CHAPTER III

THEORITICAL FRAMEWORK AND CONCEPTS
3.1 OVERVIEW

The previous chapter was the brief discussion of this research with the help of various related studies published with authenticated data. After reviewing these studies, the researcher came to the understanding, how the present study should be and how it had to be proceeded with. These studies made to understand the various important concepts of tourism industry and from which the researcher could select few important criterions for her research.

3.2 INTRODUCTION

This chapter, wholly devoted to the frame work of the study. Within the ambit of the selected criterions, the researcher has attempted to study the tourism industry in Kerala and its important interventions in promoting the tourism with reference to Kerala. This chapter has been divided into seven sections namely, Tourism in General, Awareness of Tourism in Kerala, Tourism Infrastructure, Tourism Promotion, Tourism Products, and Socio-Economic and Regional Development.
3.3 TOURISM IN GENERAL

Tourism is the world’s largest industry; the main source of income for almost 40 percent of the world’s countries, employing 7 percent of the global workforce and generates 1.5 percent of world GNP. WTO (1999) tourism is most significant to developing countries and is their major source of foreign exchange. Waters (2005), Conrad D, and Barreto E (2005) were also observed the same. Echtner and Prasad (2003) observed that 30 percent of all international tourism arrivals are in the third world and this has nearly tripled over the past twenty years.

“Tourism is the act of travel for the purposes of leisure, pleasure, or business, and the provision of services for this act” (Ministry of Tourism, GOI). There are two important components that make up tourism:

a) The practice of traveling for Pleasure
b) The business of providing tours and services for persons traveling.
As per WTO. “Tourism comprises of the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.”

Gunn(2000) pioneered a systematic approach to the study of travel and tourism and referred to the functioning of tourist system involving five components: Marketing, Attraction, Service/ Facilities, Transportation and Information Promotion.

Tourism as a word appeared in 1811, and was associated for ‘mobility’ for recreation. The recreation is not always the dominant motive for conditioning the travel and therefore, ‘tourism’ is to be associated with all the motivator of travel”(Arunkumar Sarkar 1998)

Once tourism was very much related to most affluent people. Presently, the economic, business and technological development due to improvement of literacy by education, most of the people even from the middle class and mostly salaried individuals prompted to travel elsewhere looking for leisure, fun enchantment, medical treatment and for many other reasons.”The competitive environment in the current scenario is increasing the need to travel. As consumer satisfaction is directly related with the quality of services of service industries, they are the prime stakeholders. Indian
tourism industry is functioning well, according to academician. Tourism has become a global phenomenon and a pertinent branch of knowledge”(Tripti Udawat(2007). It is clear from the study carried out, that focus is on the Gender, Age, Occupation, and Places of living, differences of travelers in detecting their perception.

**Awareness:**

To make the tourists aware of the locations, the concerned location managers to work hard to propagate the salient features of the location. Therefore, the dissemination of information in various channels to be done in proper way. It is very easy at present in the technological developed world.

Elizabeth Halpenny(2006) measure the intensity of place attachment expressed by the visitors, explore the pro-environment behavioral intention expressed by the visitors and explored the relationships between variables. Asli D.A, Tasci and Metin Kozak(2006) compared destination brand versus destination images. They explored the meaning of destination brands and its main characteristics. They also proposed a model of branding and its ramifications in the tourism destination context.
Akama, John. S, and Damiannal Mukethe Kiethe(2003) studied the reasons for the sudden decline in the arrival of tourists to the Tsavo West international Park in Kenya. They analysed the service quality as well as the overall satisfaction of the tourists. They concluded that, satisfaction level of tourists were high and other exogenous factors like awareness were the reasons behind the decline.

Ritchie and Sheridan(1998) have done significant work in tourism attitude research. They highlighted that determining visitor perceptions of a country and its regions which could help in selecting target markets for potential campaigns and in the positioning of resort areas.

Various studies conveyed the importance of awareness about the tourist spots and availability of facilities, amenities in the spots among the tourists as an important intervention in increasing the number of tourists.

3.4 SATISFACTION
The fascinations of mountains, breathtaking natural beauty, rich cultural diversity, socio-economic tradition, history and life style attract mountaineers, trekkers, naturalists, ascetics, explorers and cultural tourists from all over the world to Nanda Devi Biosphere Reserve (NDBR) (Deepak and Preeti, 2006). Therefore, the fascinations attract the tourists with satisfaction.

The tourists satisfaction is the important major intervention in the tourism industry. The tourists satisfaction is mainly based on many minor interventions or drivers like, good hospitality, facilities, amenities and easy and effortless accessibility of location. Fairburn (1951) stated that safety and security along with mental satisfaction in traveling is a pre-requisite for the success of tourism.

Pizam, Neumann and Rechel define tourist satisfaction “as the result of the comparison between a tourist’s experience at the destination visited and the expectations about the destination”. Tourist satisfaction is often referred to as the ‘fit’ between expectations and the perceived evaluative outcome of the experience. Yoo shink Yoon and Muzaffa Uysal (2005) concluded that tourism destination loyalty has causal relationship with motivation and satisfaction.
The above studies ins respect of the concept satisfaction conveyed a detailed account how the concept could be proceeded with.

3.5 INFRASTRUCTURE

Choninho (2002) analysed the accommodation satisfaction level of budget travelers who stayed in Yogwans during 2002 FIFA World cup Korea/Japan. He identified that room quality, external quality, value, staff service quality and accessibility were significant factors/interventions in determining the overall satisfaction level of Yogwans. The study revealed that the budget travelers were not highly satisfied with Yogwans. Moulana and Smith (1991) in their Integrated Tourism Policy Decision Making Model posit the international tourism infrastructure at the centre in the interaction among tourism issue areas. The major intervention Infrastructure attracts every tourist to take the tour.

3.6 TOURISM PROMOTION

Manat Chaisawat (2006) studied the growth rate of tourism industry in Thailand. He identified the major factors/interventions that contributed to the increase in tourists arrivals in Thailand, which were aggressive tourism promotion and mass marketing. A
model for strategic implementation of tourism product in Thailand was proposed by putting the local point of tourism education and training institution as a catalyst.

Cevat Tosun(2001) investigated the perception of the resident population in Turkey and drew implications for marketing and destination management. He found that Turkish residents were generally less supportive of tourism industry and had few positive perceptions of its impacts.

The researcher, thus arrived at in her study, three minor interventions namely, Marketing, Government Policy and Public-Private participation which may promote the tourism to a greater extent in Kerala.

3.7 TOURISM PRODUCTS

Herold Daniel(2005) studied the portfolio analysis of a destination’s tourism “Product Line”. He identified eight factors/interventions, which were passive tours. More active outdoor tours, Less active outdoor sailing, high risk sports, shopping, amusement parks and golf. The study was to identify gaps in the existing tourism product line.
The film induced tourism is an innovative, viable, affordable and potential effective strategy for third world and developing countries with limited fiscal resources and/or marketing acumen to promote tourism (Peter Taylor 2005).

The Director General of the Tourism Development Authority and the General Manager of the Sri Lanka Convention Bureau claimed tourist arrivals to the country have doubled and tourism is playing an important role in the rehabilitation of those who have suffered. They believe that anywhere between 5,00,000 to 8,00,000 Indian will be traveling abroad to attend their company meeting in the next three years. Therefore, they wanted to fetch at least 10 percent of that MIC segment visiting Sri Lanka. The MICE stands for Meetings, Incentives, Conferences, Exhibitions or Events. (The Hindu-Daily)

There are number of tourism products, it varies according to the countries and its geographical location, culture and so on. However the researcher has selected only three types of tourism namely, Cultural and Pilgrimage, Health and Back waters which are prevailing in Kerala.

3.8 SOCIO-ECONOMIC AND REGIONAL DEVELOPMENT:
The importance of tourism as an instrument for economic development and employment generation particularly in remote and backward areas, has been well recognized the world over. It is the largest service industry globally in terms of gross revenue as well as foreign exchange earnings. It has the potential to stimulate other economic sectors through its backward and forward linkages and cross sectoral synergies with sectors like, agriculture, horticulture, poultry, handicrafts, transport, construction. The expansion of the tourism sector can lead to large scale employment generation and poverty alleviation. (Souren Sarkar and Saket Jeswani 2008). Therefore, the “benefits of a tourism based strategy include foreign exchange earnings improvement in Government revenues and regional imbalances for the further development and growth of tourism industries. (Dieke 1993). Tourism greatly keep in sorting out the regional imbalances in economic and social development (Bharti Gupta, 2006).

KTDC

The Tourism Department, Government of Kerala is a major organ controlling the Tourism in Kerala. The other departments coming under the above organ are, Kerala Tourism Development Corporation (KTDC) which plays a major role in tourism and District Tourism Promotion Council (DTPC) who also vital in developing tourism in Kerala. In this study, KTDC represents all the above three departments, since the samples were drawn from the above.
3.9 CONCLUSION

The above selected six concepts stated were considered as few major interventions for promotion of tourism. The researcher attempted to study the tourism in Kerala in the light of the above six concepts through the perceptions of four profile variables namely, Gender, Age, Occupation and Place of living. In the next chapter the methodology followed in this study has been explained in detail.

REFERENCES


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CHAPTER IV

TOURISM IN KERALA – A PROFILE

INTRODUCTION

Kerala is a small state situated on the South West coast of India. It is only around 550 kilo meters long and 120 kilo meters wide, and is bordered by land on three sides