GIS ENABLED GEO-PORTAL ORIENTED TOURISM DEVELOPMENT AND VISITOR MANAGEMENT SYSTEM – A CONCEPTUAL FRAMEWORK FOR PUNJAB TOURISM

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ABSTRACT

Tourism is an expanding activity, and rapidly growing worldwide due to its own charm. Each and every Central and State Tourism bodies are critically examining the role of technology and implementing it for their own use and making tourist friendly website and managing visitors accordingly. This paper critically examines the role of Geographic Information System in visitor management, web development, and other aspects of tourism along with its benefits to the tourism industry. Through this paper, researchers also have explained different scopes of GIS in making scientific planning of tourism.

KEYWORDS: *Tourism Development is a Priority for Rural and Regional Areas of Punjab Region*