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INTRODUCTION

Tourism has expanded from a relatively small activity of limited importance in the early 19th century to arguably the largest industry in the world today. Travel in the past was elitist, selective and practised by the higher income groups of the society. From this, it is now grown to the present magnitude where it encompasses all sections of the society. This development of tourism can be attributed to the advancement in technology, different levels of institutional changes and changing lifestyles of people who now have higher disposable income. These changes have transformed the nature and form of travel practices around the world and most remarkably this transition has occurred within a mere span of 50 years.

During the past, people travelled for reasons that were religious, or for commercial engagements, or in the search of knowledge; and by virtue of this, they were categorised as pilgrimage travellers, business travellers or merchant groups and educational travellers. Of the various purposes of travel during ancient times, the most common one was for trade and commerce for which people travelled to distant lands. Travel then was undertaken with the sole aim of seeking fortunes. In those times, it was considered to be a difficult proposition and not as a matter of pleasure.

Later, the developments in the transportation field during the beginning of the late 19th century changed the very nature of travel. The roads and airports which were built during the First and Second World War helped the tourism industry to flourish. The arrival of the motor car as a means of transport for short or medium range journeys revolutionised the holiday habits of people. These developments in the transportation field have changed the very nature of the travel and tourism industry and the 20th century saw almost everyone in the industrialised nations having the ability to participate in travel. Thus the sector soon became the world’s largest industry.

Realizing the significance of tourism, the United Nations (UN) General Assembly declared 1967 as the ‘International Tourist Year’. The Assembly also acknowledged tourism as an important activity which needed the support of the people and the Governments. The significance of tourism was also acknowledged in the Manila
Declaration by stating its positive benefits to society in terms of social, cultural, educational, economic and environmental impacts.

The word ‘Tourism’ is linked to ‘tour’ which originated from the Latin word “tornus” - a term used for describing a circle or a wheel. It is from this word that the notion of a round tour or a package tour has come to be. Tourism is considered as a major sector which brings in foreign exchange earnings to countries and also results in employment generation, leading to overall development of the country. The developing countries view tourism as an important tool for the development of their economy. It is perceived as an export industry of 3G’s-“get them in, get their money and get them out”¹. Tourism has assisted many developing countries to move away from a dependency on the agriculture and manufacturing industry. Thus it has become one of the important industries in present world.

1.1 **Evolution of Tourism through the Ages**

Travelling which was considered to be a nomadic activity during earlier times has now flourished into one of the major industries in the world namely - Tourism. In this chapter, its historical advancement is traced through three major phases, namely ‘travel in the pre-historic times’, ‘travel in the middle ages’ and ‘travel in the industrial ages’. The sections that follow, describes the evolution of tourism in detail:

1.1.1 **Travel in Pre-historic times**

In the pre-historic times –Paleolithic age (30000BC to 10000BC) travel was mainly for day to day survival. The ‘travellers’ then were mainly nomads who moved around in the search of food, shelter, safety etc. But the discovery of fire, use of tools etc. allowed people to settle down in shelters and thus came about explorations. Subsequently, during the Neolithic age which began about 10000BC, people began to settle in regions in a more permanent manner and this resulted in the formation of types of agricultural communities. During this time noteworthy innovations were made in the field of transport as a result of which, the very nature of travel had changed. Notable among them were; the sailing vessels introduced by the Egyptians (4000BC), the invention of the wheel, and the use money by the Sumerians, Babylonia (3500BC).

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opening of trade routes had helped to regulate travel, making it easier for the ancient traveller who was either a merchant, a pilgrim, a scholar or even an inquisitive looking to have new and exciting experiences. The opportunity to interact with each other at the market places helped improve trade relations and had also resulted in the building of cultural relations.

The Greeks enjoyed their religious festivals and they also engaged in travel from the 3rd century BC. The main purpose of their travel was to visit the sites of healing gods. This can be noted from the travel writings of the world’s first significant travel writer, Herodotus. International travel began under the reign of Roman Empire. Roman coins were the most accepted coins of those times and the common language used was Latin. The Romans, mostly visited Sicily, Greece, Rhodes, Troy, Egypt and the holy land. During the reign of Roman Empire, ancient Greece was the destination of those attending the Olympic Games.

In the Orient, travel during early times was mainly for trade and commerce and this remained the same for India and China. During those times, India and China enjoyed the status of being countries of tremendous wealth. India was a destination for travellers who travelled in the search of wealth, long before Christian era. Travellers visited India for varied purposes starting with the likes of Alexander of Macedonia and later Vascoda Gama, Christopher Columbus etc. Mark Twain described “India as a fabulous world of splendour and rags, the one country under the sun with an imperishable interest, the one land that all men desire to see”.

1.1.2 Travel in the Middle Ages

In the Middle Ages too, trade and commerce remained one of the major driving forces behind travel, and this was followed by the desire to explore new lands and to seek new knowledge. Travel history during the Middle Ages provides many references of travellers who spent years of their life travelling.

Alexander the Great was one such traveller during this time and in India, he found well maintained roads lined with shady trees, people travelling in chariots,

palanquins, bullock carts, on horses, camels and elephants along one royal highway which was 1920 km long and 190m wide. Another traveller during this time was Marco Polo. In the year 1271 he left Venice and travelled through Persia, Afghanistan, the Gobi Desert, China, Sumatra, Java, India, Cylon etc with his father and uncle. Benjamin Tudela was another major travel writer in this period and he was considered to be the 1st medieval traveller who reached the Orient. He was a Jewish scholar. He wrote a detailed account of his 13 year journey. Ibn Batuta (AD1304) was also another important traveller of the Middle Ages. During the 13th century the Franciscan Friar and John of Monte Corrino who were European travellers, visited India and China. Later in the 16th and 17th century many European monks, travellers and adventurers visited India in the search of knowledge. Another notable development during this time was the ‘Grand Tour’.

**Grand tour**

During the medieval ages, travel was considered difficult and those who engaged in travel did not deem it as something that could be undertaken for pleasure. After the collapse of Roman Empire between 5th and 15th century, travel became less attractive and more dangerous. This stage was referred as the Dark Ages which was literally dark for the travel industry too. Later on, the development of stage coaches became a turning point for travel. By the 15th century AD, the Great Renaissance period evolved in Europe and Italy became the intellectual capital of Europe. The progress made in areas including education, politics, economics and other sciences reached its peak during that time. The early 17th century witnessed the boom for a new kind of tourism which came about as a result of freedom and a thirst for learning. The Renaissance Period, saw Paris, Rome, Florence and other cultural centers becoming the most visited places by scholars who travelled for education. During the reign of Elizabeth I, young men had to travel to above mentioned places to finish their education in order to obtain a good position at the Court. This was soon replicated by the people in the upper sections of the society too, who, in order to complete their education had to travel to the major cultural centers of Europe. This came to be termed as the “Grand Tour.”
The development of travel in the UK and the USA advanced further by the introduction of turnpike roads in the 18th century. Even in those times tolls were charged for these roads. The origin of the ‘Passport’ can also be traced to the Medieval period which was in the form of a letter giving permission to enter into other countries. AD 1916 witnessed the introduction of the compulsory passport. The Middle Age was not considered to be a favourable period for the development of tourism. However many people travelled during this time for the purposes such as trade, education, expeditions etc.

1.1.3 Travel in Industrial age

The second half of the 19th century witnessed the development of the concept of modern tourism and this was as a result of the development of the industrialized societies in Western Europe and North America. The socio economic system had undergone drastic changes due to the industrial revolution and the shifting of the village population to towns. The 19th century saw the Railways emerging as the main mode of travel on land. For international travel however, people opted for the steamships. In the year 1830, the passengers in Europe were carried by the rail and the journey was between Liverpool and Manchester. In the early 1870s, it was G. M. Pullman who introduced the first class railway travel after he had developed coaches with luxury facilities. These came to be known as Pullman coaches. By the year 1881, the railways had carried over 600 million passengers’. Thus the introduction of the railways provided opportunities to people to escape the rigours of city life as a result of urbanization.

The coming into force of the annual paid holidays could also be considered as one of the major factors that had contributed to the increase of modern mass tourism. The enactment of the Holidays with Pay Act in 1930 by the UK was clearly a supporting factor for the development of tourism. The advancements in air transportation thereafter had changed the nature of travel. Many roads and airports that were built for use during the World War I and II helped the movement of people for the purpose of travel and this helped the tourism industry to flourish. The developments in road transport travel by private car and coaches had also started and this in turn gave boost to domestic tourism. In short, the changes to the very nature of travel and tourism can be attributed to the progress in transportation.
Now in this 21st century, tourism has attained great popularity and has become a common term in every nook and corner of the world. Modern Tourism is now a platform for people to break the monotony of their daily lives. It also provides a prospect for learning, helps to understand the living styles of people in different parts of the world and helps to better social relations.

1.2 Global Tourism

According to United Nations World Tourism Organisation’s (UNWTO), World Tourism Barometer (2013), “International tourist arrivals grew by 4% in 2012 surpassing a record of one billion tourists globally for the first time in history”3. The 25 million tourists in 1950 have now reached to a status of 1,035 million tourists in 2012. The figures of 2012 show an increase of 39 million from 996million tourists in 2011. As per the record of UNWTO’s World Tourism Barometer (2014),” the international tourist arrivals grew by 5% and thereby reached a record of 1,087 million in 2013”4.

Travel and Tourism’s total economic contribution (including direct, indirect and induced) globally was USD6,990.3bn in 2013; 8.9% of total employment (265,855,000 jobs); USD754.6bn total investment; and USD1, 295.9bn total exports in 2013. This total contribution represents 9.5% of the total economic GDP in 2012, 4.4% of total economy investment and 5.4% of total world exports5. According to United Nations World Tourism Organisation’s (UNWTO), World Tourism Barometer(2013), “a significant number of destinations around the world saw receipts from international tourism increase by 15% or more- Japan(+37%), India and South Africa(both +22%), Sweden and Republic of Korea(+ both 19%), Thailand(+18%) and Poland(+16%)”6.

With the increase of 22% in receipts from international tourism in 2012, India was in the 11th rank in terms of tourist arrival in the Asia and the Pacific Region. The percentage contribution of India towards the tourist arrivals in 2012 was 2.82% among the different countries in the Asia and the Pacific Region7. These figures clearly indicate the significance of tourism in the world economy.

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6 ibid.
1.3 Indian Tourism

India has an ancient tradition of tourism. The tourism industry was in existence in India in the informal sector since earliest of times and all classes of people were involved in travel. The uniqueness of the attractions in India was highlighted in the quotes of Max Muller that, “If we were to look over the whole world to find out the country most richly endowed with all the wealth, power and beauty that the nature can bestow—in some parts a very paradise on earth—I should point to India. If I were asked under what sky the human mind has most fully developed some of its choicest gifts has deeply pondered over the greatest problems of life—I should point to India”8. According to travellers in the past India was a land with unlimited wealth. Some were attracted by its natural beauty and some were attracted by its spiritualism.

The snow-clad Himalayan mountains, the mighty rivers like the Ganges and the Brahmaputra, the beautiful beaches of Goa and Kerala, the sand dunes of the Thar, the medieval forts and palaces, architectural grandeur of sacred temples and the charm of the Taj Mahal have been attracting the travellers since long. These attractions along with its varied geography and the diverse climatic conditions have made India around the year destination for tourists and clearly this is the reason for considering India as ‘a land of all seasons and for all reasons’ and it is really an incredible country.

The importance of tourism in India was recognised even before Second World War. The first organised effort to promote tourism in India was made by the setting up of a Committee under the chairmanship of Sir John Sargent (the Educational Advisor to the Government of India) in 1945. The main objective of the committee was to survey the potentialities of developing tourist traffic in India. The committee submitted its interim report in Oct 1946 and recommended the urgency of promotion of tourist traffic in India. For this the it suggested the need to set up a Tourism Organisation at the national level and further that this organisation should have regional offices at Bombay, Delhi, Calcutta and Madras. The Committee also recommended the setting up of a Tourist Publicity Cell in all our embassies and consulates all over the world. The recommendations of the Sargent committee covered all the major aspects of tourism.

development such as the provision of infrastructure, the coordination of agencies dealing with tourism at all levels, the other facilities needed for tourism, and the promotional activities needed for tourism etc. These recommendations were taken as the guidelines for the development of tourism and after Independence, as a follow-up of the recommendations of the Committee, an adhoc Tourist Traffic Committee was appointed in 1948 for finding new ways to promote tourist traffic in the country. This was considered as the first step taken by the government for the development of tourism in the country. In 1949, a separate tourist traffic branch was set up under Ministry of Transport and in 1955-56 it was increased from one branch to four branches, namely; 1) Tourist Traffic Section, 2) Tourist Administration Section, 3) Tourist Publicity Section and the 4) Distribution Section and these four branches were made responsible for all aspects of tourism development. A number of tourist information offices were opened in India as well as abroad during the same time.

On the 1st of March, 1958, a separate tourism department was formed under Ministry of Transport to deal with all matters concerning tourism. Later in 1963, an adhoc committee was appointed by the Government of India to study the decrease in tourist arrivals in 1962 and the Committee was popularly known as Jha Committee. The Committee made several recommendations to the Government of India and on December 1st 1964 as per its recommendations, the Indian Tourism Transport Undertaking was formed to provide the necessary transportation facilities to tourists. The Indian Hotel Corporation was formed on the 21st of January, 1965 to facilitate the accommodation facilities for tourists and further the Indian Tourism Corporation Ltd was formed on the 31st of March of the same year to deal with promotional matters of Indian tourism. These three corporations were amalgamated in 1966 to form the Indian Tourism Development Corporation. The functional areas of ITDC includes the construction and management of accommodation facilities, provision of facilities like transportation, entertainment, shopping etc, to manage the promotional activities of Indian tourism etc. On 14th March 1967 by a Presidential Order the department of Aviation and Tourism which was under the Ministry of Transport was formed into two separate constituent departments namely; 1) Department of Tourism and 2) Department of Civil Aviation.
The first ever Tourism Policy was announced by the Government of India in 1982 and in the same year, tourism attained the status of an industry. The Planning Commission recognised tourism as an industry by June 1982 and within a period of ten years all the States and Union Territories also recognised tourism as an industry within their legislative framework. After ten years, in 1992, the National Action Plan was announced by incorporating all possible improvements to the policy in 1982. The 1992 plan was regarded as an emerging action plan which throws light upon the key areas relating to tourism and it also delivered correct directions to achieve quick results in the major areas of tourism development. One of the major efforts to promote the industry began by announcing the year 1991 as the ‘Visit India Year’. On January 25, 1998, the Indian Tourism Day was celebrated for the first time. Additionally, ‘Explore India Millennium Year’ was celebrated in the year 1999. In the year 2002, the National Action Plan was finally translated into a Tourism Policy and it officially became a joint Central-State Government concern. The Policy suggested that tourism not only generates employment opportunity, government revenue, and foreign currency, but it also acts as a method to ensure sustainable development and international peace. As one of the objectives of the Policy was to increase tourist flow, the government suggested diversifying the tourism products and substantially improving the quality of infrastructure of tourism, marketing, visa arrangements and air travel. The Tourism Policy document of 2002 focussed on seven key areas that would provide the thrust to tourism development. According to the it these key areas were classified as “the 7-S mantras which were: Swaagat (welcome), Soochanaa (information), Suvidhaa (facilitation), Surakshaa (security), Sahayog (cooperation), Saurachna (infrastructure) and Safaai (cleanliness)”. 

In 2002 an international marketing campaign was launched by the Government of India. The campaign was named as “Incredible India” and the main objective of the campaign was to promote tourism in India on an international basis. The Incredible India campaign highlighted the cultural and natural resources of India and thus successfully showcased India as an attractive tourist destination, internationally. The campaign earned the appreciation of both the tourism industry spectators as well as travellers. The ‘Atithi Devo Bhava’ campaign was launched in 2009 by Ministry of Tourism, to educate the local population about the importance of good behaviour while
dealing with foreign tourist. The campaign helped the local population to have an understanding about the impacts of tourism and also about the importance of preserving India’s cultural heritage, cleanliness etc. The ‘Visit India Year 2009’ campaign was aimed at making India an attractive destination for holidaymakers. For achieving this, the government worked hand in hand with the leading airline companies, hoteliers, travel agencies and tour operators. The government also provided various incentives to them during the period April and December, 2009.

Apart from all these promotional activities initiated by the governments, the Five Year Plans can be taken as the basis for the planning process in India. The Planning Commission, chaired by the Prime Minister is responsible for the Five Year Plans. These Five Year plans provided for the overall progress of the tourism industry in India. After independence the First Five Year Plan was initiated in the year 1951 and it was planned for a period from 1951 to 1956. There was no allocation of fund in the First Five Year Plan for tourism development. The Second Five Year Plan (1956-61) had allocated a total Rs.3.36 crores for tourism which includes the fund allocated for both the Central and State sectors. Thus tourism was listed as an important area for development under the Second Five Year Plan (1956-61) and the main emphasis was on the development of transportation and accommodation facilities at major tourist destinations. In the Third Five Year Plan (1961-1966), the total allocation for tourism was Rs.800 lakhs. During the Third Five Year Plan period, the major areas for development remained the same as in Second Five Year Plan and it contained provisions for the development of accommodation, transport and roads. This period also saw the commencement of activities connected to tourism. The Plan contained provisions for the setting up of a winter sports centre at Gulmarg in Kashmir. This was actually for the improvement of adventure tourism activities in Kashmir. It was during this period that the Tourism Development Corporation (ITDC) was established (in 1966) for the development of infrastructure facilities and to market India as a tourist destination.

The Third Five Year Plan was followed by three annual plans of 1966-67, 1967-68, and 1968-69 which allocated a total of Rs.58.50 lakhs, Rs.87.65 lakhs and Rs 183.81 lakhs each respectively. The Fourth Five Year Plan (1969-1974) recognized tourism as a provider of employment opportunities and as an important tool for earning foreign
exchange. This Plan focussed on the development of accommodation, transport and recreational facilities. During the Fourth Plan period, the allocations for tourism came to be Rs. 36 crores which was far more than the allocation made during Third Plan (Rs. 8 crore). The total allocation for tourism sector in the 5th plan (1974-1979) was Rs. 133 crores out of which Rs 78 crores were allocated for Central Sectors. The remaining Rs. 55 crores was allocated for the States and Union Territories. The investment priorities of the Fifth Plan were the following:

1. Improvements in accommodation and transportation facilities in order to meet the requirements of the international tourism.
2. Integrated development of selected areas with the objective to expand the tourist flow to different parts of the country.
3. Tourism promotion abroad.

The destinations selected for development as per the Fifth Plan were Kovalam, Goa, Gulmarg, Kullu-Manali, certain archaeological centres of tourist importance and wildlife sanctuaries.

The Sixth Plan (1980-85) was considered as a major milestone in the history of Indian Tourism. During this period the first ever ‘Tourism Policy’ (1982) of the country was announced and this policy provided an action plan to increase the benefits of tourism by introducing the concept of ‘Travel Circuit’. A total of Rs.187.46 crores were allocated for tourism in the sixth plan. Rs.115.46 crores out of the total was allocated to the State Sectors and the remaining Rs. 72 crores were allocated to the Central Sector. This plan also included the provisions to increase the carrying capacity of Indian Airlines, to improve the infrastructure facilities of airports and to ensure investments in the accommodation sector so as to increase the bed capacity in the country. The tourism sector got the status of an industry during the Seventh Five Year Plan (1985-90) and an outlay of Rs.326.16 crore was provided for tourism development. The political disturbances at the Centre delayed the Eighth Five Year Plan and as a result two annual plans were announced after the Seventh Five Year Plan in 1990-91 and in 1991-92. Rs.83 crore was allocated for tourism in the annual plan of 1990-91 and Rs. 58 crores out of the total was allocated for Department of Tourism. Out of the remaining amount, Rs.15.50 crores were allocated for ITDC and Rs.12.50 crores allocated for HRD. In
same way, a total of Rs. 90 crores were allocated for tourism in the annual plan for 1991-92, which includes Rs.64.05 crore for Department of Tourism, Rs.16.00 crore for ITDC and Rs.9.95 crore for HRD. In order to assess the significance of tourism and to find out ways for ensuring enhanced sustainable growth of tourism, the National Committee on Tourism was established in 1986 by the Government of India. Several incentives were sanctioned for tourism business on the basis of the recommendations of National Committee on Tourism. In order to finance the tourism ventures, the Tourism Finance Corporation of India (T.F.C.I) was established in 1989 by the government.

The Eight Plan allocated Rs.272 crores, for the Central Sector and Rs.501.62 crore for the States and Union Territories. The National Action Plan for tourism was used as the basis for the development of tourism during the Eighth Plan (1992-97). The National Action Plan was announced in the Parliament on 5th May, 1992. The main objective of Eighth Five Year Plan was to adopt suitable plans to diversify the tourism products, the development of infrastructure facilities for tourism, take suitable marketing and promotional strategies for international markets and thus removing all the obstacles to the development of tourism. The notable achievement of the action plan was the concept of ‘Special Tourism Areas’ and rigorous development of tourism circuits.

During the Ninth Plan, the Planning Commission firstly approved a sum of Rs.511.32 crores which was later cut short to Rs. 485.75 crores. The framework for development of tourism during the Ninth Plan period was based on following points of reference:

(1) Product Development

(2) Coordination: The major thrust was to enhance the coordination among different agencies who are involved in tourism development process and for achieving this purpose the establishment of National Tourism Advisory council was suggested (NTAC).

(3) Diversification: India’s tourism product to the following forms of tourism:

(a) Indigenous & Natural Health Tourism
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(b) Rural & Village Tourism
(c) Pilgrimage Tourism
(d) Heritage Tourism
(e) Adventure Tourism
(f) Youth & Senior Citizen’s Tourism

(4) Infrastructural Development.
(5) Peoples Participation
(6) Promotion & Marketing: For this a website of the ministry of tourism was launched in 1999.
(7) Using the technological developments in tourism, the Tourist Facilitation have to be enhance & to include Computerization in tourism industry
(8) Ensure Environmental Protection & Preservation of the resources of tourism
(9) Export House Status for Tourism
(10) Strengthening of Organizations
(11) Human Resource Development
(12) Tourism Promotion in North East

The beginning of Tenth Plan has overlapped the National Tourism Policy 2002. The 10th plan was between 2002-2007 and its main objectives were; to create tourism as a vital tool for economic development, to utilise the direct and multiplier effects of tourism for employment generation, economic and rural development, to provide a major thrust to domestic tourism, to put India as a global brand, to acknowledge the critical role of private sector as a catalyst and facilitator to work with the government, to develop integrated tourism circuits and also to make the incoming tourist feel the “India within him”. A five point strategy was suggested by the 10th plan to achieve the objectives. The following were the strategic objectives as per the 10th plan:

(1) Prioritising the tourism industry at national level
(2) Improving the competitiveness of tourist destinations in India.
(3) Taking innovative steps in the improvement and expansion of tourism products.

(4) Infrastructure development to meets with international standards

(5) Planning of effective marketing strategies

During the Tenth Plan period, the Department of Tourism requested for an allocation of Rs.5500 crore from the planning commission and Rs.2900 crore was allocated for the sector.

During the 11th Five Year Plan (2007-2012), Ministry of Tourism was allowed an amount of Rs.3112.71 crore and this was allocated for the development of 991 tourism infrastructure projects. These included rural tourism and human resource development projects. Now the running five year plan is the 12th plan (2012-2017). Tourism development in India has passed through many phases and the Five Year Plans have given a strong push to the industry. The organisations like Tourism Development Corporation, Tourism Finance Corporation, Hotel Management and Catering Technology Institutes, Indian Association of Tour Operators, Indian Institute Tourism and Travel Management, India Tourism Development Corporation, Travel Agents Association of India and a number of tourism institutions have contributed a lot to the growth and progress of this industry.

Even though India is relatively a newcomer in the global tourism business, it has got a noticeable position in the world tourism map. As per the report of WTTC (2014), “the total contribution of travel and tourism to GDP was INR6, 631.6bn (6.2% of GDP) in 2013, travel and tourism directly supported 22,320,000 jobs (4.9% of total employment) and the investment in 2013 was INR1, 938.7bn, or 6.2% of total investment”. The contribution of India in international tourist arrivals in 2012 was 0.64% and the number of foreign tourist arrivals (FTAs) in India during 2012 was 6.58 million. The foreign tourist arrival in 2012 was more than the tourist flow in 2011(6.31 million). The FTAs during 2012 over 2011 shows a growth rate of 4.3%. India’s

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ranking has also witnessed improvement for international tourism receipts from 34th in 1998 to 16th in 2012\textsuperscript{12}.

The domestic tourists’ visits to all States and Union Territories in India shows a continuous increase, with the Compound Annual Growth Rate (CAGR) of 13.96\%. The year 2012, showed an increase of 19.9 \% in this category of tourists, over the year 2011. The foreign exchange earnings from tourism also contribute a major share of the economy of India. As per the monthly estimates prepared by Ministry of Tourism, “the foreign exchange earnings from tourism in 2012 were US $ 17.74 billion as compared to US$ 16.56 billion in 2011”. This shows a growth rate of 7.1\% in foreign exchange earnings. The innovations in tourism destinations and tourism products have boosted the industry to international standards and also have helped to cater to the varied needs of the tourists. These efforts have paid off and has placed India on the world tourism map.

1.4 Kerala tourism

Kerala has been a destination for foreign travellers from the earlier times itself whose voyages were mainly for the purpose of trade (as it was rich with the gifts of nature in the form of natural resources as well as agricultural products like spices which was most wanted by foreigners). Kerala is situated in the Tropical Malabar Coast of south western India. It has got a long coastline of about 580km and is also blessed with 44 rivers. Kerala is a land which is endowed with natural attractions like backwaters, hills, waterfalls, mountains, fresh water and salt water lakes, forests etc. Along with its natural attractions are the cultural attractions such as the ancient temples (Padmanabha Swami Temple, Thiruvananthapuram, Vadakkumnatha Temple, Trissur, Guruvayur temple, Trissur etc), the churches (The St. Francis church, Fortkochi, The St. Alphonsamma Syro-Malabar Catholic Church, Bharananganam, Pala, The Malayattoor Church etc), the mosques (The Cheraman Juma Masjid, Kodungallur, Kanjirimattom Mosque, Ernakulam etc), the palaces (Hill palace, Ernakulam, Kanakakunnu Palace, Thiruvananthapuram etc) and the various traditional art forms (Kathakali, Ottamthullal, Chakyar Koothu, Krishnanattam, Koodiyattam, Padayani, Kalaripayattu, Oppana, Margam Kali, Theyyam, Velakali, Thiruvathirakali, Kolkali, etc) These have made

Kerala one of the major tourist destinations among the different States in India. Health Tourism in the form of the natural Ayurvedic treatment of Kerala, is another area of attraction for the domestic as well as foreign tourists.

The Government of India realised the significance of tourism only after 1947 and later took several initiatives to boost the industry. These initiatives boosted the tourism industry in Kerala too. The man behind the first initiative towards the development of tourism in Kerala was H.H.Col.Goda Varma Raja, who was Travancore’s first Prince. He started the initiative called Kerala Tours Limited (KTL) and along with other private players, KTL led the tourism business until 1960. In 1960 KTL along with Thomas Cook started promoting Kovalam Beach in Western countries. This promotional effort became a success and Kovalam became one of the most sought after tourist spots. The increase in the tourist inflow to Kovalam grabbed the attention of the Kerala Government and it realised the economic importance of tourism. Thus the Government of Kerala with the support of the Central Government, established an international beach resort at Kovalam in 1967. This was considered as the first initiative of the State Government towards tourism development.

The State Guest department of the Travancore State which was formed in 1930 and Hospitality Organisation of Cochin State were considered as the forerunners of the Department of Tourism. The main functions of these two organisations were to provide the necessary services to the guests of rulers and those of the Government. The accommodation facilities were arranged at the State Guest Houses. The transportation facilities were also arranged by them using cars and boats. The Guest Department of Travancore and the Hospitality Organisation of the Cochin State continued their functions till 1956 and later in 1958, these two organisations were amalgamated to form ‘Tourist Department’. The main functions of the newly formed department were: arranging accommodation, transportation facilities and other services for the guests or VIP’s of the Government. The Tourist Department was later re-named as Department of Tourism in 1981 and the Government took five more years to declare tourism as an industry. Thus tourism got the status of an industry in 1986 and the rigorous efforts of the government helped Kerala to establish its tourism brand in the domestic as well as international market.
The first tourism Policy which gave stress to public-private participation was announced in 1995 and the latest tourism policies were announced in 2011 and in 2012. The major objectives of these two policies were to give maximum benefits to community from tourism, provide visitors quality experience, to market Kerala both at the national and international level, to create a favourable environment for investment and to develop the human resources. Among the five objectives of Kerala Tourism Policy (2012), the present study concentrates on two major areas ‘the resident community’ and ‘tourist satisfaction’.

The involvement of the government in the major areas of development has helped the tourism industry a lot and now it has reached a status of 9 million domestic and over 0.7 million foreign tourists in 2012. The total revenue of tourism in Kerala in 2012 was 20,430 crore which includes both direct and indirect sources. The number of incoming tourists to Kerala shows almost a double increase between 1997 and 2012 and the hike was from 51 lakhs to 108 lakh. Thus the growth rate between 1997 and 2012 was 9.5%. This figure includes the domestic tourist’s arrivals (from 49.5 lakhs to 100.76 lakhs) and the foreign tourist arrivals (from 1.8 lakhs to 7.93 lakhs) over the same years. The domestic tourist arrival shows an increase of 7.41% in 2013 over 2012 and during 2012-13 the figure was 10,076,854. During 2012-13, the foreign exchange earnings was 4571.69 crores and domestic tourist earnings was 10883 crores and during the same period the total revenue was 20430 crores. The economic review report of Kerala shows that Kerala’s share in India’s foreign tourist arrivals has grown from less than 8 per cent in 1997 to 12.07 per cent in 2012. Thus tourism has become a very important economic activity of Kerala.

This growth of tourism industry has got great positive and negative impacts in terms of environmental, cultural, social and economic development, which can no longer be ignored. The increase in tourism activity at a destination creates pressures on the quality of life of the destination community. Tourism development can be positive for local communities if their needs and interests are given priority over the objectives of industry itself and if so the local community will provide its full support for further development. Understanding the importance of community support for sustainable

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tourism development the Kerala government has included this as one of the objectives of Kerala tourism policy (2012). One of the objectives of the Kerala Tourism Policy (2012) is to focus on benefits for the community from tourism. To realise this objective, the Department of Tourism, Government of Kerala has started community based tourism development programmes in many destinations.

The major among these initiatives were the Responsible Tourism Initiative and Village Tourism Initiative. The major stakeholders in these two initiatives were the resident community at the destinations and the local government. Responsible Tourism was started in four major destinations Kumarakom, Thekkady, Kovalam and Wayanad in Kerala. The most successful among the four Responsible Tourism Destinations was Kumarakom and the responsible tourism efforts at Kumarakom have achieved several awards both at the national and international level. Prominent among them were, the Grand Award from PATA 2011 (Pacific Asia Travel Association) for its successful efforts in Responsible Tourism at Kumarakom (Kottayam) and the annual UNWTO (United Nations World Tourism Organisation) Ulysses Award for Innovation in Public Policy and Governance 2013 which was presented at Madrid in Spain Jan 23 2014.

The Village Tourism Initiative was started in Kumbhalanghi in Ernakulam district. These initiatives have proved that the community based tourism development is the most successful model which ensures maximum benefits to the community. Hence it can be concluded that the resident community is the one of the most important stakeholders of tourism and to ensure sustainability, community support is inevitable. However, at the same time the impacts of tourism development are many and varied. Lankford and Howard (1994) suggest a continuing need to examine and report the consequences from the residents’ perspective. Studies on resident attitudes are not just important in determining positive and negative impacts of tourism development, but they are also found useful by Sethna (1980) in setting up programmes to minimize friction between residents and tourists and in helping government to really understand tourism impacts. Understanding this as an important area, the study tries to assess the


community support for tourism development in Kerala and also suggests a model of community support for tourism development. The present study therefore tries to find out how the benefits and costs of tourism affects the community support for tourism development and also to find out the major areas which needs improvement to ensure quality experience to tourists.

1.5 The Need and Significance of the study

The main aim of this study is to develop a model for tourism for the State of Kerala which will ensure sustainable development. The review of the studies revealed that no studies have been conducted so far to develop a model for tourism for the state of Kerala. So it was decided to develop a model by considering the important stakeholders of tourism. The expansion of tourism in the 20th century has led to many changes in the structure of society. Positive outcomes were that it increased the employment opportunities (Dyer et al., 2007; Untong et al., 2010; Nunkoo & Ramkissoon, 2011; Nunkoo and Gursoy 2012), improved the local economy (Gursoy & Rutherford, 2004), provided revenue for the local government (Gursoy & Rutherford 2004; Dyer et al., 2007), raised the standard of living of the resident community (Ko & Stewart 2002; Nunkoo & Ramkissoon, 2011). Negative outcomes were that tourism increased the cost of living, increased the crime rates, created

21 ibid.
congestion problems, caused different types of pollution, increased real estate cost, increased alcoholism and prostitution and it also resulted in the increase of prices of goods and services (Ko & Stewart 2002, Dyer et al., 2007; Látková & Vogt 2012). In fact, these impacts have come about as a result of unplanned developments approaches. According to Murphy (1985), development and planning approaches to tourism were entirely myopic and as result of these ad hoc planning processes, the negative impacts of industry became severe. This became a threat in the long run for the industry and sustainable development approaches were evolved as remedy to this problem.

The importance of sustainable development has been always deliberated upon in the tourism industry because such development meets the needs of the present tourists and at the same time provides an opportunity to enhance economic growth, conserves the physical resources of tourism, and improves the standard of living of residents. Sustainable developments also enhance the opportunities of future generations through the development of tourism and also ensure environmental quality (Eagles, McCool, & Haynes, 2002). These sustainable approaches have to be planned by giving attention to all the stakeholders of the tourism industry. The important stakeholders of tourism development are the tourists, the tourism industry, the resident community and the Government and its agencies (Peter E & Ann E, 2006).

Among the four stakeholders, the resident local community is the main factor which influences the tourist satisfaction, as the tourists arrive to experience the different

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way’s of life of people, their culture etc (Aref, Gill & Aref, 2010). The cultural differences among people are also a major attraction for tourists which differentiates one place from the other and the resident community is the main contributor to this difference. Thus, among these four stakeholders, the resident community is an important one which contributes to tourist satisfaction. Tourism academicians seem to have achieved an agreement on the view that community-based tourism development is the best tool for ensuring sustainable development of the destination (Sebele, 2010; Taylor, 1995). The effective participation of resident community in tourism development can only be ensured by the government. The active support of the resident population determines the success and the sustainability of any tourism development. It is hence important for the government to study the different impacts of tourism from the residents’ perspective while planning for the development of the tourism industry.

The next important stakeholder of tourism is the ‘tourist’ who determine the future of the tourism industry. To increase the tourist flow, it is necessary to provide to them, services as per their expectations. Therefore, understanding the expectation of tourists and their satisfaction with the facilities available at the destination is very important while planning for the sustainability of the destination. As the main aim of the study is to develop a model for tourism for the state of Kerala, it is attempted to explain the role of different stakeholders of tourism and finally to suggest a model. A model explains the specified set of dependent relationships that can be tested empirically and the purpose of the model is to concisely provide a comprehensive representation of the relationships to be tested. Thus the model contains multiple relationships and this has to be empirically tested. The tourism industry includes mainly four stakeholders and it is not possible to test a model using data collected from four different samples. Hence, it was decided to ascertain the most important stakeholder among the four, based on a pilot study conducted and research reviews. Thereby the resident community was found to play a decisive role in the sustainable development

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of tourism at a destination. The initiative of the Kerala Government also supports this view. So the study was intended to develop a model from the residents’ perspective and its relation to the other stakeholders like the role of government, the impacts of the tourism industry etc. As the tourist is the main actor of the industry, the study also tries to find out about the satisfaction of the tourist with the tourism industry in Kerala. Thus, the study covers the areas of tourist satisfaction, the resident community support, the role of government and the impacts of tourism industry from the residents’ perspective. The study finally suggests a model for Kerala tourism which ensures sustainability.

1.6 Objectives of the study

1. To assess the foreign and domestic tourist expectation and satisfaction levels in relation to Kerala as a tourist destination.

2. To understand whether there is any significant relation between demographic variables of the tourists (domestic and foreign) and their satisfaction regarding different destination attributes.

3. To understand the important variables which determine the resident community support for tourism development.

4. To understand the effect of these different variables on resident community support for tourism development.

5. To develop a model of resident community support for the state of Kerala which leads to sustainable development.

1.7 Hypotheses of the study

H1: There exists significant difference between the expectation and experience of the tourist (domestic and foreign) on different destination attributes of Kerala.

H2: There exists significant relationship between the demographic variables of the tourists (domestic and foreign) and satisfaction of tourist on different destination attributes.

H3: There is a direct negative relationship between Perceived Role of Government and Perceived Cost of Tourism.
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**H4:** There is a direct positive relationship between Perceived Role of Government and Perceived Benefits of Tourism.

**H5:** There is a direct positive relationship between Perceived Role of Government and Overall Community Satisfaction.

**H6:** There is a direct positive relationship between Perceived Benefits of Tourism and Community Support.

**H7:** There is a direct positive relationship between Community Satisfaction and Community Support.

**H8:** There is a direct negative relationship between Perceived Cost of Tourism and Community Support.

**H9:** There is a direct negative relationship between Perceived Cost of Tourism and Overall Community Satisfaction.

**H10:** There is a direct positive relationship between Perceived Benefits of Tourism and Overall Community Satisfaction.

**H11:** There is an indirect effect of Perceived Role of Government and Community Support.

1.8 **Limitations of the study**

1. The study was based on the opinion of the tourists who were at the destinations during the time of data collection. The generalisation of the result is limited to the aspect that the result was based on the experiences of the tourists who were included in the study and the experience of others may different for others in some attributes.

2. Since the study was intended to measure the tourist expectation and experience on different destination attributes, the expectation has to be measured before visiting the destinations and experience after the completion of travel. But because of the difficulty of maintaining contact with respondents before and after travel, the tourist questionnaire was administered only once and this can be taken as one of the limitation of the study.

3. Language seems to be one of the limitations while collecting data from the
tourists, as tourists were coming from different countries and from different states in India who were not equally proficient in English.

4. The result of the study is limited to the information provided by the respondents as there was no mechanism to check whether the information is correct or not.

1.9 Operational Definitions

As the study was intended to understand the two important areas in tourism, the first objective is to focus on the importance of community support for tourism development and the second is to understand the expectation and satisfaction levels of tourist regarding Kerala as a tourist destination. Hence the sample of the study consists of tourists (including domestic and foreign) and the resident community of the destination. The following section explains the operational definition of tourists and resident community.

1.9.1 Definition of Tourist: A tourist is the main actor in the tourism industry and efforts have been made from earlier centuries itself to define the term tourists. The 19th Century dictionary defines tourists as a “person who travels for pleasure of travelling, out of curiosity and because he has nothing better to do”. According to Dictionaries Universal, the tourist is a person who makes a journey for the sake of curiosity, for the fun of travelling; or just to tell others that he has travelled. These definitions are general in nature.

The definition of ‘foreign tourist’ according to the Government of India’s Tourism Department is stated as “A foreign tourist is a person visiting India on a foreign passport, staying at least twenty-four hours in India and the purpose of whose journey can be classified under one of the following headings:

a. Leisure (recreation, holiday, health, study, religion and sport).

b. Business, family, mission, meeting.”

The following categories are not regarded as foreign tourists in India:

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1) “Persons arriving, with or without a contract of work, to take up an occupation or engage in any business activity in the country.

2) Persons coming to establish a residence in the country.

3) ‘Same-day visitors’, i.e., temporary visitors staying less than twenty four hours in the country visited (including travellers on cruises).

4) Nationals of Nepal entering India through land routes along Indo-Nepal border.

5) All foreigners entering India from Bhutan by land; and

6) Children aged less than three years”.

The definition of ‘domestic tourist’ adopted by the Government of India’s tourism department is stated as “A domestic tourist is a person who travels within the country to a place other than his usual place of residence and stays at hotels or other accommodation establishments run on commercial basis or in dharamshalas/sarais/musafirkhanas/agrashalas/choultries etc., for a duration of not less than 24 hours or one night and for not more than 12 months at a time for any of the following purposes:-

a. Pleasure (holiday, leisure, sports, etc.);

b. Pilgrimage, religious and social functions;

c. Business conferences and meetings; and

d. Study and health.”

The following are not regarded as domestic tourists:

1) “Persons arriving with or without a contract to take up an occupation or engage in activities remunerated from within the State/Centre.

2) Persons coming to establish more or less permanent residence in the State/Centre.

3) Persons visiting their hometowns or native places on leave or a short visit for meeting relations and friends, attending social and religious functions etc. and staying in their own homes or with relatives and friends and not using any sight-seeing facilities.

4) Foreigners resident in India.”
Considering the above definition given by Government of India tourism department, the study uses the following definitions as the operational definitions of ‘tourists’.

1.9.1.1 Operational definition for Foreign Tourists: “A foreign tourist is a person visiting Kerala on a foreign passport, staying at least twenty-four hours in Kerala and the purpose of whose journey can be classified under one of the following headings:

a. Leisure (recreation, holiday, health, study, religion and sport);

b. Business, family mission, meeting.”

The following categories are not regarded as foreign tourists:

1) “Persons arriving, with or without a contract of work, to take up an occupation or engage in any business activity in the country.

2) Persons coming to establish a residence in the country.

3) ‘Same-day visitors’, i.e., temporary visitors staying less than twenty four hours in the country visited (including travellers on cruises)”.

1.9.1.2 Operational definition for Domestic Tourists: “A domestic tourist is a person who travels within the country to a place other than his usual place of residence and stays at hotels or other accommodation establishments run on commercial basis or in dharamshalas/sarais/musafirkhanas/agrashalas/choultries etc., for a duration of not less than 24 hours or one night and for not more than 12 months at a time for any of the following purposes:-

a. Pleasure (holiday, leisure, sports, etc.);

b. Pilgrimage, religious and social functions;

c. Business conferences and meetings; and

d. Study and health.”

The following are not regarded as domestic tourists:

1) “Persons arriving with or without a contract to take up an occupation or engage in activities remunerated from within the State/Centre.
2) Persons coming to establish more or less permanent residence in the State/Centre.

3) Persons visiting their hometowns or native places on leave or a short visit for meeting relations and friends, attending social and religious functions etc. and staying in their own homes or with relatives and friends and not using any sight-seeing facilities.

4) Foreigners resident in India.”

1.9.2 Definition of Resident Community

In the course of researching community support in the development of tourism, it seems quite natural to ask for a definition of the concept 'community'. Most scholars have opined that community is a difficult term to define. But it is important to find an operational definition for the term 'community', which may guide the research, and remove misunderstanding and confusion. In order to achieve this, some of the definitions will be examined. It may be the easiest and also the most efficient way to look at a dictionary in order to define a concept.

The New Oxford Intermediate Learner’s dictionary (2000) defines the word “community” in three different ways. First, the word 'community' means “all the people who live in a particular place, area etc when considered as a group”. Second “a group of people who have something in common” and thirdly “the feeling of belonging to a group in the place where you live”. The first definition emphasises an aggregation of people and the territorial unit as a geographical element. The second one drives attention to similarities between members of a community and the third mentions about the common feelings which have been developed in a group of people living in a particular geographical unit. The illustrated Oxford dictionary, revised and updated (2007) defines the word community in seven ways. First, the word 'community' is defined as “all the people living in a specific locality” and secondly “a body of people having a religion, a profession etc in common”. The third definition is ‘fellowship similarity’ and the fourth defines it as ‘a monastic, socialistic, etc commune. The fifth definition is ‘joint ownership or liability’ and sixth is ‘the public’. Finally the seventh one defines it as ‘a group of animals or plants living or growing together in the same area’. Though the dictionary gives a general view about what the word 'community'
means, it is not specific enough to achieve our purposes. In order to have more clarity of the concept, the definition by scholar’s will also be analysed.

Ladd (1959)\textsuperscript{36} has defined a community as 'an aggregation of individual who have a common feeling of 'belongingness', like-mindedness' or fellowship'. He has claimed that the practical function of the community in legal and political argument is to bind men together for certain aims. Arensberg and Kimball (1965)\textsuperscript{37} have approached the community from a multidimensional point of view. They have implied that community is a territorial unit where social interaction emerges from common ties among its member.

Gottschalk (1975, 18)\textsuperscript{38} has defined community “as the name for a specific type of human group such as town, city and village”. He has also argued that 'A community is local society, a communal organisation including formal and communal subsystems' (Gottschalk, 1975, 20)\textsuperscript{39}. This definition is limited to a permanent physical space and excludes the other things such as the non-territorial community, e.g. the scientific Community.

Tosun (1998)\textsuperscript{40} in his research uses the working definition of community as “Community is an aggregation of individuals in different life cycles who occupied a relatively limited area of common earth where they 'maintain their homes, earn their livings, rear their children, carry on most of their life activities', engage in common socio-economic, cultural, religious and political activities, 'have a common feeling of belongingness, like-mindedness or fellowship', 'interact with each other and receive the greater part of their physiological, psychological and social needs', share the basic conditions of common life, and have intended to live whole their life within the community”.

\textsuperscript{40} Cevat Tosun (1998), local community participation in the tourism development process: The case of Urgup in Turkey, Phd Thesis, University of Strathclyde, Scotland, United Kingdom.
Considering the above definitions, the operational definition framed for the present study is stated in the following section.

1.9.2.1 Operational Definition of Community: “Resident community comprises of local residents who were employed in tourism related business as well as those who were not, with the focus on those who were 15 years of age or older and are those who live and support social and economic activities in tourist destinations and are also affected by tourism development in their communities.”

1.10 Chapterisation of the study

The study is presented in five chapters, each of which provides a synopsis of its contents in the concluding paragraphs.

Chapter 1: Chapter One introduces the study by exploring the concept of tourism and its development through the ages. This chapter also details the present status of the tourism industry at global level, the Indian scenario and also the status of Kerala tourism. It also includes the need and significance of study, the study objectives and the operational definitions of the important terms used in the study. The chapter ends with a broad outline of the entire thesis.

Chapter 2: Chapter Two contains detailed review of important literatures in the area of research. This chapter also explains the gaps in the literature and also explains the important variables included in the study. It also examines the nature of linkages among the variables identified in previous studies and in the last section of the Chapter provides a clear direction for the study to cover various gaps observed.

Chapter 3: Chapter Three explains the methodology adopted for the study. All the stages and methods used in the study are discussed in detail. The chapter also covers the details of questionnaire design, the method of data collection including the details of population, sampling method adopted, the sample size taken, and the method of data analysis used.

Chapter 4: Chapter Four is designed to explain the data analysis procedures in detail. The methods used for data analysis and the different steps in data analysis are included in this chapter. It is divided into two sections. The first section of this chapter presents
the analysis of tourist questionnaire which includes both domestic and foreign tourist. The second part details about the analysis of the resident community questionnaire.

**Chapter 5**: Chapter Five aims to present the results and findings of the study. Discussions of the findings are presented and it also highlights the implications of the findings. Important suggestions and limitations of the study are also included in this chapter. This chapter ends with scope for further research.