perception of the tourist in choosing Thailand as the tourist destination (McDowall & Choi, 2010). The rich cultural sight, natural, and historical spot has been highlighted perfectly with the image and has made the tourist consider visiting Thailand again (Rittichainuwat, Qu, & Brown, 2001). Lertputtarak (2012) has studied the image of tourist destination and food in Thailand and concluded that the nightlife, hospitality, and unique food has been perceived through the image. The existence of long history, rich in culture, and ancient construction has projected India in a larger spectrum. Photography does not serve for promotion and attraction; rather it acts as a guide to choosing the best destination in India (Dearsley, 2020). Destination Image does not only help in perceiving the tourist but helps in constructing a positive impression about India (Dwivedi, 2009; Arslanian, 2018). Despite the entire positive image, it is to be noted that tourists are well aware of accessing internet bloggers and various media to get the detail about the destination. These result in umbrella images covering both the positive and negative images of tourist destinations in India (Khan, 2013). Although many studies have been analyzed, research on TDI has not been taken up seriously, leaving guidelines for the needs of strategies for choosing destinations around the world.

Aesthetic Architecture

One of the elements for selecting a destination is aesthetic architecture. The ever-increasing demand and appreciation from the tourist have demanded to bring the ancient construction alive. India and Thailand are popular for a long history of the dynasty, which does not only left the legacy in the form of ancient construction but transforms the culture. Architecture beauties are both ancient and modern construction and natural sight which UNESCO has been proclaimed as historical sight. Architecture aesthetic is one of the important elements of attracting tourists (Bureau, 2010; Fathi, 2014; Cegar, 2014; Travels, 2018). Adoption of green building principles and sustainability in the building is another important parameter that is to be considered for attracting tourists (D'Alessandro, 2016). Restoring and preserving ancient constructed sight is essential for attracting tourists, preserving the culture, and conserving the environment (IEREK, 2021). India is reminded of its illustrious past and glorious present era (Sharma V., 2021). The aesthetic architecture such as Palace, Temple, Fort, Cafe, bridge, etc is some of the re-known aesthetic architecture which is appreciated for its uniqueness. Known as a subcontinent, the aesthetic architecture is appreciated are spread in the entire area. The transition of the numerous ruler from the ancient Indus civilization to the Mughal and The British has made an immense achievement in the architectural vulnacularity. Thailand has embraced old-fashioned classical construction to contemporary construction with its aesthetic consisting Thai sense of describing the beauty and the perception of the constructor (Horayangkura, 2017). The unique cultured, tropical location and ancient architecture design which are inspired from Chinese, Myanmar, Khmer, India, and the modern construction;

Portuguese, France, and England have become a central line for attracting tourists (Mann, 2019). Unlike India, Bangkok has been manifested as a significant site for architectural appreciation from the tourist context with almost all the important architectural aesthetics are confined to the capital city (Iverson, 2019). Singapore is mainly known for its modern contemporary architectural beauty (Van, 2019). Although modern architectural beauty has overshadowed ancient architectural beauty, Singapore excels in traditional architecture (Nurjuwita, 2021). Singapore has established modern construction beauty for tourist attractions by setting up a benchmark in modern architectural design among Southeast Asian countries. Although ancient design construction is based on cultural and economic factors, it is to be noted that down modern construction designs are purely based on the psychology, expectation, satisfaction, and desire of the tourist without compromising the sustainability principles, cultural identity, and competency. The existence of unique and vernacular design will not only satisfy the tourist but rather help the tourist to be loyal by expressing the feeling on social media (Ranka, 2020).

Tourist's Sites

Tourist wishes to experience multiple feeling in the destination. Understanding the tourist's psychology has become a central point of focus for tourism industries to explore its potential. A planned location and ease of accessibility is the key to attracting tourist to the site. To make tourism industries explore, the host needs to manage and accommodate people from various races. According to UNESCO, forty sites in India, six in Thailand, and one in Singapore respectively (UNESCO, 2021). The long history of dynasty and frequent foreign invasion in India and Thailand has made the country an important site for heritage. The old palace, fort, canals, and worship place are important sites for attracting tourists. India as highlighted by UNESCO is dominating in Southeast Asia. Despite fewer heritage sites, Singapore manages to attract more tourists through its aesthetic architecture (Sarah, 2015). Ecotourism is skyrocketing tourism trend with the majority of western tourists wishing to engage in local conservation and preserved culture (Finlay, 2018). The basic principles of ecotourism are not for the benefit of tourists and the local communities, rather conserve the environment, and generating revenue without any compromising (Insider, 2020). In India ecotourism is mainly confined in the Northeast part, western and Eastern Ghats in the south and Northern part. The great Himalayan region has a great prospect of attracting tourists for its natural beauty with an approximate tourist inflow of an average of 10 million tourist arrival in 5 years (2011-2015) and is expected to increase to 25 million by 2025 (Gaur & Kotru, 2018). Nature studying and bird watching are one of the leading ecotourism in Thailand with 39 million tourists arriving in the region (Alesha & Jarryd, 2021); because of its greenery, most of the national park is called an emerald forest (Jha, 2017). A delightful experience of sustainable travel and natural sights such as Elephant Nature Park and New Heaven Reef Conservation is the main reason for attracting tourists to Thailand (Ecotourism, 2021). Singapore notwithstanding its famous contemporary and architectural beauty, ecotourism is another area where it is popular. Although Singapore is a bustling city, according to Jodie (2020), there are eight leading ecotourism sites. The existence of an eco-friendly landscape, apart from its scenic beauty,

Singapore is a good plan city has made it more feasible for various tourists who wish to explore both natural beauties and satisfy the environment as a tourist.

Table 3: Important Visitor Sites

Particular	Relevance	India (IN)	Singapore (SGP)	Thailand (TL)
Natural	Natural reserve, Mountain tracking, & Marine reserve	Kaziranga National Park, Lal Bagh Botanical Garden, Valley of Flowers Trek, & Mahatma Gandhi Marine National Park	Bukit Timah Nature Reserve, Bukit Timah Nature Reserve, National Orchid Garden, Bukit Timah Nature Reserve & Royal Albatross Sunset Sail	Khao Yai National Park, Koh Phi Phi, & Doi Chiang Dao
Human built without tourist's attraction intension	Education Tour, Spiritual, Market, & Landscape	Taj Mahal, Chittorgarh, Varanasi, Tirupati, & Dilli Haat	Air Force Museum, Gardens by the Bay, Marina Barrage, Sultan Mosque, Sri Veeramakaliamman Temple, SGP Free Market, Tekka Centre, & Chomp Chomp Food Centre	Wat Pho, Chitralada Palace, Tiger Cave Temple, Doi Inthanon, Wat Bang Phra, Damnoen Saduak, Maeklong Railway, & Amphawa Markets
Human built with tourist's attraction intension	Theatre, Bar, Hygienic & Kemp environment for leisure, Theme park, National park, Sanctuary, & Shopping.	Mohabbat-e Taj, Black Sheep Bistro, Aer, Imagine Adlabs, Wonder La Water Park, Corbett National Park, & Saturday Market Goa	Universal Studios SGP, SGP Flyer, Marina Bay, SEA Aquarium, Trick Eye Museum, Jurong Bird Park, Dolphin Island, SGP Airzone & IFly SGP	Thai National Theatre, Beaches of Koh Samui, Siam Ocean World Aquarium, Dinner Cruise in Chao Phraya River, Dream World Amusement Park & Pororo Water Park
Cultural	Festival, Believe & Practices	Dusshera, Goa Carnival, Hornbill Festival, Durga Puja, & Diwali	Pongal, Experience Little India, China Town, Lantern Festival, Deepavali, & Hungry Ghost Festival	Phi Ta Khon, Yi Peng, Wing Kwai, Candle Festival, Songkran, & Vegetarian Festivalss

Source: Author Compilation

The ecological landscape has been constructed with the principles of sustainability, environment friendly, and conservation (Kaur, 2018). Interestingly all the eco-tourism spots in Singapore are densely located and within a short distance and time, making the city feasible for the tourist to explore the various trend of tourism industries. Another important aspect of tourism is leisure tourism, which may be a plan or un-plan or randomly influence by the culture and locality. Although it may not be pre-plan to explore leisure, it is ultimately one of the key factors for attracting tourists to the region. Leisure tourism depends on the culture, hospitability, constructed environment, and ambience of the tourist destination; which act as an influencer to the tourist. Leisure tourism can be referred to as the holistic view of all the tourism industries which the tourist can embrace and enjoyed. Important leisure tourism destinations in India are Goa, Rajasthan, Uttarakhand, Himachal Pradesh, and Kerala. While exploring the important sites the tourists are encounter the hospitality, local culture, boating, lake, ambience, excellent infrastructure, and other facilities such as bar, hotel, and disco where tourist can extend their satisfaction even at night. Sometimes tourist experiences a fledging destination and further seek to explore a branded accommodation and other best services available (Lamba & Mohan, 2021). Apart from the usual tourist activities of exploration in Thailand, activities such as watching a sports event, excellent accommodation and infrastructure facilities, theatre, cafe, bars and clubbing, festivals, beach, spas, etc are considered to be leisure tourism in Thailand. Every tourism activity in Singapore can be considered as leisure tourism; excellent infrastructure facilities, aesthetic architecture, and

abundant location of important shops and amenities make the holistic projection of tourism activities as leisure in Singapore. Singapore has shown the best platform for attracting tourists for adventure purposes. Some of the renowned adventure tourism are deep-sea diving, indoor skydiving, safari, surfing, kayaking, hiking, cycling tour, and freefall (Jain, 2017; Shivam, 2020; Ong, 2021). Even most adventure tourist destinations are indoor and mostly artificial, the adventure and thrilling sensation are never compromised and appreciated. Unlike Singapore, Thailand's adventure tourism spots are usually outdoor and natural; rock climbing, sky diving, surfing, bungee jumping, rafting, etc (Faustino, 2016; Iverson, 2017). Among the three tourist destinations, India is the least attractive destination; this is mainly due to the poor infrastructure, promotion, and less investment. Unlike Thailand and Singapore, most of the adventure tourism destinations in India are located outdoor; Himalayan Hill ranges for treks, seashores for sunbath, surfing, sky diving, safari, sky diving, and rafting (Rai, 2018).

TAs is a holistic effort from the tourism department, local, and stakeholders. As tourists are not content with limited offers from the host nation, all the players involve in tourism industries need to work together with the intention of tourist attractions and win loyalty. Being one of the largest industries, it is the responsibility of policymakers, constructors, the local community, and stakeholders to be conscious enough to understand the significance of industries where millions of employees are engaged in the sector.

State of Affair

Tourism industries have proven to be a remarkable platform for economic dependency. As it has proven to be one of the largest and most dynamic sectors, the intervention of the policymakers, constructors, and local community has become significant. The substantial tourist flow, demand, and investment requirement are not viable to be handled by an individual party. Government involvement has become inevitable and by collaboration with the private sectors, the sector performance will enhance. Government intervention can be in the form of FDI, sufficient budget allocation, resource management, policy, infrastructure development, foreign collaboration, modern technology, public-private party, and promotion.

A comparative pictures of a collection of factors that influences on the attraction tourism is stated in the table-1 (appendix).

In India, tourism industries are governed by the Ministry of Tourism. Tourism infrastructure development is financially assisted by main agencies such as ASI, Port Trust, and ITDC. Public-Private-Partnership (PPP) is another strategy adopted to promote tourism, publicity, & Hospitality. To promote accountability & clarity, the right to information act 2005 has been implemented by the ministry, to gain loyalty & win trust, by disclosing important projects and scheme along with the allocated budget, project completion/status, and date/completion durations in the official websites (Ministry of Tourism, 2020). At present, complete information about hotel & restaurant services can be excess easily through the website/ personal blog/ advising supporting agencies. Furthermore, the length of stay, the purpose of visit, and data of the tourist are recorded and disclosed on the official website and report from the ministry. Being coined as a subcontinent, tourists can access through air, water, & land transport system. For safety and security purposes, CCTVs surveillance has been installed in almost all the famous sites. Apart from various strategies to promote and campaign, the Indian tourism office

overseas has been providing a platform to take part in the potential market, namely Arabian Travel Market (Dubai), World Travel Market (London), ITB (Asia & Berlin), FITUR (Madrid), etc. A corporation with international organizations such as UNWTO, ASEAN, ESCAP, & SAARC has provided a better opportunity for tourism promotion (Ministry of Tourism, 2021).

Mode of Transport Opted by Foreign Tourist (India)

2019	Air	Water	Land
Percentage (%)	77.4	0.9	21.7

Source: Indian Tourism Statistics 2020, Ministry of Tourism, Government of India

Percentage Distribution of FTAs in India according to Purpose (2019)

Particular	Business	Leisure	Medical	Diaspora	Others
Percentage (%)	14.69	57.06	6.38	12.67	9.20

Source: Indian Tourism Statistics 2020, Ministry of Tourism, Government of India

Singapore is one of the leading destinations for tourists in Asia, Singapore Tourism Board (STB) acts as a statutory body held responsible for governing the industries in Singapore. Attraction is the pivotal element for choosing Singapore as a destination, and again demands complementary goods such as quality accommodation, leisure, food, and hospitability. STB works closely with every industry's local and international level with the main objectives of creating new attractive sites and replenishing existing attractive sites. Business Improvement Fund (BIF) is another body for financial assistance but also acts as a statutory body for governing the approval of registry to all companies which are associated with tourism activities. BIF support two nature of the project; Core capability and Innovation. Currently, the tourism sector acts as a major player in contributing to the nation's economy. STB conducts a campaign with various private parties for tourism development and promotion, such as Spotify, Sentosa Development Corporation, Alipay's reward for every transaction through Alipay's apps, STB-Sentosa-Alipay, Changi Airport Group, Cruise Lines international Associations, and Tourism Management (Board S. T., 2019). According to Heng (2021), as of the 25th of January 2021, STB approved 270 hotels, 45 attraction sites, and 1,686 travel itineraries to be operational. Under "Five Countries, One Destination", the Thailand government has been putting effort to develop the tourism industries within Thailand and the ASEAN countries. An estimation of US\$ 718 million has been allocated to revitalize tourism industries to improve hotel accommodation and other services (Medina, 2020). Like all other countries, the Thai Authority of Tourism (TAT) is a statutory body that governed tourism industries. TAT is an active member of all international organizations and promotes tourism in both local and English languages. Tourism campaigns are promoted worldwide. TAT mainly focuses on tourism promotion, exploration of Thailand's natural, sports, culture, and heritage sites, and provides safety and better service to the tourist. Five years strategy has been adopted to foster the growth of industries viz. Enhancement of tourist attractions, products, and services with ecology concerned. Improving the supporting infrastructure and amenities is another interesting fact for Human resource development practice in Thailand. Keeping a balance between tourist desires and the market concerning the Thai culture and winning the trust of the tourist is the

goal of TAT. Lastly, the collaboration between the public and private sectors is another strategy adopted for exploring the industry.

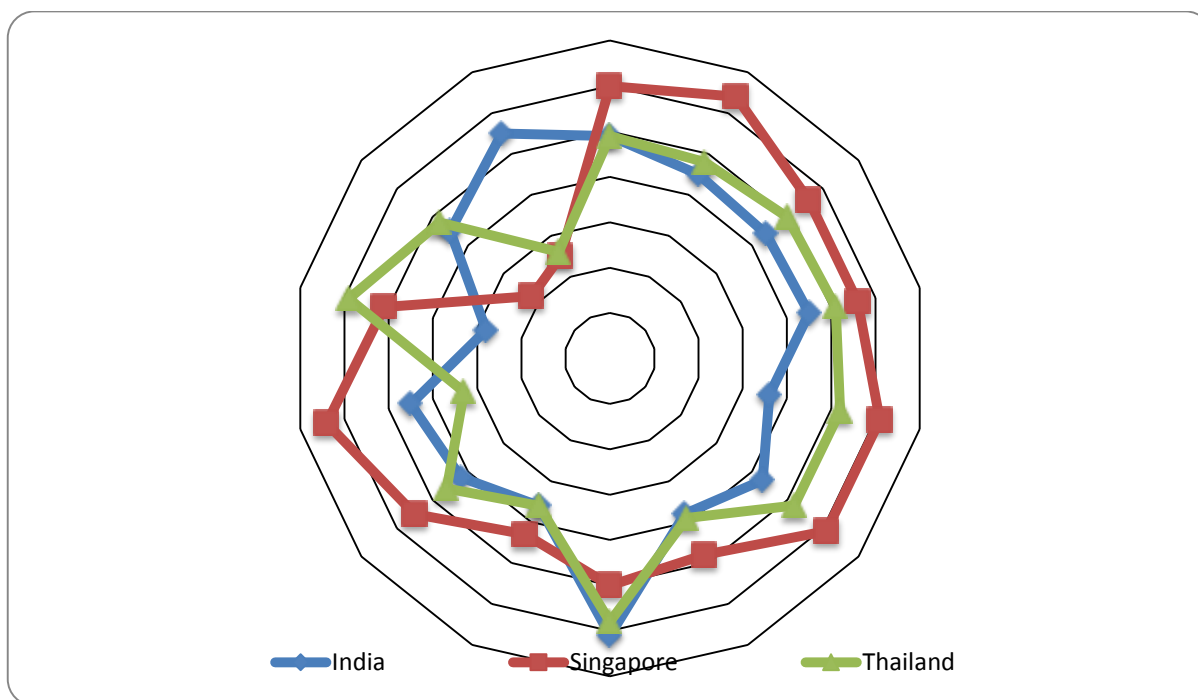


Figure: Tourism Performance Overview (India, Singapore & Thailand)

Source: Ref. Appendix

It is noted that the entire three nations taken into consideration have disclosed the income generation, GDP contribution, and other data. All relevant data about the tourism industry can be excess easily in all the official websites and reports. Being the active members in every international organization, support from various stakeholders, experiences of the tourist and expert opinion about the tour event, updated information are available. The star or grade rating is another means for identifying and choosing the best destinations. Another interesting fact about the industries is the support during the Covid pandemic by providing a better opportunity to accommodate hotels and other service facilities as quarantine centres.

CONCLUSION

The study intended to provide detailed information about tourism industries of the selected areas and improve their performance. The cross-comparison is done through the graph by taking the 14 pillars of tourism performance of India, Singapore, and Thailand. The study also finds out that the most intriguing factor among the 4A's in tourism (Attraction, Accommodation, Accessibilities, and Amenities) is attractions. The study adopts a descriptive method approach in which each of the nation's tourism industries' detail is presented in a tabular column in various journals, reports, and official websites, which are systematically collected and cross-compared to get meaningful findings. Although it is unclear how to measure the performance of tourist attractions, it can be inferred that an increase in revenue generations, tourist inflow, and investment, is the outcome of an increase in tourist attractions at the spot. The study hints that policymakers and constructors need to be conscious enough to understand the psychology of the tourist and be more pragmatic by aligning the tourism policy and real development

(Barman A., 2019). Attraction is dynamic by nature and could be thoroughly understood by cross-comparison the tourism performance in the three nations taken into consideration. Various attracting factors such as aesthetic architecture, image, nature, culture, standard index, human-built environment, management, landscape, accessibility, accommodation, etc are studied elaborately and analyzed from the perspective of the tourist to find rational solutions. Singapore remains the hot destination among the three nations. In terms of the state of affairs, the Ministry of Tourism, STB, and TAT has been working with various stakeholders and adopted strategies such as promotion, campaign, approving FDI, Public-Private Partnerships, tourism infrastructure development, and most remarkably during Covid Pandemic by allotting hotels industries to serve as quarantine centre.

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Appendix: Table-1 Collection of Factors Explaining Tourist Attraction

Particular	India	Singapore	Thailand
Foreign tourist inflow '19 (Million)	18	15	40
% change in foreign tourist inflow (18/19)	2.8	3.0	4.4
Foreign Tourism Receipts (USD billion)	30.7	20.3	59.8
% change in foreign tourism receipts (18/19)	10.8	0.5	1.9
International Tourism Expenditure (USD billion)	22.9	27.3	12.4
Total GDP contribution '19 (USD billion)	191.3	NA	106.5
Domestic T&T expenditure '19 (USD billion)	140.1	NA	27.3
Travel & Tourism Competitiveness Index '19 Global Ranking	34	17	31
Pillar 1: Business Environment (Score)	4.9	6	4.9
Pillar 2: Safety and Security (Score)	4.5	6.4	4.8
Pillar 3: Health & Hygiene (Score)	4.4	5.6	5
Pillar 4: Human Resources & Labour Market (Score)	4.5	5.6	5.1
Pillar 5: ICT readiness (Score)	3.6	6.1	5.2
Pillar 6: Prioritization of Travel & Tourism (Score)	4.3	6.1	5.2
Pillar 7: International Openness (Score)	3.8	4.8	3.9
Pillar 8: Price Competitiveness (Score)	6.1	5	5.8
Pillar 9: Environmental Sustainability (Score)	3.6	4.3	3.6
Pillar 10: Air Transport Infrastructure (Score)	4.2	5.5	4.6
Pillar 11: Ground & Port Infrastructure (Score)	4.5	6.4	3.3
Pillar 12: Tourist Service Infrastructure (Score)	2.8	5.1	5.9
Pillar 13: Natural Resources (Score)	4.5	2.2	4.8
Pillar 14: Cultural Resources & Business Travel (Score)	5.5	2.5	2.6
Ease of Doing Business Global Ranking	63	2	21
Travel & Tourism Policy and Enabling Conditions – Global Ranking '19	69	2	42
Safety and Security– Global Ranking '19	122	6	111
Prioritization of Travel & Tourism – Global Ranking '19	94	6	27
Environmental Sustainability – Global Ranking '19	128	61	130
Air Transport Infrastructure – Global Ranking '19	33	7	22
Cultural Resources and Business Travel– Global Ranking '19	8	38	35

Tourist Service Infrastructure – Global Ranking ‘19	109	36	14
Natural Resources – Global Ranking ‘19	14	120	10
Cultural Resources and Business Travel-Global Ranking ‘19	8	38	35
ICT Readiness-Global Ranking ‘19	105	15	49
International Openness-Global Ranking ‘19	51	3	45
Price Competitiveness-Global Ranking ‘19	13	102	25
Ground and Port Infrastructure -Global Ranking ‘19	28	2	72
GDP in US \$ (Billion) ‘19	191.3	39.2	106.5
The total contribution of Travel & Tourism to GDP (%)	6.9	11.1	20.1
Travel & Tourism Job (Million) ‘19	40.11	334	8.047
International Tourist Spending US \$ (Billion) ‘19	30.8	26	63.2
Domestic Tourist Spending US \$ (Billion) ‘19	140.11	10.4	27.3
Leisure Spending US \$ (Billion) ‘19	160.5	19.4	80.9
Business Spending US \$ (Billion) ‘19	10.4	16.9	9.6
Top Inbound Countries	Bangladesh, US, UK	China, Indonesia, India	China, Malaysia, India
Priority in Government Strategy	Mega Project Scheme, NITI Aayog	Cooperate with foreign companies	Infrastructure, Site, creative Economy, good Image, Public Participation
Arrival Purpose Leisure & recreations ‘19 (Million)	9.33	10.978	36.661
Arrival Purpose Business ‘19 (Million)	1.61	2.461	2.044
Arrival Purpose for other reason ‘19 (Million)	3.1	5.678	1.212
Arrival by Air Mode of transport ‘19 (Million)	8.5	14.877	33.482
Arrival by Water Mode of transport ‘19 (Million)	0.1	2.212	761
Arrival by Land Mode of transport ‘19 (Million)	2.4	2.028	5.674
Annual Budget allocated for tourism ‘19 (US\$, Million)	300	NA	190
FDI Approved in Tourism Sector (%)	100	100	NA
FDI amount received (US\$ million) 2019	42,629	1,42,666	4,816.6
Government Undertaking Scheme/Project for Tourism Development	NITI Aayog, Infrastructure Development Division, Swadesh Darshan, Prasad, NEC, etc	Capability Development, Event Development, Product Development, etc	Thailand’s Tourism’s 5 years strategic Objectives & Target, yacht quarantine
Respective Tourism Authority Support Foreign Language	Yes	Yes	Yes
Corruption Perception Index Ranking (2020)	86	3	104
World Happiness Index (2021)	3.82	6.377	5.985
Air Quality Index Ranking (2020)	3	73	34
PM 2.5 Value (2020 & µg/m ³ unit)	52	12	21
Travel & Tourism Competitiveness Index Ranking (2019)	34	17	31

Note: Pillar Score range from 1 to 7, where 1= worse & 7= best

Source:

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2. Global Economic Impact & Trends 2021, June 21 by World Travel & Tourism Council
3. The Travel & Tourism Competitiveness Report 2019 by World Economic Forum
4. Ministry of Tourism: Demand no 95
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6. World Travel & Tourism Council, India 2021 Annual Research: Key Highlights
7. World Travel & Tourism Council, Singapore 2021 Annual Research: Key Highlights
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9. Royal Thai Embassy Singapore (https://www.thaiembassy.sg/press_media/news-highlights/thailand%25E2%2580%2599s-national-tourism-development-plan)
10. Recent FDI trends in the APEC Region: FDI Regimes 2021
11. Doing Business 2020 by World Bank Group
12. India: Country-specific: Basic indicators (Compendium) 2015 - 2019
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16. RBI Annual report. (Foreign Direct Investment Flows to India: Country-wise and Industry-wise)
17. Department of Statistics Singapore
18. Trading Economics
19. Transparency International the Global Coalition against Corruption
20. World Happiness Ranking 2021
21. Air Quality Report 2020
22. World Economic Forum 2019