Chapter VI undertakes the examination of the tourists’ evaluation of hotel facilities and services in Madurai.

Chapter VII presents a summary of the findings of the analysis, conclusion arrived at and offers a suitable policy implication.

CHAPTER II

REVIEW OF LITERATURE AND METHODOLOGY

2.1 REVIEW OF LITERATURE

A brief literature would be of immense help to the researcher in gaining insight into the problem selected. The researcher would gain good background knowledge of the problem by reviewing certain studies. A vigilant scrutiny and monitored overview of the earlier studies will be helpful in reconstructing the present study. Hence, in the present chapter, an attempt has been made to review the earlier studies relevant to various signal aspects of tourism in India.
Pangi,\textsuperscript{17} who has made an in-depth study on the uses of tourism points out how during the last two decades tourism has emerged as the world’s largest and fastest growing industry. He argues that the importance of tourism rests mainly on its contribution to the national income. It is known as the multiplier effect associated with the turnover of tourist expenditure. He emphatically adds that every unit of money spent on tourism circulates in the economy, creates greater and greater benefits to the general public. The economic study conducted by him on this aspect has led him to conclude that each tourist rupee spent in India tends to create transaction worth Rs. 3.5 billion. In addition to this, the tourism industry, according to Pangi, plays a vital role in the development of tourist spots and creation of infrastructure and marketing facilities.

In the field of heritage factors in tourism, L.K. Bakhshi\textsuperscript{18} has made a comprehensive study on the heritage aspect of tourism industry. In his opinion, the heritage factor is central to tourism. As he has put it, it is a major prerequisite to strike a balance between the environment and heritage consideration of the tourism industry, in order to usher in an era of plenty and prosperity to the growing millions of a country like India.

\textsuperscript{17}Pangi, “Goa Daman and Diu: Tourism Promotion Authority”, \textit{Commerce}, Vol.131, No.3352, August 16, 1975, pp. 85-87.
\textsuperscript{18}L.K. Bakhshi, “Tourism Promotion in Haryana”, \textit{Yojana}, June 16, 1980, pp.11-12.
P. Wilson\textsuperscript{19} states that certain factors affect the Indian tourist image and also presents the following as factors affecting the tourists visiting India. Major factors that can promote tourism and encourage people to visit India are, recommendations of friends and relatives, previous touring experience and other factors like travel books, newspaper articles, advertisements etc.

**IMPORTANT FACTORS THAT MILITATE AGAINST THE TOURIST IMAGE ARE POOR PUBLICITY, INADEQUATE TRANSPORT FACILITIES, SHORTAGE OF DECENT HOTEL ACCOMMODATION, LACK OF TOURIST RESOURCES AND PROHIBITION.**

R.B.L. Garg\textsuperscript{20} in his study on the ills of Indian tourism shows how Indian tourism is confronted with certain very serious problems. Among the major problems listed down, growing insecurity to the lives of tourists occupies a place of predominant significance. In the course of his discussion on this point Garg makes an allusion to the scare among tourists about rail travel. The incidents such as the looting of foreign tourists that occurred in a train near Agra are still fresh in their memory. Then he goes on to deal with problems such as poor hygiene and sanitation in hotels and restaurants, unscrupulous shop keepers, foreign exchange racketeers, dishonest tax collectors and sneers of religious fundamentalists and fantatics.

There are three kinds of implications of tourism observed by P. Wilson\textsuperscript{21} which affect the Indian economy. They are the economic, social and environmental implications. Economic implication pertains to tourism as a creator

\textsuperscript{19}P. Wilson, “Indian Tourism Image in the Minds of Foreign Tourist: A Study”, 


of jobs, multiplier effect, balance of payment and national income. Social implication of tourism relates to bringing together people belonging to different countries practicing different lifestyles, speaking different languages. There is a great mingling of cultures as a result of tourism and naturally this has its effect on the environment.

O.P. Sosamma\(^\text{22}\) finds Indian tourism is at crossroads of development. The parameter of growth points to the fact that the 80’s constitute the deciding period to decide whether we can consolidate and improve upon this single largest foreign exchange earner or not. The importance of tourism as a primary activity in the economy of the nation can never be overemphasised.

Jagmohan Negi\(^\text{23}\) in his book on “Hotels for Tourism Development” admits that the scope of the hotel industry is so wide that many approaches are required. He solemnly acknowledges the fact that to explain and to predict business behaviour and to formulate normal rules for decision-making in hotel organisation and management, it is necessary that one should be thoroughly conversant with managerial economics. Jagmohan Negi’s work represents the findings of a research programme carried out relating to the accommodation aspect of tourism in India, with special reference to hotels catering to foreign tourists. He makes an


attempt to analyse the changes which have taken place in the construction and management of hotels during the last two decades as a result of changes in the characteristics of tourist managements. He identifies a few trends in the development of hotel industry and makes suggestions for the types of accommodation necessary for the developing countries in the future by providing a wide picture of the quantitative and qualitative aspects of hotel industry of the past, present and the future trends.

The factors determining domestic tourism have been dealt with at length by Kunal Chellopodhyay.\(^2\)\(^4\) According to him domestic tourism develops and assures a significant proportion of total tourist trade as long as two conditions prevail. They are, a large number of tourism-minded people desirous of embracing the opportunity to visit well-connected tourist sites. Kunal holds that these two vital factors are present in an abundant measure in India. However, what is unique about the Indian tourists is that Indians travel thousands of miles on pilgrimages in spite of their very low-earning potentials.

The need for integrated planning for tourism has been felt very much in the modern age. According to Chopra\(^2\)\(^5\) tourism is a multicomposite activity and


planning for it involves an integration of knowledge at different levels of policy-making.

Francesco Frangialli\textsuperscript{26} puts forward five challenges for international tourism up to the turn of the century. They are, to benefit from socio-demographic factors favourable to international tourism to incorporate technological changes that foster development in order to take advantage of the current trends in consumer behaviour, to opt for a strategy of sustainable development and to develop and improve human resources.

\textbf{VIVEK SHARMA}\textsuperscript{27} MAKES A STUDY OF THE SOCIO-ECONOMIC IMPORTANCE OF TOURISM. NOTABLY, TOURISM HAS COME TO BE ACCEPTED AS A CATALYST TO ECONOMIC DEVELOPMENT AND AS A POTENT TOOL FOR SOCIAL INTEGRATION AND FOREIGN EXCHANGE EARNER. THE AUTHOR STRESSES THAT ECONOMIC IMPORTANCE OF TOURISM CAN BE STUDIED IN RELATION TO ITS CONTRIBUTION TO INCREASE IN INCOME, FOREIGN EXCHANGE EARNINGS, EMPLOYMENT, RETURN ON INVESTMENT AND CONSERVATION OF RESOURCES.

Rabindra Seth\textsuperscript{28} and Prakash Narain\textsuperscript{29} have undertaken detailed studies pertaining to the foreign exchange-earning potentials and commercial aspects of tourism industry, with special reference to India.

\begin{thebibliography}{9}
\bibitem{frangialli}
\bibitem{sharma}
\bibitem{seth}
\bibitem{narain}
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Vivek Sharma\textsuperscript{30} adds one more dimension to this analysis. In his opinion, apart from the advantages of better interactions with the people of other countries, tourism is beneficial as foreign tourists spend about 30 per cent of their money on shopping. The tourist traffic gives a boost to production of handicrafts, products of small and village industries and has its spin-off effects on all village industries. These ideas have been upheld also by K. Shiva Shankar Bhat.\textsuperscript{31} 

The uses of tourism have been dealt with in very great detail by P.R. Roy.\textsuperscript{32} In his opinion, tourism is endowed with the potentials to generate employment opportunities to the literates and the illiterates, the skilled and the unskilled population of a country. Further, it can rejuvenate certain dying cottage and handicrafts industries as well. In fact, it is a complex industry which is closely interrelated with every other sector of the economy.

\textbf{ACCORDING TO THE NATIONAL COMMITTEE\textsuperscript{33} ON TOURISM, TOURISM INDUSTRY WILL HAVE ITS DYNAMIC IMPACT ON THE ALL-ROUND ECONOMIC AND SOCIAL DEVELOPMENT OF A COUNTRY ONLY IF ENVIRONMENTAL CHANGES LIKE BETTER TRANSPORTATION FACILITIES AND COMMUNICATION SYSTEM ARE BROUGHT ABOUT WITH SYSTEMATIC CARE. IN THE ABSENCE OF SUCH}

\textsuperscript{30}Vivek Sharma, “Tourism for Progress”, \textit{Southern Economist}, Vol.25, No.18, February 1\&15, 1985, pp. 3-4.


ENVIRONMENTAL CHANGES, THE TOURISM INDUSTRY WOULD ALWAYS REMAIN UNDER DEVELOPED.

ACCORDING TO K. SHIV SHANKAR BHAT’S\textsuperscript{34} TOURISM IS A MAJOR FOREIGN EXCHANGE EARNER AND HENCE THE INDUSTRY CAN MAKE A VERY STRONG CASE THAT IT SHOULD BE TREATED ON PAR WITH EXPORT ORIENTED INDUSTRIES AND THE SAME BENEFITS BE EXTENDED TO IT. THE OUTLOOK FOR TOURISM IS BRIGHT IF THE CENTRAL AND STATE GOVERNMENTS DECIDE TO STEP IN AND HELP THIS INDUSTRY TO GROW BY LEAPS AND BOUNDS. BHAT THINKS OF SOME WAYS TO PROMOTE TOURISM IN INDIA. IT IS NECESSARY TO CREATE A NEW ENVIRONMENT. ALSO A NEW PACKAGE OF INFRASTRUCTURE FACILITIES SHOULD BE DEVISED.

The evaluation of K.V. Joseph\textsuperscript{35} about the potential of the tourist market of Kerala suggests measures for the expansion of the same. In summer, tourist potential of Kerala has emerged resource, yet to be fully exploited. Sound policies have to be evolved and implemented if resources are to be tapped to the fullest extent possible. Provision of cheap but neat accommodation and facilities for entertainment would be some of the measures to be taken as a starting point to cater to the needs of tourists.

Tourist attraction has been the main focus of those who specialise on the economics of tourism industry. B.V.K. Joseph\textsuperscript{36} who has evinced a very great interest on this area of research has focussed on fourteen major attractions. They include beach resorts, backwaters, scenic beauty, historical monuments, cultural

performances, handicrafts, wildlife sanctuaries, mountain resorts, natural vegetation, waterfalls, beaches, temples, sanctuaries and others.

L.P. Singh\textsuperscript{37} comments on the problems and prospects of tourism marketing in India. The author explains the problems of tourism in the following series of questions:

Why is it that we do not have a fair share in the overall tourist spectrum?

Why is it that only one out of every 250 tourists worldwide wants to visit India despite her enormous tourist potential?

Is there something fundamentally wrong with our tourism development programme?

Also, the author makes some suggestions of special significance in this context. Considering India’s vast potential in tourism industry, the government should accord to tourist sector a high priority. The second factor that deserves attention is developing our beach resorts, hill resorts and resorts at other way out places to encourage a balanced development of all regions.

Due stress must be exerted on the development of infrastructural facilities for promoting tourism in the country. For this we require a substantial injection of

funds which may be obtained through local borrowings at concessional rates of interest, from financial institutions. Apart from undertaking vigorous and effective publicity campaigns, efforts must be made to ensure a favourable impression given to all the tourists landing at our airport and make them feel more at home.

The profile of International Tourism in India has been traced by Kumar B. Dass and P.M. Mohanty.38 Tourism is the second largest industry of the world and the sixth largest in India. The historic and cultural mosaic it presents to foreign tourists is indeed unique. There is an abundance of fairs and festivals in India. ‘Product India’ boasts of being exceptional and unique in many ways.

The tourism industry is noted for its tremendous social impact. According to M. Selvam39 promotion of national integration is possible through tourism development. Unity in diversity could be easily promoted through tourism. As tourists, people forget their own creed, caste, community, religion and increasingly tend to mix with all. Standard of living improves with the development of tourism. Foreign tourism brings precious foreign exchange into the nation. Domestic tourism also results in income transfer. There is a faster rate of growth of employment generation. Tourism promotes many wage goods industries and the lower strata of people get additional income transferred to them.

DEVELOPMENT OF PEOPLE'S KNOWLEDGE ABOUT A REGION IS A SOCIAL BENEFIT. INTERNATIONAL UNDERSTANDING IS PROMOTED THROUGH TOURISM. EXCHANGE OF CULTURAL VALUES AND PROTECTION OF FLORA AND FAUNA CONSTITUTE A FEW OTHER SOCIAL BENEFITS OF TOURISM. TOURISM INVOLVES GROOMING OF THE YOUTH, HARNESSELLING THEIR TALENTS AND CHANNELLING THEIR ENERGY IN THE RIGHT DIRECTION. YOUTH TOURISM, SPORT TOURISM AND ADVENTURE TOURISM WILL ENCOURAGE THE YOUTH TO COME CLOSER AND CONTRIBUTE TO THE COMMON GOOD. ECOLOGICAL DEGRADATION RESULTS FROM UNPLANNED TOURISM. TOURISM IS CONSIDERED AS A SMOKELESS INDUSTRY. BUT, OF LATE, SMOKE HAS BEGUN TO SURFACE OVER AND ABOVE THE FLORA AND FAUNA OF THE LAND WHICH IS INCREASINGLY EXPOSED TO TOURIST POPULATION. SIMILARLY, THERE SEEMS TO BE THE OVER EXPLOITATION OF COMMUNITY RESOURCES LIKE WATER AND POWER FOR THE EXCLUSIVE USE OF TOURISTS.

Ritu Galiti\(^{40}\) observes the prospects and problems of tourism in Uttaranchal. The hilly terrain of Uttar Pradesh known as Uttaranachal comprises eight districts. The author explains that, the U.P. government has announced some special packages for promoting tourism in this area.

Encouragement to hotel industry, Loan Grant Scheme, Luxury Tax, Registration of excursion agencies, the Kailash Mansarovar Yatra and also Tourism Development of Puri and Sheetalakhat are some of them. According to the decision taken by the government, special measures are being taken to develop Puri and Sheetalakhat as new tourist cities.

R. VEERA SEKARAN\textsuperscript{41} ADVOCATES DEVELOPMENT THROUGH TOURISM SECTOR. ACCORDING TO HIM, TOURISM HAS BECOME A MAJOR GLOBAL ACTIVITY. SPECIALY FOLLOWING COUNTRIES LIKE PHILIPPINES, HONG KONG, SINGAPORE, MALAYSIA, ETC., HAVE CONSIDERABLY ENHANCED THEIR ECONOMIC DEVELOPMENT THROUGH TOURISM. HENCE, TOURISM HAS EMERGED AS A SPECIAL TYPE OF DEVELOPMENT PLANNING.

AS A RESULT, TOURISM HAS GIVEN RISE TO A SPECIAL BRANCH OF KNOWLEDGE IN ECONOMICS WHICH WILL GENERATE DIRECT AND INDIRECT EMPLOYMENT OPPORTUNITIES.

Thus tourism is an important medium of social and cultural development. It builds lasting goodwill and friendship among different nations. Tourism also helps in regional development of the country and acts as a measure of social education and better understanding according to R.A. Padmanabha Rao.\textsuperscript{42}

Ameen A.M. Al-momani\textsuperscript{43} points out the economic gains of tourism industry. The economic gains of tourism include the direct as well as direct effects of expenditure on tourism. Tourism generates foreign exchange for the host countries and it has emerged as the largest single item in the world’s foreign trade. Tourism provides employment on a large scale. The ratio of employment capital in this industry is analysingly high.

Moreover, provision of infrastructure—communication systems, shops, hospitals, civic amenities etc made for tourists also benefit the local population and their living conditions continue to improve substantially.

Concerning the beneficiaries of tourism sector, M. Sarngadharan gives an account of the various categories of beneficiaries in the Indian economy thorough the systematic development of tourism, which include travel agents, airlines, banks, hotel, transporters, guides, artists, artisans and manufacturers.

**THE NEW STRATEGY FOR INDIAN TOURISM INDUSTRY WAS POINTED OUT BY A.VIJAYAKUMAR.** To him, it should evolve an integrated strategy for the promotion of tourism in a big way. This need assumes considerable importance with a proper emphasis on a comprehensive, long-term approach in order to achieve sustainable development in harmony with the country’s overall development objectives.

Tourism industry needs promotion, according to Navin Chandra Joshi. He calls for widening the areas of interest, creation of more tourist destinations and improvement of infrastructural facilities. He welcomes the move to allow foreign airlines to add to their fleet of passenger-cum-cargo combination.

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Tourism in any nation is inextricably connected with its environment. According to Sharma\(^46\) unplanned tourism will always hold the environment of a nation in total jeopardy. In other words, tourism sans planning will ruin the entire environment. Hence, as Sharma has put it, tourism industry must respond to the aspirations of the environmentalists in a positive way.

Vijaya Kumar and M.K. Bhagavan,\(^47\) while adding to what Sharma has pointed out regarding tourists contributions to environmental degradation, one of the views that tourists are totally responsible for the growth of ruined flowerbeds, polluted lakes accumulation of garbage in tourists centres, defection in tourist spots and actively contributing to bag nuisance. The ailing culture and negative habits are so infectious that they can easily vitiate the social environment of those who live not far from the ‘madding crowds’ ignoble strife.\(^48\) Herbmankham, the well-known futurologist, has treated tourism next only to atomic power as far as its potentials for environmental destruction is concerned. Taking these strands of thoughts still further, Shrutidhar Paliwal\(^49\) stresses the need for eco-friendly tourists who can protect not only environment but also contribute sizably to the

\(^{46}\)Indar Sharma, *Travel Industry in the Year 2000*.


material growth of a nation. The eco-friendly trips promote a keen sense of good will between the tour participants and the people whom they come into contact with. Thus, according to Paliwal, eco-friendly tourism can add to one’s personal awareness about the world and the people.

M.I. John, while supplementing this view points out how environmental factors like fresh air, natural landscapes and flora and fauna, attractive beaches, perennial rivers and water falls play a vital role in the growth of tourists. This idea has been upheld by S.L. Singa.

The hotel industry forms an integral part of the tourism industry in any country. According to S. Dharmarajan and Rabindra Seth, hotels in India yield more than 300 crores of rupees by way of central tax alone.

Tourist marketing has been a fascinating subject for research purposes R.K. Krishna and M. Govindaswamy have made an extensive study on tourist marketing. According to them unlike the normal consumer product or service

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improves tourism cannot develop. Tourist product is marketed at two levels. i) The national or regional tourist organisation must promote a marketing campaign to persuade the potential tourists to visit our country or a specific region for which it is responsible (ii) The various individual firms providing tourist services can be allowed to market their own components of the total tourist product after the national tourist organisations launch marketing campaigns in order to persuade potential tourists to visit the country or region of their interest.

M.P. Bezbaruah54 dwells on the current scenario of tourism. Tourism generates tax revenues to the tune of $655 billion. It employs 10.6 per cent of the global workforce. It contributes 10.2 per cent to world’s GDP. It is the largest industry with $3.4 trillion gross output. Tourism accounts for 10.9 per cent of all-consumer spending, 6.9 per cent of all government spending and also 10.7 per cent of capital investment in the world.

S. DHARMARAJAN55 IS OF THE VIEW THAT TOURISM IS AN INSTRUMENT FOR DEVELOPMENT. THE MOST SIGNIFICANT FEATURE OF TOURISM INDUSTRY IS THE CONTRIBUTION TO SUSTAINABLE HUMAN DEVELOPMENT THROUGH POVERTY ALLEVIATION, EMPLOYMENT GENERATION AND ENVIRONMENTAL REGENERATION IN REMOTE AS WELL AS BACKWARD AREAS.

Rabindra Seth\textsuperscript{56} points out the seven major hurdles to foster tourism growth in India. They are land and land laws, power, telecoms, roads, road transport, airports and aviation policy. The author says that these are the most striking hurdles facing our tourism industry.

Brij Bhardwaj\textsuperscript{57} makes the following remarks about the infrastructure for tourism growth. The steps taken so far include grant of export house status to tourism. With this, the tourism industry will get the benefit of special import license, waiver of bank guarantee for imports and income tax exemption for reinvestment in tourism industry which will help in building the infrastructure.

Cees Goossens\textsuperscript{58} focused on the motivational aspects of destination choice behaviour. In a marketing context a conceptual model using push, pull and hedonic factors was developed for research on evaluation of destination attributes. In this context tourists are pushed by their emotional needs and pulled by the emotional benefits. Consequently, emotional and experiential needs are relevant in pleasure-seeking and choice behaviour. From an information processing point of view it is suggested that mental imagery is an anticipating and motivating force.

\textsuperscript{57}Brij Bhardwaj, “Infrastructure for Tourism Growth”, \textit{Yojana}, Vol.43, No.8, August 1999, p.31.
that mediates emotional experience evaluations and behavioural intentions. The conceptual model is relevant for managers who want to know the effective and motivational reaction of customers to promotional stimuli.

Simon Wong Chak Keung\(^{59}\) investigated the tourists’ perceptions of hotel frontline employees questionable job-related behaviour. Tourists were asked to indicate their perceptions on hotel employee’s ethics in three service encounters (Front Office, Housekeeping and Food & Beverage). Four dimensions were identified by factor analysis. Listed in a descending order, from “Wrong” to “Not Wrong”. They were: 1) Infringement of guests privacy 2) unethical behaviour; 3) benefiting at the expense of guest supplementary service, 4) working against company work-rules. Pearson’s correlation analysis revealed certain relationships between the four dimensions and six independent attitudinal statements. An attempt was carried out to investigate whether any significant differences existed between the tourists. Demographic variables were analysed using independent t-test and ANOVA with the four identified dimensions. It was found that gender exerted significant difference, while age, education, nationality and purpose of stay scored differently in some factors. Recommendations to hotel practitioners were given in the areas of protecting guests’ privacy, ethical education, disciplinary rules, and equitable rewards for catering to tourists needs.

Kuo-Ching Wang, An-Tien Hsieh and Tzung-Cleng Huan\textsuperscript{60} identified the critical service features of the group package tour. In many countries, especially in Asia, the group package tour is the mainstream mode of outbound travel. Little effort has been devoted to improve our understanding of the grounded service features of the group package tour. In order to fill this gap and thereby enhance the foundations of group travel theory, this study was conducted. Based on the data, 25 distinct ground service features were identified. At the end, the authors also discussed implications for future systematic investigation model development, and made recommendations for tour operators.

Manjula Chaudhary\textsuperscript{61} conducted research for the purpose of determining pre-and post-trip perceptions of foreign tourists on India as a tourist destination. A gap analysis between expectations and satisfactions levels was made to identify strengths and weakness of Indian tourism-related image dimensions so that necessary efforts could be made to meet the tourists expectations. Along with the overall comparison of the expectations and satisfaction levels of the total sample three groups of tourists (German, British and Dutch) were compared to find whether these segments differed regarding India’s image attributes as measured in


\textsuperscript{61}Manjula Chaudhary, “India’s image as a Tourist Destination Perspective of Foreign Tourists”, \textit{Tourism Management}, 21, 2000, pp.293-297.
the study. These three segments were considered important markets by leading travel agencies.

J. Enrique Bigne and M. Isabel Sanchez\textsuperscript{62} focused on the relationship between the image of a destination as perceived by tourists and their behavioural intentions, and their post-purchase evaluation of the stay. The authors also examined the relationship between quality and satisfaction and between these variables and the tourist’s behaviour variables. They placed the accent on a joint analysis of these relationships, using a structural equation model. The results of the empirical study showed that tourism image was the direct antecedent of perceived quality, satisfaction, intention to return and willingness to recommend the destination. The role of image as a key factor in destination marketing was thus confirmed. With reference to the other relationship, on the one hand, it was confirmed that quality had a positive influence on satisfaction and intention to return and that satisfaction determined the willingness to recommend the destination.

Christina A. Joseph and Anadam P. Kavoori\textsuperscript{63} focused on the mediation of tourism by the host community in the pilgrimage town of Pushkar, India. This study provided a framework for understanding the impact of Western Tourism in


the context of a Hindu religious community. Locally, tourism was perceived as a threat to tradition and religion, even while a segment of the population gained economic benefits. This ambivalence was resolved through three types of rhetoric-exclusionary, political and religious. This strategy of rhetorical resistance termed here as mediated resistance allowed the host community to condemn tourists collectively while participating in tourism on individual basis. The theoretical focus of the study drew from cultural anthropology, religion and communication of research.

The crux of the argument was that the relationship between tourism and culture was a complex and subtle one while it was resisted rhetorically. This matrix of culturally-derived rhetorical strategies, which constituted mediated resistance function to transform an ambivalent society was culturally acceptable to the host community.

Carson L. Jenkins\textsuperscript{64} considered three aspects of international tourism. First he examined the contribution that tourism had made to the development process in the third world countries. Secondly he considered as to what extent this contribution had been real rather than nominal. Thirdly he examined some of the criticisms of tourism in this process and asked whether or not the criticisms had substance. The author regarded tourism as a viable means of aiding development.

In this sense it was felt that tourism was recognised as having made a substantial contribution to the development process in many third-world countries. Its benefits have been real and are increasingly sought by many such countries. There are problems and areas of concern, but it would be a fiction to deny the reality of tourism’s contribution.

John Ap.\textsuperscript{65} says, “This study examines residents’ perceptions towards ecotourism travel, their level of interest in it as form of pleasure travel, and the barriers involved in undertaking this type of tourism activity. Ecotourism provides one way to help educate the community to protect and conserve the environment through travel, and to also create and maintain a sustainable environment for both residents and tourists. However, a lack of community awareness and positive attitude towards ecotourism and the environment is likely to lead to misrepresentation and abuse of the concept, and further depletion of the environment especially with mass tourism. It was found that with a sample of Honk Kong respondents there was a low level of awareness and knowledge of ecotourism. Over half of the respondents were not aware of it and even if they were, they possessed limited knowledge about it. While most were aware of its environmental aspects, little or no recognition was given to the other aspects of ecotourism mentioned by Honey (1999). Furthermore, most respondents also

expressed indifference towards ecotourism and were unlikely to take such a trip in near future. Implications of these findings are discussed and addressed.

Maneet Kumar66 highlighted the existence of a great potential in the Himachal state which was still untapped and which provided ample scope for growth. He was of the opinion that an integrated approach encompassing product identification infrastructure needs and support services could lead the state to make it a paradise for tourists.

Hubb Gayman67 says before discussing the parameters of ecotourism success, it is necessary to discuss first parameters of ecotourism itself. Ecotourism has almost as many meanings as the people who use the term. Therefore it may be more fruitful to accept that there are many forms and degrees of ecotourism, as opposed to dividing the tourism world into eco and non-eco. Proposed here is a rating system, based on five parameters. Just as hotels and restaurants receive a rating of one-to-four stars, ecotourism attractions could be judged on a system of butterflies with respect to their environmental policies. The proposed parameters are: Reduced impact on environment/environmental sustainability policies, interaction with nature, community involvement and interaction with people, environmental activities, and economic sustainability.

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We then ask to what extent an ecotourism venture is able to score high on each of the parameters, on a continuous or sustainable basis.

G.C. Verma\textsuperscript{68} examined the challenges and opportunities of promoting tourism in India. He highlighted the fact that the time had come to promote leisure tourism in addition to cultural tourism. For long we have sold Taj Mahal, Red Fort and Jama Masjid, the Burning Ghats of Varanasi, our temples, history, culture and classical dances.

**ECOTOURISM IS A CONCEPT, WHICH IS GAINING POPULARITY IN MANY DEVELOPED WESTERN COUNTRIES. INDIA CAN BE AN IDEAL DESTINATION FOR LOVERS OF ECOTOURISM BECAUSE OF ITS VASTNESS, SALUBRIOUS CLIMATE AND PLENTY OF LANDSCAPES. THE FUTURE OF TOURISM BELONGS TO THOSE WHO HAVE THE COURAGE TO MOVE AWAY FROM THE BEATEN TRACK AND TRADITIONAL ITINERARIES.**

Santhosh P. Thampi\textsuperscript{69} explains tourism as a major phenomenon of the modern society. Ecotourism is a new concept in tourism, which was originally sparked off by the idea of making harmonious co-existence with nature a reality once again. This paper explains the characteristics of ecotourism, social, economic, cultural and environmental impact of ecotourism and moderating the impacts. Ecotourism has the potential to alleviate some of the pressures and problems of man tourism, which have included environmental stress, economic


dependency and societal disruption. Many protected areas in the country have enormous potential for ecotourism. Tourism Department and Forest Department should work together in co-operation and understanding for the development and management of ecotourism destinations in the country. There needs to be significant attitudinal changes among the policy makers, the private entrepreneurs, tour operators, destination managers, the visitors and the local community in order to make ecotourism successful.

James Macgregor70 considers that ecotourism has been promoted as a significant contributor to resource conservation and environmental protection. However, the typical ecotourism trip usually includes a number of transportation, accommodation and food service components that are not necessarily environmentally responsible, but which promote sustainable tourism. Nevertheless, the tourism industry is possibly the only industry sector that can avert the constant environmental destruction caused by such phenomenon as global warning. A concerted effort by all Stakeholders in tourism to adopt sustainable tourism policies and practices at the national and international levels could activate substantial results over the next generation. The Bahamas government in co-operation with the organisation of American States

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commissioned the most comprehensive set of sustainable tourism policies yet prepared.

According to Dimblebey\textsuperscript{71} a Travel Writer from Holland “there is no country in the world where you can experience this amazing diversity of food, culture, festivals and the people. It is the natural warmth and immense hospitality of the Indian people that makes all the differences”.

Katrina Brandon and Richard Margolvis,\textsuperscript{72} argue that the distinguishing feature of ecotourism should be that it benefits biodiversity conservation. We prepare a set of five benefits to conservation, which should be evident in any tourism activity, which claims to be ecotourism. These benefits will not happen spontaneously. They will only result from first specifying a clear framework for analysing the linkages between project-level activities and conservation. It identifies a series of steps, which need to be undertaken as part of project design, which help to identify the logical link between the project design cycle and measuring project success. When such methodological rigour is introduced into ecotourism initiatives, there will be a much greater chance for success to be verifiable and measurable in relation to real-world impacts. It can then provide


better sources of learning for other projects and places and genuinely benefit biodiversity conservation.

Geoffrey Wall\textsuperscript{73} says ecotourism is an agent of change. Measurement of the impacts of tourism is brought with similar challenges to those involved in assessing impacts in general and tourism in particular. Research on the impacts of tourism has not been cumulative because of the adoption of an inappropriate paradigm and inadequate attention to the contexts in which impacts occur. It is suggested that aggregated information is more useful than summary measures and the characteristics of useful indicator for measuring impacts and monitoring change are described.

George N. Wallace\textsuperscript{74} discusses a systematic approach to evaluating ecotourism operations in a given locale. It employs a set of six principles as the basis for evaluation. Indicators and standards are site-specific and agreed upon by managers and stakeholders. When possible, tour operators, protected area managers, visitors and local people participate in the evaluation. The paper gives its definition of ecotourism, discusses how the principles and valuative methods are derived and describes the evolution of methodology by looking at ecotour

\textsuperscript{73}Geoffrey Wall, “Ecotourism: Change Impacts and Opportunities”, www.environmet.yale.edu, 2005.
operations in both Brazilian and Ecuadorian portion of Amazon basin
Suggestions are then offered for improving the approach.

Lori A. Gould\textsuperscript{75} looks at the role of ecotourism in achieving sustainable community development. Since the focus of the paper is on the developing or less developed world, there is a detailed discussion outlining the differences in sustainability between the two global areas. The purpose of this paper is to specifically examine ecotourism and sustainable community development with emphasis on the developing world. There are three main focuses (1) to examine the differences in sustainable development between the developed world and the developing or less developed world, (2) to discuss the variety of types of tourism, paying particular attention to the objectives, benefits and drawbacks of ecotourism (3) To address what role ecotourism plays in sustainable community development in the developing and less developed worlds.

Akash\textsuperscript{76} in his article explains that consumer is the important segment of the economic cycle of the country as other development activities centre around him. And they decide the success or failure of business in competitive economy either by buying or not buying the product. And the performance of an organization is purely based on consumer satisfaction. If organization does not

\textsuperscript{75}Lori A. Gould, “Ecotourism and Sustainable Community Development”, www.environment.yale.edu, 2005.
take proper care towards satisfaction of consumers it may adversely impact on profitability of the organization. Hotel industry plays an active role in developing and developed countries in increasing employment opportunity and economic status of the country and what it earned during the financial year 2006-07 was Rs.604.32 billion a growth of 21.27 per cent. The study clearly revealed that most of the customers were not happy with the services of hotel industry. However the success and survival of hotel industry depend upon proper service to the customer.

Ajith Kumar Shukla\textsuperscript{77} in his paper explained that tourism has an international market, but marketing strategies need to be built up from the basic marketing inputs used in domestic tourism. Cultural differences, political differences and geographical differences are of supreme importances in the tourism and travel market. Marketing strategy inputs need to be adjusted to foreign markets. The tourist products require simplification and adjustment to local differences in taste, price and quality levels. Tourists/attraction is regarded as central to the successful development of tourism region and the tourism system as a whole. A range of conceptual frameworks can be seen as highly applicable to trends of marketing management in tourist attraction. The current study is relevant to but not conceived within any one of those frameworks. The concern

of the present article is to use a diversity of sources to dormant recent business trends of marketing management in tourist attraction.

N. Yesodha Devi and V.S. Kanchana\textsuperscript{78} in their article on “A Study on Customer Preference and Satisfaction Towards Restaurants in Coimbatore city” stated that the majority of the consumers have visited different restaurants at different times. So the restaurant owners have to take steps to retain the customers preserve their sustained loyalty. Majority of the respondents came to know about the restaurants through their friends. Hence, the restaurants can advertise in the local medias like Radio, Newspaper, Magazines, etc. to attract more customers. Quality and taste are the two major factors considered by the respondents in selecting a restaurant and so the restaurant owners should not compromise on these aspects at any cost. Customers are more discerning than demanding. And they always want to experiment with the money they spend. They look for new endeavours and experiences and it has become a challenge to keep them loyal to a particular eat-out. With rapidly shifting loyalties, customers who are ready to experiment look for variety and do not have any specific likes or dislikes. The Indian restaurant industry has come of age by diversifying its services and is trying to cater to the Indian taste buds and is staying in the

competitive arena amongst international giants and is able to provide better services to the customers.

Gaurav Jaiswal, et al., in their study on “Customer Preferences Towards Service Industry: A Factorial Study of Restaurants” found that consumers prefer those restaurants that provide the maximum degree of satisfaction. By this study, it has been concluded that various factors are responsible for affecting the choice of consumers regarding restaurants. Consumers are generally familiar with such products, hold their attitudes and values related to purchase and consumption will be different. The conversion of rural consumers to purchase sophisticated products is a great challenge for the marketeers. But this kind ensures a good demand for sophisticated products in the future. Here, the marketeers may have to work harder to sell their goods in rural areas, because of the diversity of values and attitudes present in these regions.

2.2 METHODOLOGY

The study requires both secondary and primary data. The secondary data required could be gleaned from prestigious journals and reports. Further, to an extent reliance on the records and official bulletins of the headquarters of the Tourism Department, Madurai and Office of the Assistant Director of Statistics,

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Madurai was also necessary. The primary data could be collected from the respondents by the personal interview method.

### 2.2.1 Sample Design

In order to assess the role of luxury hotels in promoting tourism in Madurai, 500 tourists were randomly selected with the help of tourist information centre in Madurai. For analytical purposes, 500 selected tourists were post-stratified into two categories namely domestic and foreign tourists. Out of 500 sample tourists, 348 (69.60 per cent) belong to domestic tourists group and the remaining 152 (30.40 per cent) belong to the foreign tourist group.

For the purpose of analysing the marketing strategy and promotional measures, 12 luxury hotels in Madurai were taken for the present study.

### 2.2.2 Collection of Data

On the basis of the information gathered, from the experts and officials of tourism development, a well designed pre-tested interview schedule was drafted and used in the field survey to collect primary data. Before undertaking the main survey, a tentative interview schedule was prepared and administered to 25 tourists in order to test the validity of the interview schedule. It facilitated the removal of the ‘non-response’ and unwarranted questions and the modified final schedule was prepared on this basis.

The selected tourists were contacted in person and the objectives of the study were clearly explained to them and their co-operation was ensured. The
details regarding the time of arrival departure, number of / duration of days, details of hotel accommodation, expenditure and the like marked the questionnaire.

The secondary data were collected from books, journals, newspapers and periodicals, official records of the Department of Tourism, and internet.

2.2.3 Period of Study


2.2.4 TOOLS OF ANALYSIS

IN ORDER TO ANALYSE THE TOURIST ARRIVALS OVER TIME, A MULTIPLICATIVE MODEL\(^{80}\) OF TIME SERIES HAS BEEN USED IN THIS THESIS.

TO ANALYSE THE SECULAR TREND OVER TIME THE FOLLOWING TREND EQUATION WAS FITTED:

\[ Y = A + BT \quad \ldots \quad (1) \]

WHERE \( Y \) = TOURIST ARRIVALS
\( T \) = TIME VARIABLE

A AND B ARE THE PARAMETERS TO BE ESTIMATED. THE MODEL (1) ESTIMATED BY THE METHOD OF LEAST SQUARES.

THE COMPOUND GROWTH RATE WAS FITTED, USING THE FOLLOWING EXPONENTIAL MODEL:

\[ Y = AB^T \ldots \quad (2) \]
WHERE \( Y = \) TOURIST ARRIVALS
\[ T = \) TIME VARIABLE \]
COMPOUND GROWTH RATE = (ANTILOG B -1) X 100 ..... (3)
CYCLICAL, IRREGULAR VARIATIONS ARE COMPUTED BY USING RESIDUAL METHOD.

IN ORDER TO ANALYSE THE DEMAND AND SUPPLY OF BEDS DURING 2002-03 TO 2008-09, MODEL (1) WAS ESTIMATED BY THE METHOD OF LEAST SQUARES.

TO IDENTIFY THE DETERMINANTS OF EXPENDITURE OF TOURISTS, THE FOLLOWING LOG LINEAR MULTIPLE REGRESSION MODEL WAS ESTIMATED USING THE METHOD OF LEAST SQUARES.

\[ \log Y = \beta_0 + \beta_1 \log X_1 + \beta_2 \log X_2 + \beta_3 \log X_3 + \beta_4 \log X_4 + U \ldots \quad (4) \]
Where,
\[ Y = \) Total expenditure of tourists (in Rs.) \]
\[ X_1 = \) Income of tourists (in Rs.) \]
\[ X_2 = \) Age (in years) \]
\[ X_3 = \) Educational qualification (in years) \]
\[ X_4 = \) Duration of stay (in numbers) \]
\[ U = \) Disturbance term \]

IN ORDER TO EXAMINE THE OPINION OF THE TOURISTS REGARDING ENVIRONMENT, AND PROMOTERS AND HOTEL FACILITIES AND IRRITANTS A FIVE-POINT RATING SCALE HAS BEEN ADOPTED.

**CHAPTER III**

PROFILE OF THE STUDY AREA AND TOURIST SPOTS

IN MADURAI