


Present Scenario about world tourism – GIDB, Gujarat Infrastructure Development


CHAPTER II
REVIEW OF LITERATURE

OVERVIEW

In the previous chapter, the researcher has detailed about the study, in the way study was taken up and proceeded. The research problem was evolved from extensive study of various literatures.

2.1. INTRODUCTION

To substantiate the concept and to draw the problem and the research gap, the researcher has reviewed as many as previous related studies and presented in this Chapter.

As far as reviews were concerned, the studies from the field of tourism were considered in order to understand the tourism concept for the present study. Some of the studies had greater relevance both directly and indirectly to the issues of the present research. The reviews had been made from various sources such as research papers published in journals, websites, textbooks, published thesis. All these literatures
highlight the importance of tourism development in the light of some important interventions which play important role in development.

2.2. REVIEWS

Tourism is an interesting subject for many writers. A large number of books have been written, researches have been carried out and articles have been published on tourism. Similarly a number of seminars, workshops, and conferences have been organized to discuss the promotion of tourism. Central and State governments are giving adequate importance for tourism industry and publishing various reports, magazines, newsletters etc. Through government websites, the ministry of tourism is reporting its activities to the public. For the present study various reviews are collected and a few among them are briefly discussed here.

Research Studies on Tourism

Krishna Kumar T. I. (2009) recognized that tourism has emerged as the global industry and has been playing a lead role in economic growth. In Kerala tourism has
played a significant role in terms of employment and economic growth. He also advocated that it has a great potential in creating employment, enhancing production and productivity and contribution towards the development of the state. A growth model led by tourism will take the state to the pinnacle of socio economic development.

Sunanda V.S. (2008) realized that tourism has emerged as a key sector of the economy and has become a major workforce in global trade. It is making a revolutionary impact on the world economic scenario. Tourism has been identified as the largest export industry in the world. The multifaceted nature of this industry makes it a catalyst to economic development and helps balanced regional development. She noticed that travel and tourism are two important instruments of sustainable human development, poverty alleviation, employment generation and environmental regeneration stimulating the provision of better infrastructure for developing nations.

K. Muraleedharan Menon (2007) described Kerala has no village community life as elsewhere in India. The state as a whole is a developing one with transport, electricity and communication facilities. The people are socially and politically advanced and the hospitable nature of the people is proverbial. Though industrially backward, the consumer economy of Kerala has brought it to the level of a developed economy in matters of literacy, hygiene, use of electronic goods and so on.
J.Vijayan (2007) studied that tourism occupies a prominent place in the economic development of most of the nations including the state of Kerala. By its very nature it affects all other economic activities, increase the employment opportunities, income, foreign exchange earnings and standard of living, affects the balance of payment position and transforms the country or state as a prosperous and dynamic one. He also noticed that involvement of local people is vital for the cordial and balanced development of a destination.

Rajasekharan Pillai (2006) examined the tourism and employment opportunities. He found that labour intensity is high in service sector in general and tourism industry in particular. One of the most obviously presumed benefits to be garnered from tourism is the creation of jobs. Tourism as an accommodating industry is generous in employment absorption by offering opportunity to wide range of working class from unskilled to highly skilled, from illiterate to highly educated and from layman to high professionals.

Dileep M.R. (2006) ascertained that tourism in Kerala has been growing during the last 20 years; number of tourist’s arrivals in both domestic as well as international categories has been increased remarkably. Product range in Kerala was increased in a big way. The activities of Kerala tourism department has been changed from just doing
hospitality to the guest to an integrated functioning on development that includes activities on planning, promotion and development. He also pointed out that a number of innovative promotional strategies are being taken by the Department of Tourism. Government of Kerala has been receiving national as well as international appreciation for the promotion of tourism and the state tourism sector for the last several years.

K. Anilkumar (2004) studied tourism is one of the most important growth industries in the world. This industry is looked upon as the most promising one to the developing nations because of its numerous economic benefits. Generation of foreign exchange, creation of income, generation of employment, contribution of state revenue and its associated regional developments can be cited as the major economic benefits of tourism. The improvements in the quality of life of the host population and protection and preservation of the natural and built resources including bio-diversity are the other visible benefits of tourism development. He also found that, however, the experience of countries where tourism reached its developments shows that the growth of certain negative factors.

P.O. George (2003) realized that tourism industry provides a number of economic benefits:

- Generation of employment opportunities. Being highly labour intensive, tourism creates umpteen employment opportunities both direct and indirect.
- Tourism is considered to be invisible export as it brings immense foreign exchange earnings without exporting anything tangible.
- Leads to balanced regional development.

Cyriac Mathew (2002) indicated tourism which is a service industry, is highly labour intensive and in a developing country like India, it contributes to the economic development of the area, creates huge employment opportunities, provides equitable distribution of wealth, helps to acquire the much-needed foreign exchange, brings out a speedy development and improvement of infrastructure facilities, helps in eradicating the regional balances, improves the standard of living of the local people, boosts up the local and cottage industries, and above all helps in achieving a social, cultural, political and educational understanding among the people.

B. Vijayakumar (1995) analysed that modern tourism industry heavily depends on outstanding natural features and unique cultural aspects. Sustainable development of tourism aims at the continuous maintenance of these along with equitable distribution of socio-economic benefits of tourism to the resident population at the destination. He also pointed out that sustainable development of tourism means conserving the productive basis of the physical environment by preserving the integrity of the biota and ecological process and producing tourism commodities without degrading other values.
S. V. Sudheer (1991) identified that the economic benefits of tourism are 1) Foreign exchange earnings 2) Income creation 3) Employment generation 4) Regional development. Improved income distribution and multiplier effect, promotion of international economic co-operation, capitalisation of national resources, stimulation of national entrepreneurship, and improvement of transport infrastructure are some of other benefits of tourism. The tourism sector generates income from tourists. According to him the summation of the expenditure of foreign tourists and domestic tourists forms the total income attributable to this sector. The spending of foreign tourists increase the national wealth of the host country and that of the domestic tourists disperse the wealth within.

Michael and Mitchel (2000) claimed that Wine and Tourism are becoming increasingly integrated in tourist promotion and product development activities all over the world. Dodd (1995) stated that in tourism literature, wine tourism is classified as an industry in its own rights but often existing with collaboration with rural, cultural, festival and entertainment tourism. This includes wine tasting enjoyment of wine and food the exploration of regional environments and the experience of a range of cultural, Nature based, and life style activities (Hall, et al., 2000).
Robin Nunkoo and Dogan Gursoy (2012) described economic impacts of tourism are the most valued elements for the host community. Tourism improves the local economy and contributes to income and standard of living and, brings in new businesses, and creates investment opportunities. They examined that tourism may also enrich community fabrics, preserve cultural values, improve self-esteem, improves quality of life of the residents, creates new opportunities and instigates social change, creates flexible working patterns and new opportunities for females, improves quality of fire protection and improves the quality of security such as police protection.

Laurence Chalip and Carla A. Costa (2012) noticed that urban communities are increasingly better off economically than rural communities. The gap between them is represented by differences in wealth human capital, levels of employment and the consequent where with al to employ economic development strategies. As a result, there has been increasing interest among policy-makers to design and implement policies to improve rural economies. He advocated that hospitality and tourism have risen as a tool for rural development.

P. Chenna Reddy (2011) identified several programs where the central government can work in participation with state and local government and private
citizens to promote heritage tourism and preservation of historic properties. The main programs he pointed out are

- National Scenic by Ways Program
- Resource Conservation & Development Program
- Rural Eco – Development through Tourism Project
- Forest department Initiatives.

Annand Bethapudi and Narayana Goud T. (2011) found out that tourism is a major growth engine for economic development in providing employment and eradication of poverty. 10.7% of the total workforce in the world today is from the tourism industry. He also pointed out that Tourism in India is the 3rd largest foreign exchange earner, accounting for 2.5% of GDP.

Godavari Jange (2011) stated tourism can increasingly be regarded as a main instrument for regional development, as it comprises a complex set of interlinked activities, such as travel, accommodation, catering, shopping and so on. It supports the local economic activities and stimulates new ones. Nevertheless, because of complexity and connection with other economic activities, the direct impact of tourism development on a regional economy is difficult to assess.
Azizan Marzuki (2011) stressed that the growth of the tourism industry has had significant impact on the economic development of related industries such as accommodation, transportation, leisure, services and hospitality. In many countries tourism has been turned into an important tool for regional economic growth and development although in reality, the desirable effects are not equitably distributed.

Ashish Mathur (2011) stated tourism is a growth oriented industry where the human integrations and services become important. The total impact of change comes on both the generation and the host destination. The tourism is the industry of human interactions building faith and trust in societies. The changes happening at the global level due to tourism are connecting people of all cultures with different religions and values. Tourism industry is responsible for post-world war era where people are connected to each other because of the business and prosperity. He also noticed that the basic positive social impacts of the tourism industry include the increased education and the increased cultural acceptance of the people.

T. Subash (2011) emphasized that the main positive economic benefits of tourism relate to foreign exchange earnings, contribution to government revenue, generation of employment opportunities, infrastructural development and contribution to local economies. He stressed that the important positive effect of tourism is the regional
development. The under developed regions of the country may be marginal areas, which are relatively isolated having problems of unemployment and poverty or the infertile land. At the same time these areas may have rich attractions or monuments. This tourism potential of the area will result in the economic and social development of that region. Tourism can bring prosperity to the local people.

S.C. Bagri and A. Suresh Babu (2011) viewed India as one of the developing economies in the Asian continent is emerging as a major hub and making its presence in all sorts of developmental activities. It is becoming a favoured destination for all sectors due to the positive environment and the untiring human resources. The presence of successful educational institutions educating the necessary manpower would take sufficient credit to get acclaimed as a most favoured destination.

According to Efstratios Papanis and Eleni Kitrinou (2011) tourism and recreation are two of the most important social activities. Tourism generates more income and jobs, increases understanding of other cultures, and preserves cultural and national heritage and investment in infrastructure, which in turn brings social and cultural benefits. For many small states with favourable natural resources, tourism was regarded as an easy, low cost/profit source. The regional development is reflected by the productivity rate, the employment rate and the social inclusion.
Evonne Miller, Kimberly Van Megen and Laurie Buys (2010) described that facing the decline of traditional agriculture industries, regional and rural communities often view tourism as the Magic Panacea, it stimulates the economy, increases and diversifies employment and business opportunities, facilitating vibrant local communities that promote and protect important natural, cultural and heritage assets.

R.G. Albu (2010) realized that local community-oriented tourism has as its main objective the involvement of local communities in all the touristic activities which run their course in a particular region or the identification of those regions where tourism can become a source of prosperity for the community. By practicing this type of tourism, it is desirable, on one hand, the maximization of the benefits of the host population, due to tourism, and on the other hand, the reduction of the negative effects on the local people and on the environment. It is also desiderated that the host population benefit from the revenues brought in by tourism, by this means eradicating the inequitable distribution of the income derived from tourism activities.

Fang Meng, Xiangping and Li Muzaffer Uysal (2010) examined that tourism has been commonly considered an important promoter for local, regional, and national economies for many countries, and it serves as an essential driver for poverty breaking
and better living for developing countries. At the national level, tourism receipts can account for a significant share of gross domestic product (GDP) and have made substantial contribution to financing the account deficit as well as the labour force employment. At the regional level, tourism can help to generate the tax revenue, solve the unemployment problem, and improve the local residents’ social well-being. They added that in addition, the multiplier effects of tourism have enhanced various economic activities in terms of commerce, investment, transportation, infrastructure, accommodation, food and beverage industries, and many other service sectors.

Mohar Singh, Vishal Gauttam and Mariali Kankar (2010) analysed that tourism in India has emerged a single highest foreign exchange earning industry. It carries great potential for generating direct and indirect employment. Development of tourist circuit results in the development of the hinterland too from which the entire community benefits. Khajuraho, Pushkar, Jaisalmer, are good examples. Tourism acts as a positive force to stimulate economic development to foster national integration and to bring people and culture of different nation’s closure.

Vikas Sharma and Sunil Giri (2009) recognised that India is a vast country with a wide variety of tourist attractions which makes its presence on the world tourist map. Tourism as an industry brings many advantages as it not only benefits the urban
agglomerations but also boosts the rural economy. They found that the tourism traffic for various purposes like ethnic, socio-cultural understanding, pleasure, environmental change, and religious purposes has increased significantly in recent times.

Jelsy Joseph and B. Adalarasu (2008) identified the highlights of Indian tourism. The following are the scope and highlights of Indian tourism:

- Increase in GDPC making the tourism industry a unifying force
- Helping to preserve, retain and enrich our cultural heritage
- Increase international trade
- Growth in health care management
- Expansion in transport both urban and rural
- Focus on rural tourism.

J. Rajan and J. Vijayan (2008) pointed out that role of responsible tourism for the development of tourism activities in Kerala. They noticed that community participation refers to a form of voluntary action in which individuals take up the responsibilities of citizenships. Community participation increases the responsible tourism activities.

S. Ahamed (2007) studied the socio-cultural effects at tourism in developing economies. He identified the contribution of tourism to socio-cultural development. They are
• Tourism as a force for Peace.
• Strengthening Communities
• Facilities developed for tourism can benefit residents

J. Rajan and Sabu K. Thankappan (2007) analysed the impact of tourism on the environment of Munnar. Their study reveals that conservation of natural areas, contribution to government revenues, improved environmental management and planning, improvement of environmental quality and alternative employment are some benefits from tourism development.

Laura Misener and Daniel S. Mason (2006) admit that tourism has come to play a central role in many of these civic economies. In particular tourism centred upon marketing leisure, fantasy, and media driven entertainment has become the centrepiece of economic development. One distinct tourism strategy has been the use of sporting events to attract tourist and new investment. Sporting events offer an opportunity for branding the city externally, potentially attracting new tourism revenues, while at the same time creating infrastructure in the form of new and renovated facilities that can be accessed by the local community.

According to Kumi Endo (2006) tourism services can contribute to increase in income, employment, foreign exchange earnings and tax income. Socio economic
benefits derived from the tourism development such as business and transport services enhancing the competitiveness of traditional production sectors can contribute to poverty reduction in host developing countries. He advocated that many developing countries consider tourism as an important and integral part of their economic development, and sometimes it is even perceived as a panacea for their fragile economies.

Amiya Kumar Pattnaik (2005) revealed that tourism has a much broader impact on society than just the economic contribution. It should therefore be understood as a much broader phenomenon that impacts as various critical aspects of societal existence like economic, social, cultural, infrastructure etc. in a direct way while it influences aspects like education, satisfaction and standard and quality of living in an indirect way. To optimize the impact of tourism for development, there should be proper evaluation, planning, implementation and control.

Vinukumar S and Chandrasekhar K. S. (2004) ascertained that now the field of tourism is going to witness a dramatic growth as the government is planning to open its way for the foreign direct investors to invest in tourism field. He examined that the government can understand the economic impact of tourism by understanding an in-depth cost benefit analysis by comparing the environmental costs and economic benefits to the local community as well as the economy of the Kerala state.
Joseph Antony G. (2004) ascertained the role of Kerala Tourism Development Corporation Limited for the promotion of tourism marketing in Kerala. He realized that the state department of tourism successfully comes out with its wide and diverse functions under three major divisions namely 1) Hospitality 2) Planning 3) Publicity and Festival. Kerala tourism Development Corporation Limited has a great role in the smooth functioning of hospitality sector in Kerala.

Books

According to A.K. Bhatia (2009) many of the economically backward regions contain area of high scenic beauty and cultural attractions. These areas, if developed for use by tourists, can bring a lot of prosperity to the local people. Tourism development in these regions may become a significant factor in redressing regional imbalances in employment and income. Tourist expenditure at a particular tourist area greatly helps the development of the areas around it. He noticed that many countries, developed as well as developing, have realized this aspect of tourism development and are creating and developing tourist facilities in underdeveloped regions with a view to bringing prosperity there.
V.V. Prasad and V. B. T. Sundari (2009) described that tourism helps in the development of less developed regions of the country; tourist spots are developed and promoted in remote areas for balanced growth of the country as a whole. Tourism contributes to the development of regional communities through building partnerships between local people, local organisations, and local business.

Sunetra Roday, Archana Biwal and Vandana Joshi (2009) revealed that tourism has reached the common man and destinations are being developed, to provide accommodation, amenities, attractions, and transport which are affordable, making tourism no longer the domain of the rich and famous, but forming a way of life for people all over the world. Tourism has been given the status of the industry. The main constituents of this industry work together for the mutual benefit of both the tourists and the industry. They also found that the secondary constituents such as banks, shops, handicrafts, and local transport, also provide essential goods and services to tourists and benefit from tourism activities at the destination.

B. Vijayakumar and K.R. Pillai (2008) found out that the economic significance of the industry can be better understood by tourism multiplier. The expenditure of the tourists in a destination creates new employment, income and outputs in the region which, in turn, produce further economic variables. The ultimate multiplier effect is
created through direct, indirect, and induced impacts of tourist spending. Primary effects are direct and immediate and they involve the effect of actual tourist expenditure in a destination. They discovered that this causes an increase in employment and output to cater to the needs of the visitors and thereby fetching income.

Mohammed Zulfikar (2008) revealed that tourism seems to be more effective than other industries in generating employment and income in the less developed often outlying regions of a country where alternative opportunities for development are more limited. Indeed, it is in these areas that tourism can make its most significant impact. In such places many of the local people are subsistence farmers or fishermen and if they become involved in the tourism industry their household incomes would increase by a relatively very large amount. The growth of tourism in such areas may provide also a monetary incentive for the continuance of many local crafts, while the tourist hotels may create a market for local produce. According to his opinion, the introduction of a tourism industry into such areas can have very much greater effect on the welfare of the resident population.

Bishwanath Ghosh (2008) advocated that in addition to being a source of income and employment, tourism is frequently a source of amenities for the resident
population of the tourist destination. Because of the visitor traffic, residents may enjoy a higher standard of public transport, shopping and entertainment facilities than they would be able to support otherwise. He pointed out that the provision of incomes, jobs and amenities for the resident population may therefore be regarded as the three beneficial effects of tourism to tourist destination.

Sunil Gupta and S.P. Bansal (2007) advocate tourism is an economic and industrial activity in which many individuals, firms, corporations, organisations and associations are engaged and is directly concerned with many others. It is economically important as it provides source of income, it provides employment, it brings infrastructural improvements and it may help regional development. He also investigated that tourism is the main stay of economics of many countries and a major foreign exchange earner of several others.

Maria Giaoutzi and Peter Nijkamp (2006) identified the socio economic effect of tourism are manifold and can be classified as follows:

- Balance of Payment – Tourism is essentially an export good which brings in foreign currency, although foreign tourist operators, promotion campaigns abroad, etc. may reduce the net benefits for the balance of payment.
- Regional Development – Tourism also addresses peripheral areas and hence spreads economic activity more evenly over the country.
- Diversification of the economy – Given the multifaceted nature of the tourist sector, it may help to build up a robust economic development.

David Weaver (2005) analysed that a parallel effect is argued with respect to employment, where the labour-intensive tourism industry would provide a large number of direct and indirect jobs suitable in particular for largely unskilled labour forces bedevilled by high unemployment and under employment. He added that tourism is additionally regarded as a stimulus of economic development in peripheral regions experiencing stagnation or decline in the primary sector but lacking the potential to accommodate large scale industrialization or other alternatives.

K. Sharma (2004) identified the reasons for government involvement in tourism. The economic reasons are

- To improve the balance of payments in a country
- To attract foreign exchange
- To aid regional (or local) economic development
- To increase income levels
- To diversify the economy
• To increase state revenue from taxes
• To generate new employment opportunities

Clare A. Gunn (2002) analysed that the positive impact of tourism, no matter how measured, shows that tourism does strengthen the economy of many areas. This economic benefit is best understood as a gross increase in the wealth or income, measured in monetary terms, of people located in an area over and above the levels that would succeed in the absence of the activity under study. Economic benefit can be expressed by both primary and secondary effects. He mentioned that evidence of economic impact of tourism is so overwhelming that it is no wonder that underdeveloped countries seek it and industrialized nations wish to protect it.

Richard Sharpley and David J. Tefler (2002) noticed the theory of tourism as a means of achieving economic development embraces two distinct themes. On the one hand tourism is seen as vehicle of regional development within a particular developed country, contributing to the alleviation of regional imbalances, in particular between the metropolitan centres and peripheral areas. He advocated on the other hand, tourism’s developmental role is considered in the context of a world divided into developed and less developed countries, the assumption being that the gap between the two may be reduced through tourism development projects in the latter.
Salah Wahab (1997) recognized that tourism stimulates the development of several sectors of the national economy. Tourism creates new local requirements for equipment, food, and other supplies fostering new industries and commercial activities and creating a new market for them. It has a favourable impact upon employment in a country as it increases the opportunities available for work in accommodation, food industries, tour operations, and travel agencies, government tourist offices, handicraft and souvenir trades, recreational, amusement and entertainment activities and various selling outlets. He also noticed that tourism increases urbanisation through the continuous growth of construction and renovation of tourist facilities. This implies creating and improving infrastructures and tourist superstructures particularly in remote and depressed areas.

S.V. Sudheer (1991) ascertained that in a tourist centre, the local traders and business men are the ones who directly deal with the tourists. Further, many sections of the community are benefited through this channel. Thus, a major share of tourism revenue is directly fetched through the tourist centres. He added that a measurement of economic benefits to a tourist centre’s business community would bring out prospects that can be achieved through the development of tourism.
A.J. Burkart and S. Medlik (1986) found out that in addition to being a source of income and employment, tourism is frequently a source of amenities for the resident population of the tourist destination. Because of visitor traffic, resident may enjoy a higher standard of public transport, shopping, and entertainment facilities than they would be able to enjoy otherwise. He determined that the provision of incomes, jobs and amenities for the resident population may therefore be regarded as the three main beneficial effects of tourism which apply to a greater or lesser extent to any tourist destination.

Magazines

Abin K.I. (2012) marveled at Kerala’s growth in tourism has been dramatic and it could offer everything a tourist ask for, such as beaches, lagoons, backwaters, wild life, traditional cuisines, salubrious climate and weather, a hospitable, educated people and magnificent art forms. During the early 1990’s the phrase God’s Own Country was adopted as a tourism slogan by the tourism department of Kerala. Today Kerala is a globally accepted tourist destination and has already generated more than a million jobs for the state.
Venugopal C. K. (2011) welcomed that Kerala was given the best performing state award for the year 1999-2000 by the Government of India for achieving rapid growth, development, and advancement in the tourism sector. The fact that tourist arrivals have shown a steady increase justifies the awards given to Kerala Tourism over the years.

E. M. Najeeb (2011) found out that Kerala is in the 8th position among the ten top tourist destinations in India and one of the fastest growing destinations in the world. Tourist statistics in Kerala have shown an up arrow in the flowchart over the past few years. Tourism plays an important role in the growth of Kerala economy, too. During the last few years, the state government gave much importance to this sector. He noticed that considering the special features of the state, tourism has all the more important role to play, in the coming decade too, especially in the socio economic sectors.

M. G. Radhakrishnan (2011) ranked tourism today is the states sunrise industry bringing in huge revenue and providing a large number of jobs. It goes to the credit of Kerala’s robust traditions of enlightenment, spirit of democracy and equity and concern for environment that it’s growing hospitality industry has been tempered with initiatives aiming at an inclusive, responsible and ecologically sustainable tourism.
Uma Krishna (2010) realised The Sixth Plan marked the beginning of a new era, when tourism began to be considered a major instrument for social integration and economic development. After 1980, the Government took several significant steps to encourage the growth of tourism. A National Policy on Tourism was announced in 1982. Later, in 1988, the National Committee on Tourism formulated a comprehensive plan for achieving sustainable growth in tourism. In 1992, a National Action Plan was prepared, and in 1996 the National Strategy for Promotion of Tourism was drafted. He analysed that tourism is now a major service industry in India, with a contribution of 6.23% to national GDP and 8.78% to total employment. India witnesses more than 5 million foreign tourists’ arrivals annually and 562 million domestic tourists’ visits. The tourism industry in India generated revenues of about $100 bn in 2008 and this is expected to increase to $275 bn by 2018, growing at 9.4% per annum.

According to Mathukutty J. Kunnaplay (2010), Kerala Tourism Development Corporation has several packages during the season and off the season, affordable and attractive to all classes: such as “Discover Kerala”, “Uttarayanam”, “Dakshinayanam” & “Sundara Kerala” and “Keral Premium Package” and many more. He believed that the golden gate to enter the magic of this God’s Own Country is www.ktdc.com.
Swathi Singh (2010) believed that rural tourism, if properly planned and implemented, holds the potential to benefit a larger canvas of the society. It enables the flow of resources from urban to rural areas, development of remote locations. It reduces migration of rural people to the cities and helps promote social integration and preservation of culture. She also mentioned that the downside is the environmental damage that it can inflict on the delicate rural ecosystem and the possibilities of exploitation of the rural masses.

M. G. Radhakrishnan (2009) observed that the most fascinating and unique attraction about Kerala is that it has everything a traveller looks for and much more to discover. Serene beaches, misty hills, sprawling backwaters, dense jungles, spice plantations, historic monuments, cultural institutions, architecturally marvellous temples, churches, mosques colourful festivals spectacular classical and folk arts, energy rejuvenating spas and exotic culinary delights. Kerala has them all. And all within a few hours’ drive from each other.

Gopakumar (2009) has explored Ayurveda is promoted by the state government through the establishment of hospitals and teaching institutions in different parts of the state. In private sector also there are number well reputed institutions which provide excellent service. Ayurveda is an USP of the tourism sector. A lot of people, especially
from outside the country visit the state to experience the ‘Ayurveda Holidays’ here. It has brought a substantial increase in the Ayurveda centres in and around all the major tourist destinations in the state.

Kodiyeri Balakrishnan (2009) the former Minister of Home, Vigilance, and Tourism examined that with tourism-oriented services becoming innovative and diverse, a strong affinity towards Kerala, as a popular destination is getting stronger day by day. The appreciable increase in tourist arrivals, earning and investments are testimony to the fact that tourism remains on the growth path in Kerala.

Smitha Das (2009) revealed that tourism is one of the important sectors in Kerala that contributes about 4% of the Gross State Product (GSP) and this figure is anticipated to increase to 5.2% by 2013 according to the World Travel & Tourism Council. She analysed that tourism contributes indirectly to the state’s Gross Domestic Product by stimulating various complementary sectors of the economy, thereby, having a significant multiplier effect.

Venu V, I.A.S. (2009) the former Tourism secretary, Government of Kerala has reviewed Kerala’s tourism journey towards success began with a shift in focus from mass to quality tourism supported by a positioning as a place for the rich, the famous
and culture-seeker. Adoption of sustainable tourism methods was a direct outcome of this positioning. Kerala is quick to respond to the changes in the market and is, today, one of the few destinations catering to the sensitive, independent traveller in search of experiential holidays.

Manoj Edward and Moli P. Koshy (2007) point out that the state Government views tourism as one of the few alternatives available to develop the economy, especially in the context of limited prospects of the manufacturing sector, problems in the agricultural and traditional sectors, and uncertainties facing the expatriate employment in the Gulf. Tourism industry in Kerala witnessed considerable growth during the nineties and beyond and is expected to grow further in the future.

Tourism Special of Deepika (2002) has noted that tourism is Kerala’s booming industry. Strategically located at the south western tip of India, Kerala enjoys a unique geographic feature which has made it one of the most sought after tourist destinations in Asia. The state is a breathtakingly beautiful green, greenland. Natural endowments like tranquil beaches, soothing backwaters and enchanting waterfalls, historic monuments, rejuvenating health packages, exotic wildlife and year-round festivals offer excellent investment opportunities in tourism related activities.
Reports

“Kerala Tourism Statistics” (2012) identified the indicators of Economic Impact of Tourism:

- Foreign Exchange earnings during the year 2010 was Rs. 3797.37 crores.
- Total revenue generated from tourism in 2010 came to Rs. 17348 crores.
- Tourism’s contribution to state’s GDP was around 9%.
- The average per day expenditure of a foreign tourist was Rs.3600/-
- The average per day expenditure of a domestic tourist was Rs. 1800/-

The Economic Times (2012) reported that one of the major initiatives launched by the Kerala Tourism Department last year was to upgrade the major tourist centres in the state to international standards. Clean destination was launched in many of them. Kovalam was declared plastic-free as part of these initiatives and steps have been taken to promote eco-friendly products in all destinations. Events like Grand Kerala Shopping Festival, Tourism Week Celebrations and Nishagandhi festival also acted as attractions.
for tourists to come to the state. The international Film Festival of Kerala was another significant event that wooed tourists to Kerala.

“Kerala’s Tourism Policy” (2011) exposes that the economic significance of tourism in terms of employment, income, foreign exchange and regional development is a major driving force that enables national governments to place tourism appropriately in the development agenda. Natural and cultural heritage are regarded as the major capital of tourism industry and regions that are endowed with these offer immense potential for tourism development. Considering the labour intensive nature of the industry, tourism is being promoted in developing economies to address the issues related to unemployment and poverty reduction. The trend of modern tourists is towards resilience to nature, and countries are designing strategies and programmes to promote tourism based on experiences derived from nature, culture and society.

Economic Review (2010) reveals that Kerala is today the most acclaimed tourist destination in India with its Super Brand 'God's Own Country' 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. The major reasons for Kerala’s model for success in tourism are due to:

· Strong Brand positioning
Kerala Institute of Travel and Tourism Studies report (2008) reveals that tourism creates employment to the skilled, semiskilled, and unskilled personnel by generating direct, indirect and induced employment. When tourists visit the destination, they make use of the facilities and avail themselves of various types of services for which they make due payment. These result in generating income to the region. Besides, Government at local, regional and national levels are benefited through tax payments at different levels, by the industry. The study highlighted that a much broader perception on tourism would reveal its capacity to generate foreign exchange while promoting regional development.

Kerala, the report (2006) noticed, after its rise to the top as an internationally recognised destination in 2003, Kerala Tourism was named as Super Brand by the Indian Division of the globally renowned ‘Super Brand Limited’. According to ‘Super Brands India’, Kerala Tourism’s value induces innovative tourism products, a transparent quality
During the last few years, Kerala Tourism has recorded remarkable growth. The number of international tourists and domestic tourists annually visiting the state has crossed 4 lakhs and 50 lakhs respectively.

The Hindu (2004) India’s famous English daily, has highlighted, God’s Own Country, Kerala, has caught the imagination of the international traveller as never before. Kerala's natural bounties, its arts and crafts, dance and music, food, and traditional treatment and rejuvenation practices have become unique selling propositions to attract different target groups around the world. As per the estimates of Tourism Satellite Accounting Research (TSA) a U.N.-accepted measure of the economic impact of tourism in a defined area, tourism in Kerala is expected to grow by 11.6 per cent in the period 2002-2012. This will constitute the highest such projected growth rate in the world.

Crisil’S (2004) analysis of Kerala’s Approach to Tourism Development indicated that as a human resource intensive industry, tourism’s greatest impact is on the generation of employment. Such employment generation may cover areas of direct interaction with the tourists, such as persons employed in hotels, airlines, tour operators, restaurants, retail, leisure and entertainment. However, the employment impact spreads over a larger area of the economy, covering jobs associated with the
input industries such as suppliers, government agencies and manufacturers of supplied commodities. Hence, the direct and cascading effect of tourism on employment generation is significant.

“Kerala Development Report” (2003) shows that in Kerala, tourism gained unprecedented importance during the last decade of the 20th century. Amidst unpredictable fluctuations in agricultural prices and the tendency for expatriate earnings to fall, tourism emerged as the major potential earner for the state economy. The report found that the earnings from tourism came to Rs. 81.8 billion or 7% of the Generalised System of Preferences (GSP) according to the results of the Transportation Security Administration (TSA) conducted by the World Travel and Tourism Council (WTTC) and Oakadale Education Foundation (OEF).

Presented in National and International Conferences

V. Rajagopal was of the opinion that Kerala tourism, which has become a major contributor to the state’s economy, deserves the backing of the Union Government. Tourism has emerged as a more powerful catalyst for economic development than the manufacturing, construction and service industries. He also outlined that the tourism
sector provides employment to one million people in the state, and the number is expected to increase in the coming years.

Manoj Edward and Babu P. George (2008) saw Kerala as a prime high-end tourism destination in the Indian sub-continent and has been rated as “one of the fifty destinations to be visited in one’s lifetime” by the “National Geographic channel”. Moderate climate, rich art, colourful festivals, diverse natural and cultural attractions with a physical quality of life comparable to that of developed nations are making tourism industry to flourish in Kerala. They would have indicated that tourism has emerged as a lead sector of the Kerala economy, with its impact increasing in terms of economic growth and employment generated.

Siby Zacharias, M.C. Jose and James Manalel has highlighted that the backwaters of Kerala are what have given it the sobriquet “God’s Own Country”. It became one of the 50 must see places in the world (National Geographic Travel). Kerala's houseboats/mechanized kettuvalloms, lakes and backwaters are once again posing to be the ultimate brand ambassadors of the state's tourism industry by generating huge foreign exchange and employment.
Ajims P. Muhammed and Jagathyraj V.P. has discussed the state of Kerala in India is considered as a ‘tourist’ paradise. As many as seventy five tourism products are found in the length and breadth of the state. Tourism in Kerala is really non-seasonal in nature. They indicated the flagship of tourism industry in Kerala is Department of Tourism (DoT), Government of Kerala. They also identified the major challenges faced by Kerala tourism.

P. K. Manoj stated currently Kerala is one among the fastest growing tourism destinations in the entire world. While the prospects of tourism development appear to be quite promising in India in general and Kerala state in particular, there are growing apprehensions regarding the sustainability of the same because of such varied reasons as adverse impacts on culture and environment.

Justice Sukhdev Singh Kang, former Governor of Kerala (2002), proposed to consider tourism as the best alternative for priority in the state development in the context of the poor prospects of manufacturing sector and the severe threats being faced by the agricultural and traditional sectors. According to his opinion sustainable tourism development not only improves the state’s income, brings in valuable foreign exchange and increases employment but also results in distribution of benefits across the state as opposed to most of the other sectors which tend to localise the economic
and social benefits to a particular region. This is more so in Kerala where quality tourism assets are dispersed throughout the state. He also identified the various tourism factors that are helpful for regional development in Kerala.


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CHAPTER III

THEORITICAL FRAMEWORK AND CONCEPTS