Chapter-I

INTRODUCTION

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1.1. INTRODUCTION

Tourism is a major socio-economic phenomenon of the modern society with enormous economic consequences. Tourism is a fast growing economic and industrial activity of immense global importance. Tourism is an effective instrument for generating employment, earning foreign exchange, improving infrastructure and helping regional development and thereby facilitating overall development of an economy. World tourism is now a 350 billion-dollar business, with every tenth human being a traveler\(^1\). Tourism industry contributes 10.9 per cent to the world’s Gross national Product and employs over 200 million people, which is about 11.2 percent global work force. Tourism industry is a largest economy force with an annual turnover of 3.5 trillion dollar. According to the World Tourism Organisation, tourism is the world’s biggest export industry, generating about U.S $ 372.6 billion during 1995 and about 567 million tourists ‘travel’ movement world wide\(^2\). Tourism thus has become an expert-oriented business and it is a major foreign exchange earner of several developing as well as developed countries. The word ‘tour’ is originated from the Latin word “tornus”, which was later changed into tours, standing for lathe or turner’s wheel. As the full turn of the wheel or lathe forms a circle of circuit, the world “tornus or tourn” also means a round journey which one traveled and visited a number of places in circuit or sequence, thus meaning a circuitous or circular journey.

Tourism encompasses travel for pleasure and holiday, wanderlust, health, business and trade, pilgrimage and social purpose, historical and geographical research, educational studies and training, foreign officers and other official functions. The perspective of travel spreads over many fields of human activity such as cultural,


religious and sociological thereby influencing the social and economic aspects of international trade, transport and finance. Centuries back, the king of Babylon, established protected roads, rest houses and gardens for travelers. Romans used to travel for pleasure. They rode hundred miles in a day on horseback to see monuments of Egypt. Olympic games were also a reason for their travelling from their houses to Olympia. In fifth century the downfall of the Roman Empire accounted for the setback of tourism. The famous traveler Marco Polo visited Kerala in 13th century A.D. The Chinese traveler, Vang Twa Yan came down to Kerala in 1940, the famous African traveler Ibn Batutah visited Kerala seven times and wrote an account of the place. The Arabian Traveller, Sulaiman visited here in 851 A.D. Jewish traveler, Rabbi Benjamin had also written about this place. St. Thomas, a disciple of “Jesus Christ” visited Kodungaloor in 52 A.D. The Portuguese, Dutch, British and French came down for trade and commerce.

Rousseau, a western thinker had rightly written, “Man is born free but chained every where” From the day man began to recognise the worldly evils he started to find a way to be away from them. It was proper that this distance from the monotony gave him great relief. It could be said that travel as such started here. Travel is the best freedom of life. People used to travel only for some specific reasons. They used travel for the sake of religion, holidays, temporary exodus with family and friends, and business.

The earliest recorded evidence of tourism could be traced back to the Roman Empire. The Roman visited temples, shrines, festivals and baths for health and for amusements. With the fall of the Roman Empire tourism ceased to exit till the Middle Ages. In the Middle Ages thousand of pilgrims made journey under the existing difficult conditions. The development of trade and commerce, religious activities, etc., between the eleventh and fifteenth centuries gave added impetus to the movement of

\[\text{Ibid, p.13.}\]
merchants, soldiers and pilgrims. During this period, pleasure tourism was conspicuous by its absence. Thus travel before the industrial revolution was largely a matter of pilgrimage and to a limited extent for business and for official purposes⁴.

Between the Sixteenth and eighteenth centuries especially in advanced countries travel became very common and this encouraged the elite to go abroad. Travel also had been recommend-ed as a part of curriculum development. In fact foreign travel was a part of education of the aristocratic men in those days. During the same period, domestic travel to sea resorts and hill resorts for health reasons became popular. Gradually, such resorts became places of entertainments.

In the nineteenth century, the professional travel agencies were established. Overseas tour was organised for the first time during 1860s. In the later years of that century, such development as holiday with pay in certain countries, establishment of travel and tourism club etc. added new dimension to tourism. In the first of the 20th Century, tourism grew to new heights due to the development in the transport industry and other factors. Travel by private cars and coaches for the first time become popular in the 1910s⁵. As tourism is sensitive to world peace and prosperity after the world war periods, from 1950 onwards, tourism has got another boost as most of the Government of the third world countries have started patronizing tourism as an important economic activities.


1.2. TOURISM

According to the Prof. Humziker and Krapt, the tourism is the totality of the relationship and phenomenon arising from the travel and the stay of strangers, provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity\textsuperscript{6}.

The Tourism society in Britain defined tourism as, “Tourism is the temporary, short term movement of people to destinations, outside the places where they normally live and work and other activities during the stay at these destination it includes Movement for all purposes, as well as day visits or excursions”\textsuperscript{7}. Are Tourism has three distinct elements i.e. i) Involvement of travel by non-residents ii) Stay of temporary nature in the area of visited and iii) Stay not connected with any activity involving earnings\textsuperscript{8}.

1.3. Basic Components of Tourism

Tourism does not exist in isolation. It is made up of various components. The important basic components\textsuperscript{9} are transport, accommodation and locale.


\textsuperscript{7} Ibid


1.3.1. **Transport**

A tourist in order to reach his destination has to travel and therefore, some mode of transport basic necessary. This mode of transport may be a motorcar, a coach, a train, an aeroplane. A ship etc.

1.3.2. **Accommodation**

Provision of accommodation is very basic to any tourist destination; the term is used to cover board and lodging. To a great extent tourism centres. Accommodation is the matrix of tourism and thus plays a distinctive role in the development of this expanding industry.

1.3.3. **Locale**

Locale means destination or resort, which forms the basis for tourism. The destination, may offer natural attraction like sunshine, scenic beauty, sporting facilities and the like. The important attractions of tourist destination are pleasing weather, scenic attractions, historical and cultural factors, accessibility and amenities.

i) **Pleasing Weather**

One of the most important and crucial attractions to any tourist is fine weather with warm sunshine. Beautiful beaches of India, Sri Lanka, Thailand and Australia have become prominent tourist centres due to pleasant weather. Pleasing weather at tourist spots prolongs the length of stay on the part of tourists. Long stay of tourists helps the tourism industry flourish as a whole.

ii) **Scenic Attraction**

Scenic attraction consisting of mountains, lakes, waterfalls, glaciers, forests, deserts, etc., are strong forces attracting people to visit there. The northern slopes of the
Alps in Switzerland and Austria and the southern slopes in Italy and also the Himalayan mountain slopes of India and Nepal are some of the examples of beautiful scenery.

### iii) Historical and Cultural Factors

Historical and cultural interests attached to certain places exert a powerful attraction for many. The city of Agra in India, because of its famous Taj Mahal, Pisa in Italy, because of its famous Leaning Tower attracts large number of tourists. The visit of tourists to London in England not because it is the largest city in the country and the capital but because of its historical association and traditions and its many cultural attraction.

### iv) Accessibility

Accessibility is a very crucial factor as it is a means by which the tourist can reach the area, where attractions are located. If the tourist attractions are located at places where no means of transport are available or inadequate, those places will have little value. Availability of efficient transport makes the destination easily accessible and valuable.

### v) Amenities

Facilities are necessary aids to the development of tourist centers. For seaside resorts, facilities for swimming, boating, surf-riding, yachting and such other facilities like dancing, recreation and amusements are very important. Amenities are of two types: natural which include beaches, sea bathing, angling etc, and man-made amenities include various types of entertainments and facilities, which cater to the special needs of the tourists like sports club, dance, musical performance and the like.
1.4. TYPES OF TOURISM

There are many types of tourism. Prof. Vasudeva classifies tourism\textsuperscript{10} into natural tourism, pilgrimage tourism, highway tourism, cultural tourism adventure tourism and eco-tourism.

1.4.1. Natural Tourism

Tourists are attracted to the greenery landscape and climate of the tourist spots. The scenic attraction is a major motivating factor in the nature tourism.

1.4.2. Pilgrimage Tourism

Under Pilgrimage tourism the tourists are attracted by many pilgrim centres in the world. The pilgrimage tourism is more popular in India than any other country in the world.

1.4.3. Highway Tourism

Highway is the states/country are mostly used in this type of tourism. Under the highways tourism, the man made attractions are carried out in highways or nearby highways. Many attractive spots are also linked with the highways to motivate the tourists to have a comfortable and speedy visit.

\textsuperscript{10} Vasudeva, S. P., “Tourism Prospects In Himachal Pradesh\textsuperscript{\textsuperscript{"}}, Yojana, November 1997, Vol.24,pp.2.3.
1.4.4. Cultural Tourism

Tourism development revives and rejuvenates the silent aspects of local culture. The tourists are interested in attending some cultural festivals at the tourist spots. This type of tourism is also familiar in India.

1.4.5. Adventure Tourism

The terrain and geographical condition of the states make a place for the propagation and development of adventure tourism. The types of adventure tourism which can be propagated and developed are river rafting, snow skiing, water skiing, boating and sailing, trekking and paragliding or hand gliding. These adventure sports have great potential for their development.

1.4.6. Eco-Tourism

Development of tourism based on natural resources of the place is known as Eco-Tourism. This alternative tourism takes into account the natural ecological attractions of a place and their conservation and development. There is a great scope for development of eco-tourism in the state because of the scenic beauty it offers and the human potential it has got for generating employment.

1.5. TOURIST

Tourist is a person, who undertakes a journey for pleasure, recreation or culture, who may enter a country of visit, a place for a temporary sojourn of not less than 24 hours and spent and money he brought in, without seeking or taking up work or employment in the country or the place of his visits. Tourist is a person who travels for the pleasure of traveling, out of curiosity as he has nothing better to do. The term tourist shall be interpreted to mean any person who is traveling and staying for a period of 24

hours or more in a place other than in which he usually resides. The tourist community can be classified into three broad categories\textsuperscript{12} namely i) Those in pursuit of recreation in social and culture interests ii) Those engaged in business commitments and iii) Those with ethnicities with India. The first type can be wooed by offering qualitative facilities and relative price. For the business class, of course these factors wouldn’t matter much as long as their investment potential are served better by the government, which is encouraging wholeheartedly by opening up the economy to rope in foreign investments. Finally the large number of Indians domiciled abroad has definitely ethnicities with their motherland. Therefore, the government floats umpteen schemes to lure these non-resident Indians to repatriate their surplus funds into India for gainful investment.

1.5.1. Types of Tourist

From a socio-historical point of view, there are three types of tourists\textsuperscript{13} who can be differentiated namely industrial tourist, hedonistic tourist and modern age tourist.

1.5.2. Industrial Tourist

The industrial tourists are those to whom work is the centre of existence. The motivations to them for traveling can be summed up as rest and freedom from responsibilities. This type of tourist is gradually decreasing in number.


1.5.3. Hedonistic Tourist

The hedonistic tourists belong to the generation that discovered entertainment and consumerism. They like to go on holiday to experiment, to explore the unknown, enjoy themselves, meet other people and relax in up-spoilt natural surroundings. These are the majority today and will continue to be so.

1.6. Modern Age Tourism

The modern age tourism is someone who tends to reduce the polarity between work and play, not just work, but just not fun, either. This reason for traveling include broadening their personal horizons and getting back to simple things and nature, with a touch of creativity in the planning of their journey. These are gradually growing in number and in the future they will form an important segment of demand.

Tourism is a dynamic factor of social progress and great vehicle of knowledge and ideas, which fosters goodwill among people around the world and also within the country. Tourism is an invisible item in international trade, which gives rise to flow of international money payments without directly causing any ownership of tangible goods. Tourism is related to man’s life in terms of pursuit of leisure. An important development over the years has been the great increase in leisure. According to International Union of official Tourist Organisation’s (I.U.O.T.O) forecasts based on data that measures the economic progress of industrialized countries by 2000 A.D, there will be a 30 hours working week of 40-48 hours and 12 weeks of annual holiday instead of four weeks.14

Tourism is an activity generating a number of social and economic profits. It promotes national integration, international undertaking and creates employment opportunities. Tourism also gives support to local handcraft and culture activities.

14 “Tourism Industry Profile”, Kothari’s Industrial Directory of India, 15, p.2.
Tourism is directly encouraging the development of hoteliers, transpose operators, travel and other ancillary industries, giving a fillip to the development of arts and crafts besides indirectly agents, shopkeepers, guides augmenting the Government revenues through an increase in sales tax, income tax, entertainment tax etc.,

The National Development Council, in its meeting held in July 1984, recommended that tourism should be accorded the status of an industry. Accordingly, the Ministry of Tourism and Civil Aviation requested the state governments to take necessary action on this decision to declare tourism as an industry\textsuperscript{15}. In the year, mass tourism gradually changed and people began to talk of tourism. Expressions such as cultural tourism, sports tourism, religious tourism, adventure tourism and eco tourism are in vogue. In the past, the dominant practice was to take one long holiday in a single destination, but today people tend to distribute their holidays over different destinations and different times of the year.

One characteristic in the expectations of the modern age tourist is the capacity to make a critical appraisal of the offer and to influence it. Producers should be more attentive and sensitive to the new demands and be flexible enough to cater for the tourist in search of higher quality. In the third millennium, in fact, the concept of quality will have to take environmental aspects more into account. Recent forms of tourism point out a renewed interest in nature and a wish for quality tourism. Quality is the result of a complex strategy, which is being changed day by day. The consumers, whose environmental awareness is constantly growing, will expect to identity, verify and be able to differentiate ecologically correct products from the imitations now invading in the tourism market.

\textsuperscript{15} Makhija, B.N.,"Tourism Planning in India", Yojana, August, 1996, p.30.
1.7. IMPORTANCE OF TOURISM INDUSTRY

Tourism industry is one of the world’s fastest growing industry with an increase from 55 million tourists in 1968 to over 215 million in 1975 and 660 million tourists by 2000. World tourism accounts for at least 30 percent of the world trade in services and 12 percent of the world’s Gross Domestic Product. World wide this industry employed 204 million people directly with the inherent potential to have created many additional jobs in auxiliary services\(^\text{16}\). Tourism, both domestic and foreign, has substantial impact on social and cultural aspects of a country. Culture and social systems are also a blend of tourism products, which also contribute to tourism promotion. Tourism helps people know each other, their ritual systems and other aspects of culture better. It promotes exchange of information, ideas and meanings of many things. Tourism helps in developing a good culture among the people of tourists centres and tourists by which a good understanding is fortified. Apart from the above the countries receiving tourists get four types of economic benefits from tourism. They are a contribution to the balance of payments as an earner of hard currency.

- The dispersion of development to non-industrial regions.
- The creation of employment opportunities and
- The effect on general economic development through the multiplie effect\(^\text{17}\)

A UNESCO expert Dr. E. R. Allechin was invited to India in January 1969 to study certain aspects of cultural tourism.

Dr. Allechin’s work concentrated specially upon the monumental aspects of cultural tourism. The aim of his study was to define the various aspects of cultural

\(^{16}\) Manorama Year Book, 1996, p.571.

tourism in India and to review then in the light of prevailing conditions. The report was submitted in the same year. The following are the findings of the report\textsuperscript{18}.

It was discovered that 54\% of the tourists enjoyed their stay because there was such a feast of “beautiful creations of man – mad buildings, temples, churches”. Therefore first in the list should come India’s monumental heritage its art and architecture. The monumental heritage too can be divided into four principal subject groups namely a) Buddhist monuments; b) Hindu monuments; c) Indo-Islamic monuments and d) Monuments of European and British association with India.

Religious minded tourists generally have a deep interest in India’s monumental heritage. The religious heritage attracts many people such pilgrims, naturally form the overwhelming bulk in this group. This could also be sub divided into a) The regular visits and tours of Indians domiciled in various parts of the world people who are anxious to rediscover the cultural centres of the religions of their forefathers. b) The growing number of Buddhists from Japan, Thailand, Srilanka and other countries who visit centres associated with the Buddha and c) The smaller but at the same time growing number of Americans and Europeans who are interested in some aspects of Hinduism, Buddhism and Islam.

Wealth and Attraction of India’s “natural heritage” comes next. According to the survey, the wealth and attractiveness of India’s natural heritage, both in the open country and in bird and game sanctuaries provide another powerful stimulus for cultural tourism.

Fourth in the list according to the survey is the richness and variety of India’s traditional arts and crafts. The primary impact of India’s arts and crafts on cultural tourism is rather through “cultural shopping” or the discriminating purchase of samples of the different types of Indian handicrafts and handloom work.

Music and dance is the next item in the list of aspects of cultural tourism. The survey, however, did not anticipate that Indian music or dance would ever become the primary attraction for large numbers of foreign tourists, but at the same time recommended that these should be exploited to a much greater extent as a subsidiary interest.

‘Gastronomy’ is yet another aspect of cultural tourism, although Dr. Allchin, who had prepared the above mentioned UNESCO document, hesitated to include this aspect of cultural tourism in his tentative list. Here is what he said. “A rich variety of regional specialities and of fruits and vegetables awaits the visitor, who is strong minded and persistent enough to overcome the qualms of what we may call the hygienic barrier and to break through the prevailing Indian “Stew and Cornflake Barrier”. E.R. Allchin observed, “India is a large populous country with a great past and tradition. It can boast of some four thousand years of civilized life, and as such it must be ranked as one of the great civilizations whose traditions arise directly from its past. For these reasons, for any foreigner, a visit to India must have a profound cultural impact and in this first broadest sense, all tourism in India involves at least an aspect of cultural tourism”.

Allchin further adds, “The most numerous foreign visitors, particularly from Europe and America, visit India with what we may broadly call culture_historical interest. In view of India’s rich and varied monuments and the fact that they offer much that is unique, this class of tourism has clearly a great potential for development and can be exploited to a far greater extent than at present time”. The views of Dr. Allchin were
confirmed by the subsequent high-level team of United Nations experts on tourism, which visited the country.

1.8. Tourism Ensuring India its Rightful place

Tourism is already the largest net earner of foreign exchange, almost Rupees 4000 crores in 2002 and provides employment to over 14 million people directly and indirectly and it has linkages with other sectors of the economy such as handicrafts, rural development, backward area development and the environment. Therefore, today, tourism is recognized as an industry that needs to be nurtured by appropriate investment. There are three main actors in tourism. The most important role is played by the private sector comprising tour operators, the hotel industry, travel agents and tourist transport operators. They are the initial contact points for tourists as they arrive in the country. The second factor is the state Governments which own the tourist destinations, on them falls the onus of providing the basic requirement such as water, electricity environment, roads and above all, maintaining law and order. Development of infrastructure, an important ingredient in the growth of tourism, is in their hands. It was with the active participation of all these various ministries that the government unveiled the National Action Plan, which was presented in the Parliament in May 2002. The plan is blueprint for tourism development and seeks to involve broad masses of people in the future growth of this industry. Special tourism circuits and destinations have been identified for intensive development. Tourism has been delineated for investment by the private sector and foreign investors.

The Tourism Minister of India action plan envisaged a shopping increase in foreign tourist arrivals in the next five years, from 0.4 percent of total world foreign tourist movements to one percent. In terms of people, this means that India should be

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\[ \text{19. yogesh Chandra, “Tourism- ensuring India its Rightful Place”, Business India, 15th Anniversary Issue, 1993, P.308.} \]
prepared to provide hospitality to 5.6 million tourists by 2007, compared to 1.3 million now. That this implies an almost four fold increase in related infrastructure hotel rooms, flights, road transportation – seems to have escaped the Minister’s attention. Regarding hotels, plan outlines a doubling of the country’s present capacity of 44,405 hotel rooms in the next three years. That’s a tall order since the average annual increase in the past three years has been about 4000 new rooms. Add to this the prevailing financial crunch in the hoteliering industry is the minium gestation period of three to four years for four five star hotels, and the prohibitive land prices in metropolitan cities, and it is clear that the plan is over ambitious. The ministry is also setting up Special Tourism Areas (STA), similar to export processing ones to attract investment in those zones, which will be exempted from specified central and state taxes. Rates on water and electricity will be frozen for at least 10 years\textsuperscript{20}.

1.9. Revamping India’s Tourism Industry

In India, tourism is expected to continue the share of 6.6 per cent of the Gross Domestic Product with 6.8 per cent of the total employment, and an increase of one per cent of capital investment on infrastructure. India’s natural bounty gives her the finest coastline, awesome mountain range, scenic valleys, rich forest, magnificent wildlife and splendid monuments. Promotion of the concept of eco-tourism in the Himalayan region could go a long way in preserving the natural beauty of this mountain region, which attracts thousands of tourists around the world\textsuperscript{21}. More importantly the Tourism Policy of 2008 rightly identified some thrust areas like indigenous and natural health tourism, rural and village tourism, pilgrim tourism, adventure tourism, heritage tourism and packages for youth and senior citizens. It is the time a well-concerted joint effort is made by the

\textsuperscript{20}. Ibid.

Government, public sector and the private sector to boost tourist traffic to around 7 million before the end of the first year of this century.

If this happens, it would generate employment for 10 million people besides achieving other economic gains. In order to accomplish the objects the number of hotels catering to the needs of the middle-class tourists has to be increased substantially.

One bone of contention has been the frequent revision of room’s tariffs by all the major hotel chains in the country and something must be done in this direction to the satisfaction of all the parties involved so that tourists do not feel the pinch of higher revisions. Moreover surface transport facilities have to be improved substantially in various aspects that is, the national highways have to be improved and widened for the use of modern cars and installation of more new railway lines to operate more trains. The background tourism elements available at the tourist centres namely natural background tourism elements and man-made tourism elements are to be protected well, by inculcating in the tourists as well as the local population, their importance, so as to maintain their originality. Heavy inflow of tourist makes the tourist centres unhygienic and polluted. Appropriate measures are also inevitable for the protection of eco-system in those centres, which have affluent natural background tourism elements.

Besides poor physical infrastructure, lack of coordination and linkages among other components of tourism infrastructure such as manpower resources, programmes and package and so on, have to be identified. Indeed, if tourism is to grow, the centre of attraction needs to shift. For example, India’s winter should be put to good use by expanding facilities for snow and water sports. The snow on the slopes of the Himalayas (which otherwise cannot yield anything except water) can be the most attractive allure-ment for foreign visitors. More importantly, air services need to be revamped and also the customs and immigration in turn will lead to all round economic and social development of the country. In fact, the open sky policy of the aviation sector with regard
to charters from abroad and introduction of all tax less can be two positive steps for removing the short-
comings of the exiting facilities, provided tariffs are not high and quality of services is of international
level.

Our policy makers should note that in the tourism business the tourist is the rex and his every
whim and fancy must be catered to. This means noting what the tourist likes to eat, which places most
attract the tourist and what can be done to make him happier. In short there must be a complete obsession
with serving the customer to his total satisfaction. In tourism business there is a complete buyers market
existing all over the world. It is obligatory on the part of the Government and private firms to go all out
to woo the tourists as tourism provides excellent business opportunities for firms right from travel agen-
cies to hotel and shopping centres. Also tourism offers innumerable direct and indirect benefits like job
opportunities for the local people and development of transport and infrastructure facilities.

Tourism in India is an instrument of socio-economic development through enrichment of our
world-view and life style, giving directions and opportunities to the growth, unifying force of nationality
and better understanding through travel. The potential of tourism as an input in the growth process is not
reflected in the economic policy document of both the Centre and State. Tourism development in India is
also affected by the fact that awareness and sensitivity about the potentials of tourism have not percolated
to all sections of the society. The lack of sensitivity has affected the ambience of most of the tourist at-
tractions and has put tremendous pressure on the country’s priceless heritage. There is an absence of par-
ticipation by the people both in promoting and in benefiting from the tourism potentials in India. The
development of tourism depends too much on the Government. Since tourism as a source of regional
development especially in the backward areas of the country there is a need to study the subject tourism.
1.10. IMPORTANCE OF THE STUDY

Tourism industry in India as well as in Tamil Nadu is mostly untapped. Poor and inadequate infrastructure facilities and management, non-availability of basic facilities in tourist place, lack of domestic and international airport, inadequate transport system, lack of requisite hotel accommodation and the like make most of the tourist centres inaccessible to both domestic and foreign tourists. In the past, the dominant practice was to take one long holiday in a single destination, today people tend to distribute the holiday over different destinations and different times of the year. Hence tourists’ attitudes towards the various elements in tourism play an important role in the development of tourism today. Positioning of proper tourism products to proper tourist is the major problem of the tourism industry today.

The present study on Tourism in Kanyakumari District tier view of tourism namely ‘Tourism in Tamil Nadu’, ‘Tourism in South Tamil Nadu’ and Tourism in Kanyakumari as a prelude to the micro level study of some aspect of tourism in the area of study. In order to assess the present scenario of tourism at all India level, tourist arrivals, foreign exchange earnings from tourism, accommodation facilities, occupancy rate in approved hotels, employment generation in hotel and restaurant sector, central financial assistance to the states and the like have been studied. Further to assess the scenario of tourism at Tamil Nadu level, tourist arrivals as a whole and tourist arrivals at select centres in Tamil Nadu, length of stay of tourists, purpose of tourism, employment generation by tourism industry have been studied, whereas with regard to tourism scenario at South Tamil Nadu, accommodation facilities at eight districts in South Tamil Nadu has been studied.

The study has focused only two districts Tirunelveli and Kannyakumari though there are eight districts in South Tamil Nadu region. This is due to the fact that the two districts have more scenic places, verdant mountains, dams, waterfalls, pilgrim centres,
wild life sanctuaries, sea beaches, forts, palaces, memorials etc., compared with the remaining districts in South Tamil Nadu. Moreover 30 percent of the accommodation units in South Tamil Nadu, concentrated at Tirunelveli and Kanniyakumari districts and the tourists’ flow showed an increasing trend in the districts.

In order to assess the relative worth of the tourist centres an attempt has been made to study the background tourism elements and tourist arrivals at select centres in both Tirunelveli and Kanniyakumari districts. Besides the existing accommodation facilities at select centres, occupancy rate in lodging units and employment generation by tourism industry in the above two districts have also been studied.

It also becomes imperative to study the socio-economic background and expenditure pattern of tourists arriving at the two districts, in order to maintain a track record of tourists, which would be immense use to Government and other agencies engaged in tourism industry in taking appropriate promotional decision on tourism.

This study has also attempted to study the attitude of tourists towards tourist centres, tourism oriented products and resident oriented products in the two districts, factors influencing the tourists to take tourism decision, relationship between length of stay and tourism products and shopping experience of tourists staying at the two districts, for the purpose of finding out appropriate solutions for further promotion of tourism in Tirunelveli and Kanniyakumari districts.

1.11. REVIEW OF LITERATURE

The review of previous literature discusses the views and findings of different researchers with regard to tourism. Many studies were conducted in the area of tourism pertaining to types of tourists, types of tourism, impact of tourism on employment opportunities, residents’ attitude towards tourism, residents expectation on tourism, attitude of tourists, duration of stay by the tourists, tours operated by the tour operators, infrastructural specialities, types of hotels used by the tourists, major constraints in
tourism, goods and services demanded by the tourists, socio-economic background of the tourists, per capita expenditure in tourists spots, regional planning to attract tourists, and the like. The review of literature gives an idea to form the analysis in such a manner that the person who does the research may not repeat what has been done in the past. Review of literature gives a clear picture of what should be done and what should be avoided in the future. The following studies were reviewed to explore the uninvestigated aspects.

Williams, E. and Zelinsky, W. (1970)\(^{22}\) in their study “Some Patterns of International Tourist flows do not occur in random manner, but are patterned, exhibiting considerable stability from year to year. They suggest that once the tourist pattern has been established, it has characteristics that will last some time. They suggest that once tourists visit an area, they feed that information to tourist who in turn visits the area.

Greenwood, D.J., (1972)\(^{23}\) in his study “Tourism as an Agent of Changes”, revealed that the tourism proceeds through three stages.  State-I: discovery; tourism has been recently introduced and the tourists are welcomed. State-II:

Local response and initiative. Tourists adapts to the host community to the degree that the host community accepts the innovations necessitated by the tourists.  State-III: institutionalization. The host community is taken over by tourism. Total Economy growth is high but monies are controlled by outside investors.


Grearing, E. et al. (1974) in their study “Establishing a Measure of Tourist Attractiveness”, found that the goods and services demanded by the tourists in the area of food, lodging, entertainment and sports activities vary according to background, age, social economic status and place of origin of the tourists. The degree to which the tourist industries meet the demands of the different groups changes the character of the area too.

Packer, L.V. (1974) in his study “Tourism in the Small Community: A Cross Cultural Analysis of Developmental Changes”, pointed out that the positive impact of tourism included employment opportunities, modernization of facilities and increased transportation access (via plane and boat). The negative impacts were found to be: loss of trust, catering to tourist, infusion of socially denounced activities, and a general breakdown in traditional family values.

Doxey, G.V (1975) in his study “A Causation Theory of Visitors – Residents Irritants: Methodology and Research Inferences”, stated the impact of tourism and mentioned three categories in the tourism impact namely economic, social and environmental/physical. Economic impacts are positive namely broadening and diversifying the economic base, providing tax revenues, employment, and the like. The social and environmental/physical impacts are regarded generally as negative as degradation, congestion, over crowding and pollution.


Pizam Abraham (1977) in his Study “Some Social Cost and Benefits of Tourism to Rural Communities”, revealed the varying attitudes of residents and entrepreneurs towards tourism. There is a negative attitude towards tourism as perceived by the residents. There is a positive correlation between economic dependency on tourists and residents’ attitudes. Those residents employed in tourism were more favourably disposed towards tourists that those not employed in a tourism related business. This specific impact that affects the residents mostly include traffic conditions, litter, noise, vandalism, occurrences of alcoholism and inflated prices of goods and services.

Smith, Valene, L., (1977) in his study “Host and Guests”, stated that the anthropologist of tourism categories the tourists into Explorer, Elite, Off-beat, Unusual, Incipient mass and Charter. Since domestic tourism in generally not culturally affected, correlations are made only by number of tourists. The vacationers and winter visitors common to most domestic tourism environments would be generally classified in the last four groups.

Bhatia, S.K., and Valocha, G.K., (1978) in their study “An Empirical Study of Factors Associated with Absenteeism”, reported that the chronic absenteees had greater

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indebtedness and traveled longer distance than average employees. They also observed that personnel factors in determined rate of absenteeism.

Hudman, E., (1978)\(^\text{30}\) in his study “Tourism Impact: The Need for Regional Planning”, identified the number of planning decision available to the Government. 1. laissez-faire 2. Destinated tourist development centers 3. Control of the number of visas issued and 4. Control of regional flow of tourist. The identifiers, the major influencing variable on Tourism are number of attraction, number of previous visit relative importance of attraction, Type of attraction, per capita expenditure, origin of travelers, purpous of trip, socio-economic characteristics of tourists and infrastructure.

William, A., (1979)\(^\text{31}\) in his study “Impact of Domestic Tourism on Host Population”, classified four major categories of components in tourism namely stages of development of tourism, types of tourist, type of tourism and type of impacts. There is a strong positive correlation among these variables.

Thomson et.al (1979)\(^\text{32}\) in their study “The attitudes of Impacted Groups Within a Host-Community Towards Prolonged Stay Tourist Visitors”, indicated that there was a general positive attitude towards tourism by residents of the community. There was a

\begin{itemize}
  
  
  
  \item \textbf{32} Thomson, Pamela, Cromton, John, L and Kamp Dan, ”A study of the attitudes of Impacted Groups Within a Host Community Towards Prolonged Stay Tourist visitors”, Journal of Travel of Travel Research, 17(3), 1979, pp.2-6.
\end{itemize}
significant variation among residents, entrepreneurs and public service providers regarding the attitude towards tourism. The entrepreneurs were most favourable towards tourists, where the residents’ feelings were generally mixed, falling in between two other sectors.

Jafar Jafari (1979)\textsuperscript{33} in his study “The Tourism Market Basket of Goods and Services”, identified tourism as a basket of goods and services, which consists of Tourism-Oriented products (TOPs); Accommodation, Food Service, Transportation, Travel Agencies, Recreation and Entertainment and other travel trade services and the Resident-Oriented Products (ROPs) consisting of infrastructure, Police force, Hospitals, Books stores and Barber Shops. The Background Tourism Elements (BTEs) includes Naturals BTEs, Socio-Cultural BTEs and Man-Made BTEs.

Murphy (1985) study “Tourism: A community Approach”, found that certain group of people appeared to develop much more positive attitudes to the tourism industry in any tourism related community. Residents with a commercial and vocational investment in tourism were found more likely to be favourably disposed to the industry than where other community members. Those who owned or operated business as well as those who worked in those businesses, had been found to be more likely to have a positive attitude towards the industry than those who have no direct involvement or perceive that they derived no benefit from tourism.

Mrsh, R. et al (1987) in their study “Planning Better Tourism: The Strategic Importance of Tourist-Resident-Expectations and Interaction”, revealed that the four important aspects of tourism in New Zealand are high social interaction type of tourism, a greater number of tourist than at present and more social interaction with tourists at a personal level and the increase the economy of New Zealand in two areas of chronic weakness namely foreign exchange and employment.

Vijayakumar, A., (1991) in his study entitled “New Strategy for Indian Tourism Industry”, points out that the main reason for poor performance of tourism in India are mainly location at distance far away from the main tourist originating markets, inadequacy of tourism infrastructure, concentration of tourist flow into a few areas, short tourist season in India, continued regional conflicts and terrorists activities, lack of credibility of tourism data, health and security concerns and varying tax burden on tourism industry.

Ross, G.F.,(1991) in his study “Correlates of Work Responses in the Tourism Industry”, found that there was generally a high level of interest among the secondary school students in tourism industry management work. This school leavers interested in


tourism management work were generally higher on particular personality dimension such as the Protestant work ethic and high need for achievement with in their work life. Martin Oppermann (1992) in his study “Spatial Structure of Tourism in peninsular Malaysia”, reported that the average group size, length of stay and the number of places the tourists stay over night among the international tourists in Malaysia by area of origin. While the group size for the Australian and European sub samples was almost identical 3.2 and 3.3 respectively, the average Asian Group was 8.8 more than twice as large as Australians and Europeans. Europeans (10.8 days) tended to spend more time in Malaysia than Australian (7.6 days) and Asians (4.8 days). Visitors form Asia stayed without exception only in one location, thus except for possible day hours, not travelling within Malaysia at all. Europeans on the other hand, not only stayed the longest, but also traveled the most around Malaysia with an average of 2.7 days.

Betty Weiler (1993) in his study “Nature-Based Tour Operators: Are They-Environmentally Friendly or Are They Faking it”, found that about 40 percent of nature based tour descriptions are promoted as being environmentally-friendly. Universities and non-profit tour brochures are more likely to promote the environmentally-friendly aspects of their tours than private-based tour brochures. Nature-based tour brochures do not usually mention specifically that tours will be low impact or environmentally-friendly. 30 per cent of the tour operators viewed that the tour results were in both beneficial and harmful while to 6.6 percent of the respondents viewed that the tours stimulated interest, appreciations or understanding or educated


38 Betty Weiler, “Nature – Based Tour Operators: Are They Environmentally Friendly or Are They Faking it”, Tourism Recreation Research, 18(1), 1993, pp.55-60.
visitors about impact. The operators should be held responsible for the education of their clients regarding environmentally-friendly behaviour.

Ross, G.F., (1995)\(^{39}\) again in another study “Tourism/Hospitality Management, Employment Interest as Predicted by Job Attitudes and Work Place Evaluations”, revealed that the perceived work satisfaction in tourism industry was associated with recognition, advancement, job interest, skill utilisation, a sense of achievement, status, personal development, job variety and social interaction. The multiple regression analysis, which includes the tourism management interest as a dependent variable and perceived satisfaction, motivation and employment estimation always as independent variables result in the insignificant role perceived satisfaction has on the tourism management interest. A high degree of job interest and high levels of perceived skill utilisation appear to be the major motivators associated with tourism industry management.

Dowling K. et.al. (1995)\(^{40}\) in his study “The Perceptions of Eco-tourism Operators in Western Australia”, reveals that the key consideration in Eco-tourism is to get environmental impacts. The popular nature based activities are bush walking and observing animals. Equal number of tour operators work to a predetermined itinerary only or provide a choice between set activities and itineraries selected according to the


needs and interest of each individual or group. Only a small number of operators carry out tours designed to suit specific requirements. Majority of the operators opine that they visit destination such as natural park, natural reserves, and bush land on a weekly basis. Others visit the parks yearly or monthly while a few use them daily. The main adverse environmental impacts that occur as a result of the activities of the respondent clients are the disturbance of vegetation, wildlife and landforms.

Lakshminarasaiah, M., (1997)\textsuperscript{41} in his study “Tourism and Environment”, pointed out three types of tourists from a socio-historical point of view. (a) Industrial Tourist for whom work is the centre of existence, the motivation for travelling can be summed up as rest and freedom from responsibilities. (b) Hedonistic tourist, who belongs to the generation that discovered entertainment and consumerism. Such tourists like to go on holidays to experiment, to explore the unknown, enjoy themselves, meet other people and relax in unspoiled natural surroundings. (c). Modern age tourist, someone who tends to reduce the conflict between work and play, neither just work, nor just not fun. Their reasons for travelling include broadening their personal horizons and getting back to simple things and nature, with a touch of creativity.

Brahmankar, E.B., (1998)\textsuperscript{42} in his study “Travel and Tourism as a Career”, reveals that the major factors, which attract tourists to India include beautiful natural scenery, attractive customs and way of life, wildlife sanctuaries, backwaters and rivers, mountains, beautiful creations of man, traditional art and dance forms and typical festivals. The negative features include red tape in ticketing, checking, language

\footnotesize{\textsuperscript{41} Lakshminarasaiah, M., “Tourism and Environment”, Kurushetra, 15(4 to5), 1997, pp. 63-64.}

\footnotesize{\textsuperscript{42} Brahmanker, E.B., “Travel and Tourism as a Career”, Southern Economist, October 1, 1998, p.19.}
difficulties, poor communication facilities, lack of personal safety, unsanitary conditions, difficulties in transport and traffic unsatisfactory accommodation, beggars and tipping, problems in meeting people, over charging by taxi divers and private transport operators.

Nageswara Rao, S.B., (1992)\(^\text{43}\) and Madhavi, C., in their study “Encouraging Tourism To Earn Foreign Exchange”, pointed out six aspects for the growth of tourism as Attraction, Accommodation, Assistance, Awareness, Accessibility and Atmosphere. The reasons for the set back of tourism in India are uncertainty, violence, pollution and unstable political climate.

Pragati Mohant\(^\text{44}\) (1999) in his study “Problems and Prospects of Tourism Potential in Orissa”, pointed out that the rate of foreign tourists arrivals in Orissa is declining due to high degree of seasonality, lack of adequate infrastructural facilities. Even though the tourist potential in Orissa is rich, the explorations are very poor. The major constraints in tourism at Orissa are poor and inadequate infrastructure and management, short tourist stay and non-availability of basic facilities of tourist places, concentration of tourism flow into a few areas like golden-triangle, lack of domestic and international airport and lack of requisite hotel accommodation.


Kunal Chattopadhyay, (1999)\textsuperscript{45} in his study “Economic Impact of Tourism Development – A Linear Programming Approach”, revealed that the gross income increased by about 62 percent and this would be obtained using 50 percent more land, 20 percent more employment and 25 percent more tourists.

Farida Shah (2000)\textsuperscript{46} in her study “Dynamic of Tourism Industry: A Study of its Growth and Potentialities”, revealed that the high spenders among foreign tourists in Udaipur are those who usually stay at lake palace hotel and two heritage hotels namely Shrinivas Palace Hotel and Fateh Prakash palace hotel. The actual foreign exchange earnings from high spenders foreign tourists in the city are much higher as it must also include expenses on hiring taxies, expenses on lunch and breakfast, sight seeing expenses and also the expenses incurred on entertainments and excursion.

1.12. OBJECTIVES OF THE STUDY

Taking into account various studies on tourism the objectives of the present study on “A study of Tourism industry in Kanyakumari District” have been framed out to elicit the ground reality of the background tourism elements of various tourist centers, the socio-economic profile of the tourists arriving at various tourist centres in the districts, expenditure pattern of the tourists, attitudes of the tourists towards tourist centres and the tourist products available at the tourist centres and the shopping experience of the


tourists arriving at various tourist centres in the districts. The objectives of the study on “A study of Tourism industry in Kanyakumari District” are presented below.

- To study the present scenario of tourism activity.
- To identify the various tourist centres in Kanyakumari district in order to study the background tourism elements of Kanyakumari district.
- To study the accommodation facilities available, the occupancy rate and employment generation by tourism industry in the district.
- To study the socio-economic profiles of the tourists and nature of their tours and expenditure pattern of the tourists.
- To study the attitudes of tourists towards tourist centres, tourism-oriented products and resident-oriented products.
- To analyse the factors influence the tourists arriving at the Kanyakumari district.
- To find out the discriminatory variables of satisfiers and dis-satisfiers among the tourists, and to study the over all shopping experiences of the tourist.

1.13. METHODOLOGY

The study has two dimensions. At micro level, it analyses the socio-economic profile and the expenditure pattern of the tourists, the attitude of the tourists towards tourist centres and tourism products, factors influencing the tourism decision and the shopping experiences of the tourists, while at macro level, it studies tourist arrivals all over India and Tamilnadu, foreign exchange earnings, employment generation, occupancy rate in hotel and restaurant sector in India, besides the background tourism elements of tourist centres, tourist arrivals and employment generation of the tourism industry in Kanyakumari districts. Necessarily, therefore, the study has used both primary and secondary data.
1.13.1. Collection of Primary Data

Personal interview method was used to collect data from the tourists. The interview schedule was pre-tested with a sample of 30 tourists against ambiguity and redundancy and also the need for additions or revisions of questions were met. In the light of the pretest experience, the interview schedule was revised, finalized and used. Random sampling Technique was adopted for conducting interview with the tourists. A copy of the interview schedule is presented in the Appendix.

1.13.2. Secondary Data

The secondary data collected for the study include the literature on background tourism elements of tourist centres, tourist arrivals by year-wise and month-wise, accommodation facilities available all over India, all over Tamilnadu, all over South Tamilnadu and at select centres in Kanniyakumari district. The main sources of information for the above are the Tourist Offices in Kanniyakumari district, Tamilnadu Tourism Development Corporation Limited, Directorate of Tourism, Chennai, and at the Collectorate of Kanniyakumari district. Besides, the research articles from journals, books, periodicals, unpublished dissertation and reports also referred to.

1.14. Sampling Design

The study defines tourist as a person whether domestic or foreign who resides at a particular place for a period of at least 24 hours for the purpose other than exercising a gainful activity or setting at the place visited. Hence a tourist is a person accommodated at hotel or lodge either private or public. The tourists who have not been accommodated at hotels or lodges are called ‘day visitors’. And day visitors were not taken into account for determining the population. This study conducted interviews only with the tourists who stayed at lodging units in various centres in Kanniyakumari district in the year 2009-2010. For the collection of primary data, Stratified Random Sampling Method was adopted. First the two districts were stratified into different towns. A two-stage random sampling technique was adopted for the determination of the sample.
size. In the first stage the sample units were the lodges and in the second stage, the ultimate sample units were the tourists.

The lodges recognised by the Tamil Nadu Tourism Development Corporation Limited in each district, in 2006 at different towns, were the universe of the study. The 20 percent of the lodges were arbitrarily taken as the sample lodges, proportionally in the district.

1.15. Framework of Analysis

Both primary and secondary data collected for the study were analysed with reference to each of the objectives of the study with the help of appropriate tools of analysis.

1.16. Expenditure Pattern of the Tourist

To test the variance of the means of the expenditure pattern of tourists in two different districts the one-way classification test of the Linear Additive Model of Analysis of Variance was used 1.

1.17. Factors Influencing Tourism

To find out the inter-relationship between the variables influencing tourism and the important factors influencing tourism, the Factor Analysis is applied (Varimax Rotated Factor Matrix) 1.


In order to find out the association between the important factors in tourism and the attitude towards tourism, a Correlation Index is used. By that correlation indexed, the analysis can infer the most associated factors regarding the attitude of the tourists.
1.18. Discriminatory Variable

In order to find out the discriminatory variable among the tourists as satisfiers and dis-satisfiers, the Multi-Discriminant Analysis is applied. The model is expressed explicitly as

\[ Z = k_iX_i + k_2X_2 + k_3X_3 + \ldots \ldots \ldots + k_nX_n \]

Whereas \( z = \)

- Discriminant Criterion
- \( k_i \ldots k_n = \) Discriminant co-efficient
- \( X_i \ldots X_n = \) variables

Factors influencing Shopping Experience

In order to find out the relationship between the shopping experience of the tourists (Feedback about tour) and the retrievable tourism product, six important criteria of tourism have been explained with the help of Simple Linear Regression Equation. The regression equation applied may be expressed as follows.

\[ Y = a + a_1x_1 + a_2x_2 + \ldots \ldots \ldots + a_nx_n \]

- \( Y = \) dependent variable (shopping experience)
- \( X_1 \ldots X_n = \) Independent variables namely food service,
Transport Accommodation, Infrastructure, General Hospitality and Police force.

1.19. Period of Study

The field investigation and secondary data collection works were carried out from the year from 2005 to 2010. The primary data were collected from the tourist respondents during the period of 2009-2010.

1.20. SCOPE OF THE STUDY

The subject tourism has given vast opportunities to the researcher to do research on different areas namely tourist centres, tourist arrivals, functioning of Tamil Nadu Tourism Development Corporation (TTDC) Limited, temples towards tourism promotion etc. The scope of the present study is widened as well as deepened studying the socio-economic profiles of tourists and their nature of tours, the expenditure pattern of tourists, attitude of tourists towards tourist centre and tourism products, factors influencing the tourists to make tourism decision, the shopping experience of tourists arriving at various select tourist centres in Tirunelveli and Kanniyakumari districts, besides studying tourism scenario all over India, Tamil Nadu and background tourism elements available at select tourist centres in Tirunelveli and Kanniyakumari districts. The scope of the study also included studying the extant accommodation facilities in the select towns recognised by the Tamil Nadu Tourism Development Corporation Limited in both the districts and the employment generation by tourism industry in the districts. This study will be useful to planners and program implementers to understand the factors influencing tourism and to provide maximum tourism products to tourist to have positive shopping experience.

The study of discriminating variables of those satisfied and dissatisfied among tourists arriving at the two districts will also give an idea to policy makers about the important variables in tourism and the need to rationalize further development. This
study will also give an idea to estimate the employment potentialities in tourism industry in the two districts.

1.21. OPERATIONAL DEFINITION AND CONCEPTS USED

1.21.1. Domestic Tourist

The XXIII General Assembly of “International Union of Official Tourist Organisation” (IUTO) held in Caracas, Venezuela in October 1973, defined that ‘Domestic Tourist’ designates any person who travels within the country where he resides to a place other than his usual place of residence for at least 24 hours or one night for a purpose other than exercising a gainful activity and which may be classified under one of the following heading:

Leisure (recreation, holiday, health, study, religion and sports),

Business, Family, Mission, Meeting.

The above definition is not yet internationally accepted. However it well defines domestic tourism. The definition includes three elements namely i) place of residence, ii) geographical setting of travel; and iii) duration of travel. With regard to place of residence most countries regard domestic tourism as travel by country’s residents within that country. The geographical setting is the national territory. Duration of travel is an important element in number of definitions. The unit most often mentioned is the night spent at an accommodation establishment. By analogy with the accepted definitions of international tourist, the ‘domestic tourist is one who spends not less that 24 hours or makes on overnight stay away from his usual residence. Two further elements are also common to most definitions of domestic tourism. These are i) distance traveled and ii) travel motivation. Regarding distance traveled some countries specify a minimum
distance, which varies between 25 and 10 miles or 40 and 160 kilo metres. The concept of travel motivation is considered as an important criterion by most countries.

For the purpose of the study domestic tourist means any person travels within the country to a place other than his usual residence and resides there not less than 24 hours or one night in a lodge or hotel or motel or resort hotel or travellers’ bungalow or choultries or cottage whether owned by private or Government or local body, or Temple or mutt or anybody else. This study also considers tourists who stayed in the above accommodating units for less than 24 hours, for interview purpose, because of the difficulties in differentiating the tourists who stayed more than and less than 24 hours in a lodge.

1.2.1. Foreign Tourist

The committee on statistical Experts of the league of nations defined the term foreign tourist as any person visiting a country other than in which he usually resides, for a period of at least 24 hours”.

The following persons were to be considered tourists within this definition:

i) Persons travelling for pleasure, for domestic reasons, for health etc.

ii) Persons travelling to meeting, or in a representative capacity of any kind (scientific, administrative, diplomatic, religious, athletic, etc);

iii) Persons travelling for business purpose.

iv) Persons arriving in the course of a sea cruise, even when they stay for less than 24 hours.

The above definition was confirmed by the united Nations in the year 1945 and it was stated that the tourist was a person who stayed in a foreign country for more than 24 hours and less than 6 months for any non-immigrant purpose.

47 Ibid, pp. 96-99
A revised definition was prepared by the nations conference on International Travel and Tourism held in Rome considered an overall definition of the term “visitor” which means “any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited”.

The definition includes Excursionists i.e. temporary visitors staying less than twenty-four hours in a country visited (including travelers on cruises). The Government of India defined foreign tourist as, “A foreign tourist is a person visiting India on a foreign passport, staying at least 24 hours in India” and the purpose of whose journey can be classified under one of the following headings:

Leisure (recreation, holiday, health, study, religion and sports), Business, family, mission, meeting.

The following categories are however, not regarded as foreign tourists

Persons arriving without a construct to take up an occupation on engage in activities remunerated from within the country;

Persons coming to establish residence in the country;

Excursionists i.e., temporary visitors staying less than twenty four hours in the country visited (including travellers on cruises).

The following terms are used in this study.

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1.22. Tour

A long distance circuit of more than 3 days organized by a travel agency in a given town and comprising sight seeing in several other places or towns either within or outside the country of touring. For the purpose of the study tour includes the above and the tour arranged by the head of the family or friends or co-workers for pilgrimage, pleasure, enjoying the season, seeing wildlife sanctuaries, dams, bathing at water falls and sea, seeing historical monuments, memorials, fort, palaces etc.

1.22.1. Destination

The place at which a traveler terminates his journey. The ultimate shopping place, according to the contract of carriage.

1.22.2. Tourist Centre

Tourist centre is a village or town with a definite concentration of tourist resources, material base and infrastructure of tourism development.

1.22.3. Resort

A spot which is frequented by the tourists. It is a place, which has all the facilities for the comfort of the visitors.

1.22.4. Tariff

The published fares, rates, charges and/or related conditions of carriage of a carrier.

1.22.5. Package Tour

A travel plan including transfers, accommodations and sight seeing in a given city or town.
1.22.6. Cruise

An all expenses prepaid, pre arranged tour by a ship to specific ports.

1.22.7. Hoteliers

A person or firm or corporation, which provides hotel accommodation and/or meals, refreshment etc, to the visitors.

1.22.8. Infrastructure

The basic public services needed for the successful operation of tourism enterprises and for optimizing the comfort of the visitors. It includes such services as roads, electricity, water, security, sanitation and health services, telephone and portal communication, railways and airports.

1.22.9. Tourist Lodge

A small or big building comprising rooms with either single or double beds or family room for providing temporary accommodation to a tourist. The accommodation provided is less expensive compared to star hotels. The lodge may also provide food service at a separate boarding place within the campus. Lodges are maintained by local bodies, temples and mostly by the private owners.

1.22.10. Tourist Hotel

Hotels with lower price range and rooms available are simple and plain which have either common toilet and bathrooms located on each floor or attached to rooms.

1.22.11. Hotel

A place which provides wayside amenities for tourists, travelling by road by automobile, which provides all usual facilities under one roof expected by the tourists including attached bath.
1.22.12. Resort Hotel

Resort Hotel provides attractions like swimming pool, private beaches, sports facilities, indoor and outdoor recreational facilities in addition to the facilities provided by the hotels.

1.22.13. Tourist Product

Tourist attraction, infrastructure A sum total of a country’s and tourist services, which hopefully result in consumer satisfaction. Tourism products are the goods and services consumed by tourists in a variety of ways while away from home. Jafar Jafari defined the following terms useable in tourism industry namely,

1.22.14. Tourism Oriented Products (TOPs)

Tourism oriented products are the sum of tourism products produced in different sectors namely accommodation, hotel, resort, transport, travel agencies, recreation and entertainment and other travel trade services. In the present study, the attributes namely accommodation, boarding. Transportation, shopping, recreation and entertainments and others are included in Tourism Oriented Products (TOPs).

1.22.15. Resident Oriented Products (ROPs)

Resident oriented products are the products or services consumed by the tourists during their tourism shopping. Jafar Jafari, included in ROPs the infrastructure, police force, hospitals, bookstores and barber shops at the tourist centres. These goods and services are generally of incidental use to tourists although they exist primarily for the

residents of the destination community. In fact the inferior quality of ROPs can reduce the “tourismagnetism” of a destination.

In the present study, ROPs are infrastructure, police force, hospitals, bookstores, barber shops, willingness to aid tourists, courtesy towards tourists and general hospitality.

1.22.16. Background Tourism Elements (BTEs)

The background tourism elements are the attractions of the tourist centres or destination. It is related to the geographically, socially, metrologically and culturally formed elements, which create a “tourismagnetic” atmosphere. In simple words, the attractions of the destination are referred to as the Background Tourism Elements.

In the present study, the elements included in BTEs are water resources, weather condition, forests, mountains, scenic resources, historic, religious, traditional and political ceremonies, historical buildings, monumental symbols, religious shrines, traditional, architectural structures and modern architectural structures.

1.22.17. Shopping Experience or Retrievable Tourism Products (RTPs)

The Retrievable Tourism Products (RTPs) is defined as a collective item, which represents the summation of the impressions made by the Tourism Oriented products, Resident Oriented Products and Background Tourism Elements. The RTPs consist of both direct and indirect activities and exposuries of the tourists to tourism. The RTPs can be “re-used” (remembered) or even altered (supplemented with additional RTPs) or appreciative or depreciative in nature.

In the present study, the RTPs show the post purchase behavior of the tourist. It consist of bringing others in the next visit, suggesting others to visit the centre, repeating the visit, satisfied with the visit or dissatisfied with it.
1.22.18. Star Hotels

Star hotels are establishments of finest category maintained monthly by Tamil Nadu Tourism and Development Corporation and also by private firms. The rooms in star hotels are spacious with private bathrooms, toilet, television, telephone etc. Full service is available including restaurant, bar, laundry, hairdressers, coffee shop etc. There are six types of star hotels namely 5 star deluxe, 5 star, 4 star, 3 star, 2 star and 1 star hotels.

1.22.19. Travellers' Bungalow, suites, Choultries and Cottages

Travellers’ Bungalow means individual house or cabin having one or more bedrooms separate from main building whereas suites means a set of rooms comprising of a living room connected to one or more bed rooms. A suite may have more than one entrance.

Choultries and Dharmasalas maintained by Temples and mutts, allow the tourists especially pilgrim tourists to stay in rooms or halls there, either free of cost or at subsidized rates.

Cottage is a separate house with hall, one or more bedrooms, kitchen with attached toilet and bathrooms.

Cottages are maintained normally at health resorts, hill stations and sea resorts by the local bodies or private agencies.

1.23. LIMITATIONS OF THE STUDY

This study has taken into account only tourists who stayed at lodges either owned by private or public in Kanniyakumari in the year 1999-2000. Day visitors or day excursionists are not interviewed because of their big number. Moreover day visitors are out of the records of Tourist offices in Kanniyakumari districts. Tourists who stayed with
their relatives and friend’s home were also not considered because of non-availability of their presence in the records. Tourists who stayed at lodges less than 24 hours were also taken into account for interview as there are difficulties in differentiating tourists who stayed more than 24 hours from those who stayed less than 24 hours. The occupancy rate at lodges in the two districts was taken as 60 percent. This rate also included double occupancy rate. Double occupancy denotes accommodating persons at rooms more than the actual capacity. For example accommodating two persons in a single bed room or three persons in a double bed room etc. Moreover standard lodges do not allow persons to stay in a room more than its standard capacity as its requires beddings, more maintenance, more waiters etc., With regard to expenditure by the tourists at tourist centres, average expenditure per head was taken into account. There is a room for overstated or understated expenditure and family income by the tourists. Some of the tourists reacted lastly because of the time factor, at the time of the interview and in such cases estimation was made by the interviewer. Hence the study is subject to such exaggeration or suppression of facts.

In the case of Tourist arrival statistics provided by the Tourist offices in Kanniyakumari district, include both tourists and day visitors. Both are headed under tourists. There are so many tourist centres in the two districts where the tourist arrivals were not displayed by the Tourists Offices and the tourist arrivals in such centres were excluded.

1.24. PRESENTATION OF THE STUDY

The study on “Tourism in Kanniyakumari” with special reference to Kanniyakumari district is presented in seven chapters. The first chapter explains the nature of the problems, importance of the subject and the importance of the study, scope of the study, objectives of the study, area and period of the study, operational definitions and concepts used, review of literatures, sources of data and methodology and limitations of the study.
Chapter II on “Tourism: An Overall View” describes Tourism in India, Tourism in Tamil Nadu and Tourism in Kanniyakumari district. Tourism in Kanniyakumari deals with the selected tourist centres and tourists’ statistics in Kanniyakumari besides accommodation facilities, length of stay and employment generation by tourism industry. Tourism in Kanniyakumari deals with the important places of attraction in the eight southern deistrict of South Tamil Nadu in addition to the accommodation facilities available.

Chapter III on “Tourism in Kanniyakumari District” deals with the geographic and demographic profile of the district, important tourists centres and tourists arrivals in ten selected tourists centres. Moreover the accommodation facilities with tariff rates, foreign tourist arrivals and bed nights spent, occupancy rate of the lodging units and employment generated by the tourism industry in the districts are also dealt with.

Chapter IV on “Growth of Tourism in Kanniyakumari District” deals with the details about the accommodation, transportation, shopping and recreation facilities and information services in the Kanniyakumari District.

Chapter V on “Socio-Economic profile of the tourists and the Nature of their Tours” deals with the socio-economic status of the tourists arriving in Kanniyakumari district namely age, occupation, income, marital status, education, duration of stay, distance covered, boarding, mode of transport, sources of information and accommodation with regard to the tours are also studied.

Chapter VI on “Tourists’ Attitude Towards Tourism” describes tourism products and evaluates the attitude of tourists arriving in Kanniyakumari district, towards tourist centres, tourism-oriented products, resident-oriented products, and background tourism elements. Besides, the factors such as finance, family, psychological and advertisement,
which influence the tourist6s towards tourism and the overall shopping experiences of tourists are also evaluated.

Chapter VII on “summary of Findings and Suggestions” summarises the findings of the earlier chapters. Finally suggestions are given for improving tourism activities both in Tirunelveli and Kanniyakumari districts.