LIST OF FIGURES

<table>
<thead>
<tr>
<th>FIGURE No.</th>
<th>TITLE</th>
<th>PAGE No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1</td>
<td>Sex-Wise Distribution of Sample Tourist Respondents</td>
<td>153</td>
</tr>
<tr>
<td>5.2</td>
<td>Age-Wise Distribution of Sample Tourists</td>
<td>154</td>
</tr>
<tr>
<td>5.3</td>
<td>Distribution of Sample Respondents According to Occupation</td>
<td>156</td>
</tr>
<tr>
<td>5.4</td>
<td>Distribution of Samples According to their Place of Living</td>
<td>157</td>
</tr>
</tbody>
</table>

CHAPTER I

INTRODUCTION

Tourism moves people from one region of the world to another. Tourism is a global happening. It is an expression of man’s natural instincts to move from one place
to another. The tourism sector occupies a significant place in the foreign exchange earnings of the world, and has acquired tremendous progress in recent years. The tourism industry is a major contributor of foreign exchange earnings to the developing countries. Tourism is a painless procedure for transfer of resources from highly developed countries to low-income developing countries.

Tourism is now the largest industry in the world by virtually any economic measure including gross output, employment, capital investment and tax contributions. Governments throughout the world are increasingly recognizing the importance of tourism and are formulating policies for the development and promotion of tourism for the socio-economic development of the people, regional development and conservation of heritage and environment.

Tourism provides multiplier effect on the economy on account of its potential for generating employment, income and foreign exchange earnings. The expenditure of the tourist circulates across all the three levels of the economy – national, regional, and most importantly, local. So tourism can create a significant improvement in the income and living standards of the people of the region or locality.

The highly labour intensive industry of tourism is a big source of employment to both the semi-skilled and the unskilled. Above all it is a service industry offering
employment to the local people. It is a major source of income and employment for individuals living in places deficient in natural resources which cannot readily contribute to the economic prosperity of the area except through the medium of tourism. This aspect of provision of employment becomes more important in a developing country where the levels of unemployment and underemployment tend to be high. Besides, providing employment to a large number of people, tourism can be the instrument of regional policy aimed at achieving an equitable balance between major industrial areas and rest of the country. Tourism enables the wealth earned in one part of the country to be transferred partially to another. Tourism can be an instrument of achieving regional development not only for a particular tourist area; it enables the development of the whole region.

Tourism also makes a tremendous contribution to the improvement of social and political understanding. Travel fosters a better rapport between people with different lifestyles. Personal international contacts have always been an important way of spreading ideas about other cultures. Tourism is thus an important means of promoting cultural exchanges and international cooperation. The experiences gained through travel have a profound effect upon the life of the individual as well as upon society as a whole. Travel affects a very healthy influence on international understanding and
appreciation of other people’s style of life. In addition to its economic significance it is also a significant human activity (Bhatia, 2009).

Infrastructure is another factor for the development of tourism. Expansion and modernisation of infrastructure is one of the important challenges faced by the tourism industry. The top tourist generating countries are enjoying good infrastructure. It should be changed according to the needs of the tourists. The modification and improvement in infrastructural facilities can attract more tourists to the destination. The main beneficiary of this infrastructure is the local community.

Tourism consists of certain basic and fundamental features without which development cannot be witnessed in the sector. These essential elements include transport accommodation, infrastructure, facilities and auxiliary or support services. A tourist needs a mode of transport to reach the destination, whether by road, rail or air and even sea, and also needs accommodation for comfortable stay and derives satisfaction by the attractions at the destination place. Apart from these a tourist also expects the support services like banks, travel agents, local guides, healthcare and insurance services in case of need. At the same time place of interest differs from person to person depending on his/her tastes and values. Some may prefer place of historical interest with tall places and forts while some others may enjoy sheer beauty
of nature such as forests, waterfalls, mountains, rivers and still some others may prefer a religious location with temples, churches etc. (Varaprasad, V.V. and Sundari, V.B.T, 2009).

The developments of essential elements are very important factor to attract more tourists to the destination. Tourists are our guests; good manners, friendly relationship and good arrangements attract them. That will create an image of the place in the minds of the tourists and enhances the goodwill of the place and promote future tourism. Developed and developing countries concentrate their efforts on addition of infrastructural facilities to attract more tourists.

1.1 GLOBAL TOURISM

The Industrial Revolution was a great turning point in the history of tourism. It made great changes in the various sectors like agriculture, manufacturing, and transportation and development of modern machineries and vehicles also. With the invention of new transportation facilities, people move from one place to another for recreation and leisure. The introduction of road and rail transport gives way to mass travel. In 1841 Thomas Cook the famous travel agent introduced several package tours and he is the pioneer in this field. During the 18th and the 19th centuries with the advent of technology, tourism developed day by day and governments all over the world became
aware of its importance and adopted various promotional strategies. The growing industrialisation and prosperity led to the growth of modern tourism.

Tourism is considered as the third largest foreign exchange earner for many countries, and rightly so emerged as an instrument for employment generation, poverty alleviation and sustainable human development. The GDP contribution from tourism is 5 percent and above for many countries like China, Malaysia, Singapore and Thailand. Tourism also helps in improving the bilateral relations among various countries, which have resulted in positive contribution to economic, social and political environment. Realizing the significance of these positive factors, many governments have conferred the industry status, extended relative incentives to tourism and have embarked on developing the sector to the maximum possible level of operations (Varaprasad and Sundari).

Tourism, being the world’s most rapidly growing industry, its contribution to the world economy is very large. It is predicted that travel and tourism will sustain itself in the lead role; driving global growth creating jobs and alleviating poverty. Emerging economies would act as engines of growth, boosting international travel. China alone would provide 95 million visitors for other destinations by 2020. China and India top the ranking of the countries that are expected to generate the largest travel and tourism
employment in 2020. Innovations in the travel and tourism will create new products and markets (Najeeb).

The Travel and Tourism (T&T) industry directly contributes about 3.6% of the world’s Gross Domestic Product (GDP) and indirectly contributes about 10.3% to it. As one of the biggest contributors to the global GDP, this industry directly employs nearly 77 million people worldwide, which comprises about 3% of the world’s total employment. The T&T industry also contributes to indirect employment generation to the tune of 234 million or 8.7% of the total employment implying that one in every twelve jobs in the world is in the tourism industry. The industry also represents about 12% of the total world exports.

Global market trends indicate that long-haul travel, neighbouring country tourism, rural and ethnic tourism, wellness and health holidays, cultural tourism, spiritual tourism, ecotourism, sports and adventure holidays, and coastal tourism and cruises are a few emerging areas of tourist interest. From a geographic viewpoint, there has been a remarkable rise in Asian tourists, particularly from China and East Asian countries. Further, the average age of the international tourist has also been reducing representing a growing segment of young tourists who would typically travel to take a break from increasingly stressful professional lives.
Given the above factors, robust growth in tourism is likely to continue in the coming years. The World Tourism Organisation (WTO) forecasts over one billion arrivals in 2010 versus approximately 693 million today (See Exhibit below). Worldwide long-distance travel is likely to grow faster (5.4% each year) than travel within regions (3.8%). Continuing world prosperity, growing recognition of tourism’s contribution to employment and economic growth, availability of better infrastructure, focused marketing and promotion efforts, liberalization of air transport, growing intraregional cooperation, and a growing number of Public-Private-Partnerships (PPPs) are seen as the key drivers for tourism in the next decade.

**Exhibit: WTO Forecast for Tourist Arrivals**

Source: World Tourism Organization
Further, world tourist arrivals in Asia are likely to grow faster than arrivals in Europe and the Asian market share of world tourism would steadily increase until 2020 (See Exhibit below). The shifts in key trends thus represent greater opportunities for developing economies. It also creates avenues to develop niche areas such as coastal tourism, medical tourism and rural tourism to enhance the tourist value of destinations.

### TABLE 1.1

**INTERNATIONAL TOURIST ARRIVAL FORECASTS BY REGION**

<table>
<thead>
<tr>
<th>Region</th>
<th>Base Year (Million)</th>
<th>Forecasts (Million)</th>
<th>Average Annual Growth Rate (%)</th>
<th>Market Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>565.4</td>
<td>1,006.4</td>
<td>1,561.1</td>
<td>4.1%</td>
</tr>
<tr>
<td>Europe</td>
<td>338.4</td>
<td>527.3</td>
<td>717.0</td>
<td>3.0%</td>
</tr>
<tr>
<td>East Asia/Pacific</td>
<td>81.4</td>
<td>195.2</td>
<td>397.2</td>
<td>6.5%</td>
</tr>
<tr>
<td>South Asia</td>
<td>4.2</td>
<td>10.6</td>
<td>18.8</td>
<td>6.2%</td>
</tr>
</tbody>
</table>

Source: World Tourism Organization
As observed, tourism trends around the world are likely to remain robust and the growth of the T&T industry worldwide will significantly impact tourism flows towards the subcontinent (GIDB).

1.2. INDIAN TOURISM

India is a country with great historical attractions. The country has 28 States and 6 Union Territories with unity in diversity. Here various communities live in peace and harmony. Tourism in India is the largest service industry. The Indian government began promoting tourism in 1956 coinciding with the Second Five Year Plan. It was only after the 1980’s that tourism activity gained momentum in India. The Government took several significant steps to achieve this end. A National Policy on tourism was announced in 1982. Later in 1988, the National Committee on Tourism formulated a comprehensive plan for achieving a sustainable growth in tourism. In 1992, a National Action Plan was prepared and in 1996 the National Strategy for Promotion of Tourism was drafted. In 1997, a draft of new tourism policy in tune with the economic policies of the Central Government and the trends in tourism development was published for public debate. The draft policy is now under revision. The proposed policy recognizes
the roles of Central and State governments, public sector undertakings and the private sector in the development of tourism.

Panchayati Raj institutions, local bodies, non-governmental organizations and the local youth have been involved in the development process. The other significant development that took place was the setting up of the India Tourism Development Corporation in 1966 to promote India as a tourist destination and the Tourism Finance Corporation in 1989 to finance tourism projects. Altogether, 21 Government-run Hotel Management and Catering Technology Institutes and 14 Food Craft Institutes were also established for imparting specialized training in hoteliering and catering.

India is renowned for its lavish and heartfelt treatment of all visitors, no matter which corner of the world they come from. This, coupled with its diverse traditions, varied lifestyles and cultural heritage and colorful fares and festivals pose an irresistible attraction for the tourists. The other attractions include sensuous beaches, dense green forests and wild life and landscapes for eco-tourism, snow, river and mountain peaks for adventure tourism, technological parks and science museums for science tourism; centers of pilgrimage for spiritual tourism; heritage trains and hotels for heritage tourism. Yoga, Ayurveda and natural health resorts also attract tourists with the promise of rejuvenating their souls and bodies. The Indian handicrafts, particularly, jewelry, carpets, leather goods, ivory and brass hold international appeal. Surveys
indicate that nearly forty per cent of the tourist expenditure on shopping is spent on such items.  

Tourism provides development, recognition, and livelihood for the country. With the amazing location India has become popular around the world. The rich culture and traditions attract tourist to India. Now in India Tourism is considered as a major instrument for social integration and economic development.  

1.2.1 Present Situation and Features of Tourism in India  

Today tourism is the largest service industry in India, with a contribution of 6.23% to the national GDP and providing 8.78% of the total employment. India gets more than 5 million foreign tourists and 562 million domestic tourists annually. The tourism industry in India generated about US$100 billion in 2008 and that is expected to increase to US$275.5 billion by 2018 at a 9.4% annual growth rate.  

According to World Travel and Tourism Council, India has been said to be a tourism hotspot from 2009-2018, having the highest 10-year growth potential. As per the Travel and Tourism Competitiveness Report 2009 by the World Economic Forum, India was ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the world's attractive destinations. It was ranked the 14th best tourist destination for its natural resources and 24th for its cultural resources, with many World Heritage Sites, both natural and cultural, rich fauna, and strong creative
industries in the country. India also bagged 37th rank for its air transport network. The India travel and tourism industry ranked 5th in the long-term (10-year) growth and is expected to be the second largest employer in the world by 2019. The 2010 Commonwealth Games in Delhi made significant increase in the tourist population.

Moreover, India has been ranked the "best country brand for value-for-money" in the Country Brand Index (CBI) survey conducted by Future Brand, a leading global brand consultancy. India also claimed the second place in CBI's "best country brand for history", and appears among the top 5 in the best country brand for authenticity and art & culture, and the fourth best new country for business. India made it to the list of "rising stars" or the countries that are likely to become major tourist destinations in the next five years, led by the United Arab Emirates, China, and Vietnam.  

1.2.2 Tourism Organisations in India

The organisations involved in the development of tourism at the Centre are Ministry of Tourism, Indian Institute of Tourism and Travel Management, National Council for Hotel Management and Catering Technology, India Tourism Development Corporation Limited, Indian Institute of Skiing and Mountaineering and National Institute of Water Sports.

The Ministry of Tourism is responsible for formulation and implementation of policies and programmes for the development of tourism within the country and for
attracting foreign tourists to India by way of developing tourism infrastructure, publicity and promotion, dissemination of information, co-ordination and supervision of activities of various segments of industry such as hotels, travel agencies, tour operators, etc.

There are 20 field offices of the Ministry of Tourism in India and 13 in other countries to undertake both developmental and promotional activities. While the overseas offices are in constant contact with tourists, travel intermediaries and media to promote tourism in India, the field offices in India provide facilitation services to tourists and co-ordinate with the State Governments on tourism infrastructural development. The main objectives of the overseas tourist offices are to position India in the tourism generating markets as a preferred tourism destination, to promote various Indian tourism products vis-a-vis competition faced from various destinations and to increase India's share of the global tourism market. These objectives are met through an integrated marketing strategy and synergised promotional activities undertaken in association with the Travel Trade and State Governments.

India Tourism Development Corporation (ITDC) came into existence in October 1966 with the objective of developing and expanding tourism infrastructure in the country and thereby promoting India as a tourist destination. Working on the philosophy of public sector, ITDC succeeded in achieving its objectives by promoting the largest hotel chain in India and providing all tourist services, i.e. accommodation, catering, transport, in-house travel agency, duty free shopping, entertainment, publicity,
consultancy, etc., under a single window. It also offers consultancy services from concept to commissioning in the tourism field both for private as well as public sector.

In pursuance of the disinvestment policy of the Government, 18 hotels have been disinvested. Keeping in view the changed scenario, the Corporation has suitably been restructured so that it continues to fulfil its original mandate for tourism development in the country. Besides, consolidating and expanding its existing business areas, ITDC has made diversification into new avenues/innovative services like full-fledged money changer services and Western Union Money Transfer, Training Consultancy in hospitality sector, event management and consultancy and execution of tourism and engineering projects.

1.3 KERALA TOURISM

The origin of Kerala Tourism can be traced back to the 1950s, when the state hospitality department was set up. Tourism as a department came into existence in the 1960s. The enormous potential of tourism in Kerala was only examined in the 7th plan. Over the last decade the growth of tourism in Kerala has been amazing.

At the time of independence Kerala was an agricultural state with various types of agricultural crops. Agriculture is the main livelihood for the people in Kerala and which did fairly well during that period. But in the sixties the scenario began to change
and a gradual decline in the growth of agriculture sector. That time traditional agricultural industries like cashew, coir and handloom emerged but they could not contribute to the development of the Kerala economy.

In the eighties service oriented industries started in Kerala, and travellers noted the natural beauty of some of its destinations like Kovalam, Thekkady, Kochi and Munnar and it became important tourist destination in Kerala. Due to the arrival of foreign and domestic tourist to Kerala, the Govt. and other agencies realized the importance of tourism and a real gush in the tourism sector began from the period 1990 onwards. With the participation of the public and the private sectors a tremendous change occurred in the tourism sector giving advantage to the tourism industry in Kerala.

Kerala success story in tourism sector was a great surprise to the other states in the country and even to the regions in South Asia. The department of tourism successfully launched several growth oriented measures in the tourism sector of Kerala under the brand name ‘Kerala Tourism’. Now Kerala is a safe place for investors also. More and more entrepreneurs and large hoteliers entered Kerala to gain from tourism potential and hospitality sector. So there is paradigm shift in Kerala from agriculture sector to tourism.

This tiny state in the south of India which is blessed with good climate and hospitable people is an ever expanding surprise for travellers from within and outside
the country. The tremendous increase in tourist arrival made changes in the
development of economy of Kerala. Kerala is a popular destination for domestic and
foreign tourist and they are attracted to our Backwater, Ayurveda, Wild Tourism, Hill
Tourism, etc. and now the department of tourism introducing more innovative aspects
in Kerala to attract more tourists by giving their greater satisfaction and more comforts.

Hill stations, wildlife sanctuaries, village hideaways, beach resorts – all within hour’s of
reach, each offering a delectable and different visual spectacle. This vast canvas of
experiences is what has made Kerala into a stand – alone destination.

Kerala offers a wide range of Tourism possibilities especially in Nature Tourism,
Back Water Tourism, Eco-tourism, Cultural Tourism and Health Tourism. Kerala,
described as “God’s Own Country” is blessed by nature with varied geographical
features like beaches, hill stations, backwaters, national parks & wild life sanctuaries.
The centuries - old holistic medicine of Ayurveda, the unique boat races, the largest
team sports in the world, the ride through the winding waterways in a cosy houseboat
or the colourful and exotic festivals of Kerala offer a wide range of experience to the
tourist. Popular attractions in the state include the beaches such as Kovalam, Varkala,
Marari, Bekal and Kannur. Kerala’s most popular backwater destinations are
Kumarakom, Alappuzha, Kollam, Kochi and Kozhikode, and its best known hill stations
are Ponmudi, Munnar, Wayanad and Wagamon. Kerala has a number of well- known
wildlife reserves, including the Periyar Wildlife Sanctuary, Eravikulam National Park,
Thattekkad Bird Sanctuary and Parambikulam Wildlife Sanctuary. Kerala is today the most acclaimed tourist destination in India and continues as one of the prime tourist destinations of South Asia. Tourism industry in Kerala not only facilitates infrastructure development but also helps in balanced and sustainable regional growth by generating income and creating employment opportunities.

1.4 TOURISM AND DEVELOPMENT

Tourism creates prosperity through the development of communications, transportation, and accommodation and other consumer services. The money spent by tourists becomes income in the hands of the local population in some form or other and is again re-invested or saved. Thus the money originally spent by the tourists may be invested many times, each time giving rise to certain amount of leakage either for the purchase of imports or for saving until the effects of the original expenditures become negligible. This constitutes the multiplier effect.

Many of the rural areas contain scenic beauty and other attractions. Development of these areas may bring lot of prosperity to the local people. Tourists spend money in the particular region is useful for the people living there. The increase in the number of tourist causes development of the backward region. Many countries both
developed as well as developing have realized this fact and established facilities in under developed regions with a view to bringing prosperity there. So the tourism development in a particular area brings growth to that region and the nation as a whole.

1.5 IMPACT OF TOURISM

Tourism industry in India has several positive and negative impacts on the economy and society. These impacts are highlighted below.

1.5.1 POSITIVE IMPACTS

A. Generating Income and Employment:

Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development. It contributes 6.23% to the national GDP and 8.78% of the total employment in India. Almost 20 million people are now working in the India’s tourism industry.

B. Source of Foreign Exchange Earnings:

Tourism is an important source of foreign exchange earnings in India. This has favourable impact on the balance of payment of the country. The tourism industry in India generated about US$100 billion in 2008 and that is expected to increase to US$275.5 billion by 2018 at a 9.4% annual growth rate.
C. Preservation of National Heritage and Environment:

Tourism helps to preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, Ajanta and Ellora temples, etc, would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.

D. Developing Infrastructure:

Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other income generating activities.

E. Promoting Peace and Stability:

Honey and Gilpin (2009) are right in suggesting that the tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption, etc, must be addressed if peace-enhancing benefits from this industry are to be realized.
1.5.2 NEGATIVE IMPACTS

A. Undesirable Social and Cultural Influence:

Tourism sometimes led to the destruction of the social fabric of a community. The more tourists coming into a place, the more the perceived risk of that place losing its identity. A good example is Goa. From the late 60's to the early 80's when the Hippy culture was at its height, Goa was a haven for such hippies. Here they came in thousands and changed the whole culture of the state leading to a rise in the use of drugs, prostitution and human trafficking. This had a ripple effect on the country.

B. Increase of Tension and Hostility:

Tourism can increase tension, hostility, and suspicion between the tourists and the local communities when there is no respect and understanding for each other’s culture and way of life. This may further lead to violence and other crimes committed against the tourists. The recent crime committed against Russian tourist in Goa is a case in point.

3. Creating a Sense of Antipathy:

Tourism brought little benefit to the local community. In most all-inclusive package tours more than 80% of travellers’ fees go to the airlines, hotels and other international companies, not to local businessmen and workers. Moreover, large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local
staff for senior management positions, preventing local farmers and workers from reaping the benefit of their presence. This has often created a sense of antipathy towards the tourists and the government.

4. Adverse Effects on Environment and Ecology:

Deepak and Preeti (2006) observed that in the developing countries like India, there is an absence of general public pressure on the state to take strong measures on environmental protection. The awareness among local people is low and the tourism and environment groups that exist are very particularistic and lack of mass base. Unregulated tourism can cause manifold problems – unbalanced social change and unplanned economic development, social tensions and environmental pollution, distortion of life style and cultural decay.

One of the most important adverse effects of tourism on the environment is increased pressure on the carrying capacity of the ecosystem in each tourist locality. Increased transport and construction activities led to large scale deforestation and destabilisation of natural landforms, while increased tourist flow led to increase in solid waste dumping as well as depletion of water and fuel resources. Flow of tourists to ecologically sensitive areas resulted in the destruction of rare and endangered species due to trampling, killing, and in the disturbance of breeding habitats. Noise pollution from vehicles and public address systems, water pollution, vehicular emissions,
untreated sewage, etc. also have direct effects on bio-diversity, ambient environment and general profile of tourist spots.

1.7 THE NEED AND THE IMPORTANCE OF THE STUDY

Kerala is a small state in India, consisting of various traditional tourist attractions like Ayurveda, Beaches, and Backwaters. Tourists in the state both domestic and foreign are increasing in a large numbers. From 2001 onwards there has been tremendous growth in the tourism sector because of the introduction of innovative tourism products like houseboats, home stays and cultural tourism, etc. Because of its income generating capacity the Kerala Government launched several growth oriented measures in the department.

Because of the diversity in the tourism products the state can attract numerous people to visit the place. Kerala got several recognitions and awards because of its success in the tourism sector. Now Kerala is a popular destination to the tourist and a favourable place for the investors also. Several entrepreneurs started their business in Kerala to explore the opportunities in the hospitality sector of Kerala. So the growth of tourism is beneficial to the regional development of Kerala.
The National Geographic Traveller has found Kerala as one of the ten paradises and one of the 50 destinations of a life and also a partner state to the World Tourism and Travel Council. Kerala government recognised the importance of tourism and with the assistance of Ministry of Tourism several growth oriented initiatives are started for the improvement of tourism in the state. The underdeveloped regions of the state can greatly benefit from tourism development. Tourism development and tourism promotion of these areas can generate regional development, employment and income. The present study tried to identify tourism promotion as a growth intervention strategy for regional development in Kerala.

1.8 SIGNIFICANCE OF THE STUDY

Tourism has been a major social phenomenon of the societies all along. It is motivated by the natural urge of every human being for new experience, adventure, education and entertainment. Tourism is the world’s largest industry; the main source of income for almost 40 percent of the world’s counties, employing 7 percent of the global workforce and generates 1.5 percent of world GNP. (Peter Taylor – 2005) (WTO 1999) Tourism is most significant to developing countries and is their major source of foreign exchange. 30 percent of all international tourism arrivals are in the third world and this has nearly tripled over the past 20 years. (Echtner, and Prasad 2003). Viewing all the above it is felt that the tourism industry in Kerala, if developed, may yield more funds through foreign exchange and in other ways giving rise to the
development of the regions. In this aspect, this study will be of more significant at the present situation.

1.9 RESEARCH GAP

Tourism is the third net earner of foreign exchange for the country. It is also one of the sectors that employ the largest number of manpower. The World Travel and Tourism Council (WTTC) have identified India as one of the countries to become foremost growth centres in the world in the coming decade. While growth in tourism has been impressive, India’s share in total global tourism arrivals and earnings is quite insignificant. Government of India has announced an action plan in May 1992 to increase India’s share in the world tourism market to one per cent by 2000 A.D.

The diversity of India’s national and cultural richness provides the basis of its wide range of tourist products and experiences embarrassing business, leisure, culture, adventure, spirituality, eco-tourism, heritage and many other pursuits. Today a lot of research is in this field contributed by various disciplines like, statistics, economics, history, management and planning, etc.

Yet, there lies a gap between the relationship expectations. This gap has widened because of the time lag between growth in tourism and infrastructure taking shape. This factor tends to accentuate an impressions in the travel industry about India being a high cost destination. Eventhough, this contention may not deserve any attraction, the competitive nature in the world tourism, make every body to look into it in seriousness.
The Tenth Five Year Plan 2002-07 has rightly identified some global trends, “the experienced traveller wants authentic, off-beaten track vacations in remote and less well-known places as against unserious five star vacations.

In view of the above, how the Kerala tourism can be improved by giving importance to rural tourism and converting domestic tourism to international one and to make cultural tourism and the unique part of tourism in the land concerned be made attractive.

1.10 STATEMENT OF THE PROBLEM

The intervention of the tourism development will vary according to the products and the country. With regard to the Kerala tourism there may exist as many as interventions in their tourism industry. The main aim of the government is to improve tourism to attract more tourists and thus earned more revenue, Which in turned the revenue would be spent for the developmental works in this State. The researcher in her maiden attempt to study exactly the most important interventions for the development of tourism in Kerala State. Also she wanted intended to study whether the socio economic and regional development is related to the tourism industry. In view of the above the following objectives have been evolved to conduct the study.

1.11 OBJECTIVES OF THE STUDY

The primary objective was” to study in detail the Tourism Industry in Kerala.”
The secondary objectives were:

1. To examine the “Awareness” about the Kerala Tourism industry
2. To study the different types of interventions that make the tourists more satisfied.
3. To assess the Infrastructure available in Kerala Tourism Industry.
4. To study the tourism promotional activities of Kerala Tourism in the light of Government Policy, Marketing and Public – Private Participation.
5. To study the tourism products, that create interest among tourists to visit Kerala
6. To analyze the Tourism Industry and its impact on Socio-Economic and Regional Development in generalized (qualitative) manner in Kerala
7. To suggest ways and means to improve the existing Tourism programmes by forming a suitable strategy.

1.12 HYPOTHESIS

H_{01}: There is no significant difference of perception among the respondents with regard to “The six dimensions, Awareness, Infrastructure, Attraction/Satisfaction, Tourism Promotion, Tourism Products and Socio-Economic and Regional Development about the Kerala Tourism industry.
1.13 METHODOLOGY

The main aim of the study is to analyze and explore the perception of the tourists visiting Kerala, the KTDC employees and Tour Operators in terms of

1. Awareness
2. Satisfaction
3. Infrastructure
4. Tourism Promotion (Promotion)
5. Tourism Products (Products)

In this chapter we use the Factor analysis method both exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). A five point scale is used to measure the sub items of each of the 5 variables. The subjects were asked to respond using a five-point scale (strongly agree, agree, neutral, disagree, and strongly disagree). The score 1 represented the option “strongly disagree” while score 5 on the scale represented the category “strongly agree”.

Construction of Research Instrument
To measure and to collect data through the perception of the Tourists and the KTDC employees and Tour operators, two types of research instruments (Questionnaire) were constructed.

**Customer Perception on Kerala Tourism (KPKT) Scale**

The above instrument was constructed by the researcher herself, taking into considerations of the important variables which drive the tourism in proper way for its improvement. There were fifty five statements in the instrument. Out of the fifty five, five statements were pertaining to the profiles of the respondents. Remaining fifty statements were related to six dimensions of the tourism. Namely, Awareness (4), Attraction/ Satisfaction (10), Infrastructure (3), Tourism Promotion (10), Tourism Products (10) and Socio-Economic (8) and Regional Development. Some Statement was given as general in nature.

**Scoring Procedure**

Eleven statements were given to answer as ‘Yes’ or ‘No’. The remaining statements were provided with Likert five point scales. The scale 5 denoted the highest
intensity of the response and the scale 3 denoted the undecided ness. The remaining scale showed the lowest intensity of the response.

**KTDC Employees and Tour Operators Perception Measurement Scale**

A separate research instruments to measure the perception of KTDC Employees and tour operators was constructed to assess the perception with regard to the Kerala Tourism. The only one profile variable was given to note the type of the respondent namely KTDC Employees and Tour Operators. Other forty seven statements were given to answer either as Yes or No, or to answer in the Likert five point scales. In this research instruments the variables were given under six dimensions as was given in the case of tourist respondents.

The variables in the above two research instruments were given in the jumbled way under the above six dimensions.

**Scale refinement and validation**
Validity is the most critical evaluation and indicates the degree to which instrument measures, what it is supposed to measure. Validity can also be considered as utility, in other words validity the extent to which, differences found with a measuring instrument reflects the true differences among these being tested. Empirically validated scales can be used directly in the other studies in the field for different programmes. A scale for a construct is useful for application by different researchers in different studies only if it is statistically reliable and valid. The major forms of validity are content validity, construct validity and face validity.

Different approaches to scale refinement and validation

Content validity

Content validity is a non statistical type of validity that involves “systematic examination of the test content to determine whether it covers a representative sample of the behavior domain to be measured” or it the extent to which a measuring instrument provides adequate coverage of the topic understudy. If the instrument contains a representative sample of the universe, the content validity is good its determination is primarily judgmental and intuitive. It can also be determined by using a panel of persons who shall judge how well the measuring instruments meets the standard, but there is no numerical way to express it. Accordingly the researcher consulted various experts and academic professionals in this field for this purpose and
hence ensured that the questionnaire so prepared for the evaluation of the perception of tourists is measured with sufficient content validity.

**Face validity**

Face validity is an estimate, if whether the test appears to measure a certain criterion, but it does not guarantee that the test actually measures phenomena in that domain. Face validity is very close to content validity. The content validity depends upon a theoretical basis for assuming of a test that it is assessing all domains of a certain criterion, meanwhile face validity relates to whether the test appears to be good measure. This judgment is made on the face of the test, thus it can also be judged by the experts in the field.

**Convergent validity**

It is one of the approaches to the construct validity. Convergent validity refers to the degree to which a measure is correlated with other measures that is theoretically predicted with. In other words convergent validity is gauged by comparing it to measure of the same concept developed through other methods to assess how well the items are together. This involves empirical and theoretical support for the interpretation of the
construct each item in the scale is treated as different approach to measure the construct. Accordingly by using confirmatory factor analysis each item in the scale is checked with the help of coefficient called bentler-bonett fit index (NNFI or TLI). A scale with TLI value of 0.9 or above is an indication of strong convergent validity. It has been observed that TLI values of each construct as well as overall TLI values are more than 0.90 and this indicate strong convergent validity of the instrument.

**Unidimensionality analysis**

Unidimensionality is a necessary condition for reliability analysis and construct validation. Items in a unidimensional scale estimate one single construct. In the absence of unidimensionality a single member cannot be used to represent the value of the scale. One can reduce the problems associated with unidimensionality by carefully selecting the items in the scales. This may warrant removing those items from the scales that reduce extent of unidimensionality. Confirmatory Factor Analysis (CFA), can be used to access the unidimensionality of the scale. To use CFA a measurement model is specified for each construct. In this model, individual items constituting the construct are examined to see how closely they represent the same item. Comparative Fit Index (CFI) of 0.90 or higher for the model suggests that there is no evidence of lack of unidimensionality. The CFI for all the three constructs are computed by using AMOS software version-7 and the results are given in the table. It has been observed that all
the CFI values for the individual constructs well above 0.90 and moreover the overall CFI value is 0.972, which indicates strong unidimensionality.

**Exploratory factor analysis (EFA)**

The major approaches used by the researchers for scale validation and refinement is exploratory factor analysis (EFA) approach, and confirmatory factor analysis (CFA) approach. EFA approach is a conventional approach to scale refinement consists of following steps a) identifying the items relevant to the particular domain from literature b) Designing a survey instrument to measure these items c) Conducting a field survey d) performing exploratory factor analysis (often with varimax rotation) on the item responses to identify the major factors according to the item factor loading and e) Refining the scales using Cronbach’s scale reliability coefficient alpha. The major disadvantage of pure exploratory factor analysis lies in the difficulty involved in interpreting the factors. The EFA is done using SPSS-17.

To overcome the inherent limitations of EFA approach, we conducted the scale refinement and validation using the alternative approach. This approach uses confirmatory factor analysis in various stages of scale refinement and validation. CFA is similar to EFA except that the hypothesis that form constraints are embedded in the analysis. Research in social sciences and marketing disciplines has increasingly preferred this approach due to its conceptual strength.
Confirmatory factor analysis

Confirmatory factor analysis (CFA) is a type of structural equation modeling (SEM), which deals specifically with measurement models, that is relationship between observed measures or indicators (eg. Test items, test scores etc.) and latent variables or factors. A fundamental feature of CFA is its hypothesis–driven nature. In CFA, the researcher specifies the number of factors and the pattern of indicator of indicator factor loading in advance, thus the researcher must have a firm a prior sense, based on past evidence and theory of the factors that exist in the data. CFA is used for four major purposes 1) psychometric evaluation of measures (questionnaires) 2) construct validation 3) testing method effects and 4) testing measurement in variance (across groups or population).

In social research works, researchers need to have measures with good reliability and validity that are appropriate for use across diverse populations. Development of psychometrically sound measures is an expensive and time consuming
process, and CFA be one step in the development of process, because researchers often do not have the time or resources to develop a new measure, they may need to use existing measures. In addition to savings in time and costs, using existing measures also helps to make research findings comparable across studies when the same measure is used in more than one study. However, when using existing measure, it is important to examine whether the measure is appropriate for the population included in the current study. In these circumstances, CFA can be used to examine whether the original structure of the measure works well in the new population.

<table>
<thead>
<tr>
<th>Recommended Level of Fit</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$\chi^2$</td>
<td></td>
</tr>
<tr>
<td>DF</td>
<td></td>
</tr>
<tr>
<td>$p$</td>
<td>$&gt;0.05$</td>
</tr>
<tr>
<td>Normed $\chi^2$</td>
<td>$&lt;3$</td>
</tr>
<tr>
<td>GFI</td>
<td>$&gt;0.90$</td>
</tr>
<tr>
<td>AGFI</td>
<td>$&gt;0.91$</td>
</tr>
<tr>
<td>NFI</td>
<td>$&gt;0.92$</td>
</tr>
<tr>
<td>TLI</td>
<td>$&gt;0.93$</td>
</tr>
<tr>
<td>CFI</td>
<td>$&gt;0.94$</td>
</tr>
<tr>
<td>RMR</td>
<td>$&lt;1$</td>
</tr>
<tr>
<td>RMSEA</td>
<td>$&lt;0.05$</td>
</tr>
</tbody>
</table>
Reliability

An assessment of the statistical reliability is necessary before any further validation analysis. Reliability refers to degree of dependability, consistency or stability of a scale. Unreliable scale will lack consistency of measuring the same item to the extent. There are four good methods of measuring reliability. Test-retest technique, multiple forms, inter-rater, Split half reliability, now a days , particularly for field survey internal consistency is estimated by using Cronbach’s alpha. An alpha value of 0.70 or above is considered to be criterion for demonstrating strong internal consistency, alpha value of 0.60 or above is considered to be significant.

Reliability Analysis

For the present study Cronbach’s alpha is calculated for the all the five variables and the results are given in the table. Values of cronbach’s alpha shows that refined scale is reliable.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach’s alpha</th>
<th>No of Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>0.715</td>
<td>4</td>
</tr>
<tr>
<td>Satisfaction</td>
<td>0.745</td>
<td>10</td>
</tr>
</tbody>
</table>
**Exploratory Factor Analysis**

The 8 items of the attitude scale was analyzed using principal component analysis (PCA-varimax) method from SPSS. Prior to performing PCA, the suitability of data for factor analysis was assessed. Inspection of the correlation matrix revealed the presence of some coefficients of 0.3 and above. The Kaiser-Meyer-Olkin value the variables found to be 0.522 and the Barlett’s Test of Sphericity reached statistical significance, supporting the factorability of the correlation matrix.

The finding of the study is based on the sampling information. The statistical analysis comprised two stages. The first stage examined the descriptive statistics of the measurement items and assessed the reliability and validity of the measure used in this study. The second stage tested the proposed research model and this involved assessing the contributions and significance of the manifest variables path coefficients.
Reliability Analysis – Research Instrument II

For the present study Cronbach’s alpha is calculated for the all the five variables and the results are given in the table. Values of cronbach’s alpha shows that refined scale is reliable.

Cronbach’s alpha for Different variables

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach’s alpha</th>
<th>No of Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Socio – Economic and Regional Development</td>
<td>.968</td>
<td>12</td>
</tr>
<tr>
<td>Attraction / Satisfaction</td>
<td>.971</td>
<td>9</td>
</tr>
<tr>
<td>Awareness</td>
<td>.957</td>
<td>3</td>
</tr>
<tr>
<td>Tourism Promotion</td>
<td>.966</td>
<td>13</td>
</tr>
<tr>
<td>Tourism products</td>
<td>.957</td>
<td>8</td>
</tr>
<tr>
<td>Over all reliability</td>
<td>.971</td>
<td>45</td>
</tr>
</tbody>
</table>
Confirmatory Factor Analysis

Structural equation modeling (SEM) was performed to test the fit between the research model and the obtained data. This technique is chosen for its ability to examine a series of dependence relationships simultaneously, especially where there are direct and indirect effects among the constructs within the model. In this study, AMOS 7.0 was used and the SEM estimation procedure is maximum likelihood estimation. In the SEM,

In using SEM, it is a common practice to use a variety of indices to measure model fit. In addition to the ratio of the $\chi^2$ statistic to its degree of freedom, with a value less than 5 indicating acceptable fit, researchers recommended a handful of fit indices to assess model fit. These are the Goodness of Fit (GFI), Normed Fit Index (NFI), Standardized Root Mean Residual (SRMR), and the Comparative Fit Index (CFI). Following Table shows the level of acceptable fit and the fit indices for the proposed research model in this study. All values satisfied the recommended level of acceptable fit. However, the results of the normed $\chi^2$ ($\chi^2 / df$) value in the present study is well
within the recommended $\chi^2 / df < 3$. The following table gives the model fit for each of the variables.

<table>
<thead>
<tr>
<th>Model Fit</th>
<th>Recommended Level of Fit</th>
<th>Model fit values</th>
</tr>
</thead>
<tbody>
<tr>
<td>$\chi^2$</td>
<td></td>
<td>5.974</td>
</tr>
<tr>
<td>DF</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>$P$</td>
<td>$&gt;0.05$</td>
<td>.309</td>
</tr>
<tr>
<td>Normed $\chi^2$</td>
<td>$&lt;3$</td>
<td>1.195</td>
</tr>
<tr>
<td>GFI</td>
<td>$&gt;0.90$</td>
<td>.996</td>
</tr>
<tr>
<td>AGFI</td>
<td>$&gt;0.91$</td>
<td>.988</td>
</tr>
<tr>
<td>NFI</td>
<td>$&gt;0.92$</td>
<td>.867</td>
</tr>
<tr>
<td>TLI</td>
<td>$&gt;0.93$</td>
<td>.944</td>
</tr>
<tr>
<td>CFI</td>
<td>$&gt;0.94$</td>
<td>.972</td>
</tr>
<tr>
<td>RMR</td>
<td>$&lt;1$</td>
<td>.242</td>
</tr>
<tr>
<td>RMSEA</td>
<td>$&lt;0.05$</td>
<td>.018</td>
</tr>
</tbody>
</table>
The methodology adopted in this study are Sampling Data Collection and various Data Analysis, especially Factor Analysis. The sampling is based on multistage sampling. The study is exploratory in nature and hence designed as an empirical one based on the survey method. Before collecting the data various types of informations were collected from the experts in this field.

**Sampling Design**

The respondents of the study consist of tourists, tour operators and KTDC Employees. Two types of research instruments (questionnaires) were prepared to collect
the data. In the first stage the researcher divided Kerala into three regions namely South, Centre and North. The informations from the respondents were collected from selected tourist spots of each of the regions. The questionnaires were administered to the available tourists in each of the place visited having a maximum of 50 at a time. Since the date and time of the visit is not pre-fixed, the samples become random. Each place visited 5-8 times randomly for collecting the data. The total number of samples used for the analysis is 600 which include the domestic and foreign tourists.

The total number of foreign tourists visited Kerala during the year 2010 was 6,59265 and during 2009 it was 5,57258; and it shows an annual growth of 18.31%. With this basis the researcher decided to collect information from 750 tourists. Power Analysis shows that the sample is adequate for the study. (5% significance level, Anova Z etc shows the power 90% - 95%). From each of the region the following numbers filled up questionnaires is only confirmed for analysis after careful editing.

TABLE 1.2
SELECTION OF THE SAMPLE FOR THE STUDY

<table>
<thead>
<tr>
<th>South</th>
<th>Number</th>
<th>Central</th>
<th>Number</th>
<th>North</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>199</td>
<td></td>
<td>221</td>
<td></td>
<td>180</td>
<td></td>
</tr>
</tbody>
</table>
Three region as South, Central and North were selected in the Kerala State. Under the South region the four districts namely Alappuzha.

In the second stage Simple Random sampling method is used to collect perception of the tour operators and officials in Kerala. 50 officials were interviewed during the time of visit at the tourists’ places for collecting the information from the tourists. Since there is high restriction for interviewing the officials, the researcher was able to collect the necessary information only from the representatives or the spokespersons of the respective offices. So the researcher couldn’t apply any sampling technique in this case. Due to this restriction it was possible to interview only 45 officials.

The samples were randomly selected from KTDC, DTPC and government approved tour operators’ lists. 75 tour operators were selected by simple random sampling. Since the selected tour operators were spread all over the Kerala, information
was collected through post. Finally only 55, after editing for completion, accuracy etc. were left for analysis.

**Collection of Data**

The present study is analytical and descriptive in nature. Both primary and secondary data were used for the study. The primary data were collected from the respondents based on structured interview schedule by using questionnaires. Before starting the interview the purpose of the data collection were explained briefly to the respondents in order to get the correct information. Adequate time was given to the respondents to complete the questionnaire. Their valued opinions and suggestions were also brought into attention for the study. Discussions were also held with employees of KTDC, DTPC and spokespersons or representatives of the department of tourism.

The secondary data were collected from the publications of the Department of Tourism, Economic Review of Planning Board Kerala, Kerala Tourism Statistics, Kerala Tourism Policy, and report of CRISIL study about Kerala Tourism, publications and other reports of Kerala Tourism, books, journals and other periodicals.

**Techniques for Data Analysis**

On the basis of the data collected the perception of tourist’s officials and tour operators were analyzed by using statistical techniques. The objectively collected data
have been suitably classified and arranged in tables in appropriate chapters. The ratios and percentages were calculated where ever it was appropriate. To check the validity of the results that we obtained in the section we used the Chi square- test given below whenever necessary.

Coefficient of Variation

The Coefficient Variation (CV) is the most commonly used technique particularly in studies like this. This is another method to compare the variability of two or more than two series of their relative variation. The series for which the coefficient of variation is greater is said to be more variable or conversely less consistent, less uniform, less stable or less homogeneous. The formula for calculating correlation coefficient is

\[ C.V = \frac{\text{Standard deviation} \times 100}{\text{Mean}} \]

Mean Percentage Score

To identify the level of satisfaction of the variables we use the Mean Percentage Score which is calculated using the formula

\[ MPS = \frac{\text{Mean score of the variable} \times 100}{\text{Maximum possible score}} \]
Chi square test of Independence, T-test Z test and One way ANOVA

To test the hypothesis that two attributes are associated or not we used the Chi-square test for independence. \( \chi^2 \) is defined as

\[
\chi^2 = \sum \frac{(O - E)^2}{E}
\]

where \( O \) refers to the observed frequencies and \( E \) for the expected frequencies (the ratio of the product of the row total and column total to the grand total).

The Independent-Samples T Test or Z Test procedure compares means for two groups of cases. Ideally, for this test, the subjects should be randomly assigned to two groups, so that any difference in response is due to the treatment (or lack of treatment) and not to other factors.

The test Statistics are

\[
t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\frac{s_1^2 + s_2^2}{n_1 + n_2 - 2} \left( \frac{1}{n_1} + \frac{1}{n_2} \right)}}
\]

and

\[
Z = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}}}
\]

One-Way ANOVA

The One-Way ANOVA procedure produces a one-way analysis of variance for a quantitative dependent variable by a single factor (independent) variable. Analysis of
variance is used to test the hypothesis that several means are equal. This technique is an extension of the two-sample t test.

In addition to determining that differences exist among the means, one may want to know which means differ. For this purpose we use post hoc tests. Contrasts are tests set up before running the experiment and post hoc tests are run after the experiment has been conducted.

**Ratios and Percentages**

Ratios and percentages are calculated wherever it is appropriate.

**Confirmatory Factor Analysis**

Confirmatory factor analysis (CFA) is a multivariate statistical procedure that is used to test how well the measured variables represent the number of constructs. We use this procedure to measure the level of satisfaction of the respondents regarding the various services rendered by the Railway.

**Hierarchical Regression**

Multilevel models (also hierarchical linear models, nested models, mixed models, random coefficient, random-effects models, random parameter models, or split-plot
designs) are statistical models of parameters that vary at more than one level. These models can be seen as generalizations of linear models.

Hierarchical regression is used to evaluate the relationship between a set of independent variables and the dependent variable, controlling for or taking into account the impact of a different set of independent variables on the dependent variable.

1.14 LIMITATIONS

1. The findings of this research are the results of data collected from the tourists. But the cooperation of a few respondents did not come up to the expectation.

2. There are many tourist centres in Kerala. As the tourist visit was not pre fixed, the questionnaire distribution was in random.

3. The tourist official was busy with their work, and so it was very difficult to collect relevant information from some officers.

4. We cannot expect the same participation from every tourist, because of their busy schedule.

1.15 CHAPTER SCHEME

The present study has been organized in six chapters.

Chapter I Introduction

This chapter presents the introduction to the study, which comprises the global tourism in general, tourism in India, tourism in Kerala, the significance of the study, statement of the problem scope of the study, objectives, limitations, and chapterization.
Chapter II Review of Literature

This chapter presents review of literature sighting various related studies conducted and published by the way book journals articles and in E-media.

Chapter III The tourism – An overview

This section, the tourism industry has been exhaustively dealt with; sighting the domestic and foreign tourist’s arrivals from the 2004 to 2010 along with the revenue and the income earned through foreign exchange and from other receipts has been detailed in tables. The maps of the Kerala state and the other important tourist spots have also been displayed.

Chapter IV Theoretical Frame Work

This Chapter explained with the help of various studies, how the frame work has been designed in this study has been illustrated with the help of various related studies published in this regards. The concepts and the definitions have also been given in this chapter.

Chapter V Analyses and Interpretation of data.
This chapter presents the analytical frame work of the study and the results obtained have been suitably interpreted.

Chapter VI  The summary of findings, Conclusion and Suggestion.

This chapter sums up the major findings of the study along with the conclusion. It also offers suggestions to make the tourism more effective along with the scope for further research.

CONCLUSION

On the basis of the above, it is considered the above as important to deal with the general concept of tourism industry. This has been summarized and presented in the next chapter.

REFERENCES


Present Scenario about world tourism – GIDB, Gujarat Infrastructure Development


CHAPTER II