CHAPTER – II

REVIEW OF LITERATURE

It is mandatory to review the literature available with respect to the area of the research study. Hence, the researcher gone through various research papers of yester years and attempted to fill the research gap.

Ercan sirakaya & robert w. Mclellan (1997)\(^1\) investigated factors affecting destination choice decisions of college students. Results suggested that college students are mostly concerned with the cost of the vacation and convenience, local hospitality and services, entertainment and drinking opportunities, recreation and sporting activities available, and change in their daily environment. These criteria must be taken into account by destination promoters and developers as they try to appeal to this important segment in the tourism industry.

Erlet A. Cater (2000)\(^2\) examined Tourism in the Yunnan Great Rivers National Parks System Project: Prospects for sustainability. The results of this study indicated that the Yunnan Great Rivers National Parks System Project in China has identified ecotourism as a sustainable development alternative to the range of unsustainable practices that currently threaten the extraordinary natural and cultural assets of the sub-provincial area. However, the prospects for sustainable tourism in itself and for its contribution to sustainable development in general, are not only dependent on its inherent characteristics but are also mediated by contingencies of place. These, in turn, are conditioned by a myriad of factors, both endogenous and exogenous, that cut across the various sectors, levels and interests.

Tim Beal (2001)\(^3\) surveyed the experience of the Republic of Korea in developing international inbound tourism and presents statistics at global, regional and country level, including some countries of particular relevance such as Spain, China, Vietnam and Cuba.

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This study described current developments in DPRK tourism and attempts to identify the potential for development and the constraints that impede it. In particular, whilst there are formidable infrastructural problems the key constraint is a political one. Results of this found that the political environment is a necessary condition for tourism development but it is far from sufficient and infrastructural problems the key constraint in DPRK tourism range from the general economic situation (and especially shortage of electricity) to establishing a tourism infrastructure, transportation and personnel training.

Bankole, Abiodun (2002)\(^4\) studied the Prospects and Problems in Promoting Tourism in South Asia: A Regional Perspective. He concluded that the three important findings derived from the foregoing sections need recapitulation. One of them is that demand for local tourist attractions is low. Two, there is a growing Nigerian demand for foreign tourism. Three, foreign demand for domestic tourism is also very low. These findings suggest substandard tourism assets and the underdevelopment of Nigeria's tourism in general, whether in terms of policy framework or the maintenance of the quality and uniqueness of these assets.

David Turnock (2002)\(^5\) examined the potentials for this business and evaluated progress in the context of experience elsewhere with respect to barriers that may limit growth and long-term success. The results of the showed resources are very considerable both in Romania generally and Maramures, in particular; relating not merely to traditional lifestyles but also to their present forms within pluriactive communities. When sustainability indicators are considered it is evident that the business is firmly under local control through rural tourist associations. But the area suffers from remoteness and there is a need for greater cohesion to connect local networks with those operating at the regional and national levels within Romania and also in neighbouring countries. Maramures, is also burdened by localized environmental problems – concerned with mining and recreation – which detract from an otherwise positive image.


Kalsom Kayat (2002)\textsuperscript{6} conducted the research to examine how participation is practiced in a community-based tourism program which offers home stay experience to tourists in Kedah, Malaysia. The first objective of the study was to determine where on the spectrum of participation (Pretty 1995) the home-stay program falls. The second objective was to explore the variables that may influence the extent of community participation in this program. Findings from the present study indicated that participation in community-based tourism is influenced by community members' motivations to participate. An important implication from this finding is that community-based tourism projects must include awareness programs among its members so as to educate them about the project and to motivate them to participate.

Manisha Devendrabhai Thaker (2004)\textsuperscript{7} assessed the existing problems in the way of tourism development in the state particularly in terms of tourist information, publicity awareness aspects and problems and prospects of tourism industry in Gujarat. This study suggested that to improve the different type of services to the national and international levels. It is also found in the improvement in various facilities in lack of finances, low standard of education, Absence of training institutes leading to shortage of trained staff, manpower shortage, lack of other infrastructural facilities, lack of transport services, Poor maintenance of rooms, buses, buildings etc.

Manisha Devendrabhai Thaker (2004)\textsuperscript{8} assessed the existing problems in the way of tourism development in the state particularly in terms of tourist information, publicity awareness aspects and problems and prospects of tourism industry in Gujarat. This study suggested that to improve the different type of services to the national and international levels. It is also found in the improvement in various facilities in lack of finances, low standard of education, Absence of training institutes leading to shortage of trained staff, manpower shortage, lack of other infrastructural facilities, lack of transport services, Poor maintenance of rooms, buses, buildings etc.


Joseph E. Mbaiwa (2005) assessed the problems and prospects of sustainable tourism development in developing countries with special reference to the Okavango Delta, Botswana. This result pointed out that tourism in developing countries does not always adhere to the principles of sustainable tourism development. In the Okavango Delta, the tourism industry is designed to meet the interests of tourists from developed countries and is dominated by foreign safari companies. The tourism industry in the Okavango Delta does not significantly take into consideration the socio-cultural, economic and environmental needs of the host economy. It is characterized by: the marginalization of local companies and investors; leakages and repatriation of tourism revenue from Botswana to developed countries; the failure of tourism to promote rural development and poverty alleviation; and, the failure to observe local environmental regulations to conserve the Okavango Delta as a natural ecosystem. This study concluded that the, despite these problems, such destinations have the potential to contribute to sustainable tourism development. This requires a planning process that satisfies the needs of tourists and tour operators while being sensitive to the socio cultural, economic and environmental needs of host countries and destinations.

Pauline J. Sheldon (2005) examined the unique challenges that islands face as they attempt to build sustainability into their tourism development policies. It will also propose policies to assist in attaining and maintaining quality island tourism. This paper has identified the challenges facing islands in sustaining their tourism industry such as Economic Issues, Environmental Issues, and Socio-Cultural Issues. It has also recommended some policies and approaches to overcome the challenges to island tourism such as Long-term, stakeholder-involved planning, Empowerment of the island community and culture, Environmental management, Visitor Management, Knowledge and Information Systems, Accessibility and transportation and Marketing and market diversification.

Sirinart Kanjanopas and Manat Chaisawat (2006): evaluated the potential of Lampan sub-district to develop as a Conservation Tourist Destination and analyzed the

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potential of establishing a conservation based tourist attraction,. The findings showed that Lampam has moderate potential to be developed as a conservation tourist destination. The study also offered suggestions to the government support to the development in terms of physical construction of the area, and to improve the dimension of management by increasing other tourist facilities, make more public relations, doing an environmental friendly plan and policy for tourism development in the future. The activity and process of tourist attractions, it needs brochure, academic sign board to describe community history, cultural and heritage.

Bob McKercher & Pamela S.Y. Ho (2006)\textsuperscript{12} This paper reports on the development and application of a mechanism to assess the tourism potential of cultural and heritage assets. The assessment tool considers cultural, physical, product and experiential values. It was tested on a sample of 16 secondary museums, historic sites and temples in Hong Kong that are currently being promoted by the local destination management organization. While their cultural and physical values were rated strongly, their tourism and experiential values were low. Indeed, a number of fatal flaws were identified that effectively precluded most of them from ever functioning as viable attractions. Remoteness, isolation from other attractions, small scale, a lack of uniqueness and poor setting exacerbated their weaknesses.

Seetanah Boopen (2006)\textsuperscript{13} identified and quantified the factors that made Mauritius attractive to tourists and also to more importantly to investigat the importance transportation capital in the overall destination’s attractiveness. The novelty of this paper is that is extends a classical demand for international tourism function to include a proxy of public capital stock which has been decoupled into transport and non-transport infrastructure, and also uses co-integration analysis to model the determinants of tourism for a small island economy case. Results from the analysis showed that transport capital stock of the country has been contributing positively of the number of tourist arrival in both short and long run. Tourism infrastructure is reported to be a more important ingredient than transport in the tourism equation. Non transport infrastructure, though having a positive sign, was however found to


be insignificant. The study thus highlighted the importance of transport capital in adding to the value of service and experience received by tourism.

**Kornravee Hong-Amata and Anek Hirunraks (2006)** focused on study the present situation, potential and prospect of supply factors, and the future tourism effect on Songkhla after developing tourism-marketing plans. The results showed Songkhla province had “High” current tourism especially in term of tourism products. In addition, Songkhla had “Moderate” potential to support the tourism-marketing plans in the future. Tourism development will have impact to the economy, safety and security and affect to local people of Songkhla in “High” level. Moreover, the effect on political and social and religion sections is “Moderate” in level. There are three main problems for tourism in Songkhla. Firstly, lack of tourism promotion and lack of develop some tourism products. Second, lack of collaborate among of local people, private sector, and government sector. Last, lack in regulations at tourism areas.

**Dan Wang and John AP (2006)** focused on inter-organizational coordination and cooperation between government agencies in tourism policy implementation. Yunnan Province in China is used as case study to investigated the problems existing in inter-organizational coordination and cooperation when implementing tourism policy. The style of inter-organizational coordination and cooperation in Yunnan Province is described, and its advantages and disadvantages are analyzed. Ways to further improve the effectiveness of inter-organizational coordination and cooperation for tourism policy implementation are suggested. In conclusion, the experience of inter-organizational coordination and cooperation in tourism policy implementation in Yunnan Province introduced a mechanism to improve inter-organizational coordination and cooperation. This mechanism depends very much on having inter-organizational coordination (IOC) structures. The creation of IOC structures may induce the change and diminishment of the constraints on inter-organizational C & C. However, the effectiveness of the mechanism in Yunnan Province needs to be further improved to establish long-term, close, voluntary, and effective cooperation. Based on the

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15 **Dan Wang and John AP (2006):** Inter-Organizational Coordination and Cooperation in Tourism Policy Implementation: Experience in Yunnan Province, China, Thailand, Threats and Challenges to the Tourism Industry: Reform and Perform, Fifth Asia Pacific Forum (APF) for Graduate Students Research in Tourism 2006 in Bangkok, Thailand, PP 229-238.
above analysis on the disadvantages of the mechanism in Yunnan, the identification and establishment of inter-organizational dependency are suggested as an effective means to change directed cooperation to be voluntary cooperation. In addition, the provision of legislative support for the creation of inter-organizational C & C mechanisms would be an important initiative to maintain the existence and operation of such mechanisms.

Chris A. Vassiliadis, George J. Siomkos, Aikaterini Vassilikopoulou & John Mylonakis (2006)\textsuperscript{16} presented the proper tourist product characteristics and market opportunities by the recipients of the tourist market, aiming at the support of the sustainable tourism design process. These characteristics concern the prospective elevated tourist destinations that may be exploited strategically by the tourist administration of the destinations. For the investigation of the most important product characteristics factor analysis was applied, as well as, spatial perceptual mapping techniques. The paper is based on a situation analysis, using as case the Rhodopi Mountain area in Greece. Results showed that the design of the elevation of the destination is a viable market prospective, if it is based on three major factors: the climate (geophysical and archaeological characteristics), taverns-restaurants (gastronomy) and parking areas (spa, post shops and health centers). Various combinations of relevant characteristics are proposed, which ameliorate particular effective characteristics of the area, which could raise the area’s attractiveness to professional partners and potential groups of customers.

Joseph E Mbaiwa, Elisha N Toteng & Naomi Moswete\textsuperscript{*} (2007)\textsuperscript{17} examined the problems and prospects of urban tourism in Gaborone and Maun, Botswana. The findings of this study, based on both secondary and primary data sources, indicated that urban tourism in Botswana is relatively undeveloped because there is no substantial domestic market, tourist attractions in urban centres are poorly developed and marketed, and city development plans and the national tourism policy are not integrated. The study concluded that, for tourism to become a viable economic sector in the country, urban tourism should be integrated into Botswana’s tourism policy and city planning.


Naomi Kinghorn & Ken Willis (2008) investigated preferences of visitors to the Discovery Museum (in North East England) with respect to opportunities to develop social capital. The extent to which museums generate social capital is largely unknown, but museums have potential opportunities to develop this type of capital. This study uses a stated preference choice experiment (CE) technique to estimate museum visitor preferences towards social capital opportunities. The findings indicated that visitors have a preference for visiting a museum with another individual(s); and that the provision of participatory activities, extended opening hours and locally related displays would generate more social capital among visitors and in society.

V. Basil Hans (2008) traced the progress made by India’s tourism industry in the planning era, and the emerging issues (like alternative tourism) under globalization and also examined the impact and challenges posed by GATS and the burgeoning service sector of the country as well as the pitfalls in tourism planning in India. This study concluded that the story of globalization and tourism are interrelated as both are crossing the national boundaries, making interconnectivity in world on an unprecedented scale and unimaginable speed. GATS have indeed opened new vistas of growth for the tourism industry and fresh challenges are in the offing. India needs a long term plan for this industry with periodic evaluation and revision. A one size fits all approach to tertiary activities including tourism, will not help. Tourism’s uniqueness should be clearly understood. Our preparedness for new challenges can be tested by growth coupled with qualitative changes.

Dr. Nimit Chowdhary and Dr. Monika Prakash (2008) studied the problems of tour guides of India and developed a theoretical model of tour guiding context and relationship between different players. The findings of this study indicated that the responses of trainees at the Regional level Guide Training Programme were more holistic than

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expected. They included a lot of ideas and pointed issues those may not directly affect them but may hinder a superior tourist experience which they regarded as a problem for their profession. The responses broadly indicated about five broad problems areas- general framework and tour guiding environment; local authorities including local tourism authorities and local civil administration; employment relationship/ engagement with tour operators and travel companies; handling customers- both foreign and domestic; working conditions. Some issues included more than one problem areas.

**T.P. Mammootty and Dr. P.T. Raveendran (2008)** studied the problems faced by the tourism industry in the region of Malabar in Kerala. The results of this study showed that the Lack of various supporting systems, amenities and facilities restricted Malabar to attract tourists, particularly foreign tourists. The region runs short of accommodation facilities, particularly during the peak tourism season. The main aim of the tourism marketing strategy in a region like Malabar should be to ensure maximum effectiveness of promotional activity in order to strengthen and enhance the region’s position as an international tourist destination. This study also suggested that to formulate a tourism Master Plan for Malabar.

**Muhammad Israr, Malik Muhammad Shafi, Naushad Khan, Nafees Ahmad, Sultan Baig and Zafar Hayat Khan (2009)** evaluated the potential and opportunities of Eco-tourism and the problems faced by the stakeholders (tourists, tour operators and tourist’s guides) in the Northern Areas of Pakistan. This study concluded that the stakeholders are not satisfied with the existing policies formulated by the government for promotion of eco-tourism in the area. The major source of attraction towards the area for eco-tourism are the Karakoram Highway, Glaciers, rivers, mountains, biodiversity of mountains, pasture, hospitality of host community, free environment, mountain biking, traditional sport Polo and Silk rout festivals. While the main obstacles in the way of promoting eco-tourism are policy formulation and implementation, poor infrastructure, security concerns, lack of awareness, visa and flight problems, religious extremism and trekking permits and fees.

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22. **Muhammad Israr, Malik Muhammad Shafi, Naushad Khan, Nafees Ahmad, Sultan Baig and Zafar Hayat Khan(2009):** Eco Tourism in Northern Pakistan and Challenges Perspective of Stakeholders, Sarhad J. Agric. Vol.25, No.1, PP 113-120.
Golam Rasul and Prem Manandhar (2009)\textsuperscript{23} examined the progress made in promoting tourism in South Asia and explored the factors that facilitate and constrain the promotion of tourism in South Asia. The analyses showed that despite several initiatives, tourism’s contribution to regional national economies, in terms of employment generation, foreign exchange earnings, and national revenue, has remained minimal. Complicated travel procedures, inadequate infrastructure and transport facilities, and the poor quality of management and service, together with a negative image arising from safety and security concerns, have constrained intra-regional tourism. This study concluded that the inadequate political commitment and bureaucratic meandering are the primary obstacles in promoting tourism and economic integration in South Asia. Recommendations for removing the physical and institutional barriers to intra-regional tourism are outlined.

Philemon Oyewole (2009)\textsuperscript{24} explored the potentials of countries of the Latin America and Caribbean region in the global market for international tourism up to the end of the next decade. This was achieved by analyzing past trends of international tourism in the region, and projecting these trends to the year 2020 using a combination of four different time-series projection models evaluated by the mean absolute percentage error (MAPE). Results showed that international tourism arrivals into the Latin America and Caribbean region would increase from 51.21 million in 2004 (end of observed period) to between 87.58 million and 100.03 million by the year 2020. The corresponding figures for international tourism receipts would go from US$34.11 billion in 2004 to between US$64.92 billion and US$75.79 billion by the year 2020.

Dr. Christian Steiner (2009)\textsuperscript{25} this paper interpreted a new tourism spaces as “hyper realities”. By developing a theoretically informed, postmodern interpretation of the global competition advantages and the symbolic value of these hyperreal places, the paper presented a new perspective on the transformation of tourism spaces in the Arab world. This study concluded that the hyper realities play a key role in tourism development in the MENA region.


\textsuperscript{25} Dr. Christian Steiner (2009): From Heritage to Hyperreality? Prospects for Tourism Development in the Middle East between Petra and the Palm
Adamos Adamou And Sofronis Clerides (2009) investigated the relationship between tourism specialization and economic growth. This study found that tourism specialization is associated with higher rates of economic growth at relatively low levels of specialization but eventually diminishing returns set in and tourism's contribution becomes minimal. The results of this study indicated that the policy lesson is that there is promise for tourism-led growth in developing countries but other economic activities must also be developed in order to carry the economy forward once the potential of tourism-led growth has been exhausted.

Muthe, P.R. (2009) focused on challenges and opportunities for tourism and hotel industry during recession period. The study concluded that the during recession period Indian Tourism and Hotel industry has not been much adversely affected.

Hong Chernwern and Chan Ngaiweng (2010) studied the Potentials, Threats and Challenges in Sustainable Development of Penang National Park. This study highlighted the vast potentials of the Penang National Park to be realized as a famous eco-tourism site. The study found that the, threats and challenges have also been spotted which could be in the way towards sustainable development of the Penang National Park. Threats to the PNP such as development pressures due to land scarcity, encroachment of urban and agricultural land use into the park, illegal developments, and apathetic attitude amongst local visitors have created many environmental issues, problematic solid waste pollution, and infrastructure construction in the park. Challenges identified include having political will, creating an effective awareness and environmental education system for all stakeholders, develop a sustainable management plan, environmentally-friendly infrastructure, and focusing on ecotourism rather than mass tourism in the PNP.


Dr. J. Daryabari and H. Ebrahimi (2010)²⁹ explored the Challenges and Solutions of the Development of Tourism in Kashan. The study suggested that the attention should be focused to address this urban area in reception of passengers, the needs of tourism, manufacturing, places to stay, restaurants and hotel accommodation for passengers. As we know in the field of tourism there is little experience and if we do not consider it as a major problem in the field of tourism, both domestic and foreign Kashan will not be appropriate for tourism.

G.S. Chauhan (2010)³⁰ analyzed the tourism potential of Tamil Nadu state and to highlight the significance of various tourist places especially Kanyakumari, estimate the future potential and prospects for tourism development in the state and encompassed people's perception regarding the tourism and to assess the impact of tourism on various developmental activities. This study suggested important measures to promote the tourism in the state of Tamil Nadu and to tap its potential properly with active community participation, then the problems which the country is facing presently may be solved up to some extent for instance, poverty, unemployment, regional imbalances followed by industrial recession.

Andrea Giampiccoli & John Nauright (2010)³¹ critically examined the ‘development dreams’ promoted through the 2010 FIFA World Cup and similar events and contends that these dreams are illusory for millions of South Africans while economic and political elites embrace a global neo-liberal economic philosophy. In this study concluded that the community-based tourism strategies that are important to a better distribution of wealth and democratic decision making in local communities across the country are put at greater risk by a mega-events strategy that is firmly centred within the global neo-liberal economic framework shaped largely outside of South Africa.


Mahbubul Alam, Yasushi Furukawa and Salma Akter (2010) attempted a study on exploring various dimensions of ecotourism industry and critically analyzed the relationship among the stakeholders, overall strength-weakness of ecotourism sector and impediments hindering its development. This study founded that the National Parks, Ecoparks, Wildlife Sanctuaries, Game Reserves, and the like have been developed in the natural forest ecosystems to attract tourists from home and abroad. Cheap transportation, lodging and associated costs, unique scenic beauty and wilderness of all sites and socio-cultural diversity of indigenous communities living in the forest together make up the strength of the industry as a whole. The study also identified a number of impediments, including conflict among the stakeholders and forest degradation hindering expansion of ecotourism industry. For sustainable development of forest-based tourism, traditional ‘Top-down’ management approach is suggested to avoid and voice of all stakeholders needs to be considered in decision-making.

Madhavi Chockalingam, A. Aurobindo Ganesh (2010) studied the various problems expressed by tourists in Tamil Nadu and whether there is any significant difference in the problem faced by tourists based on demographic factors. This study suggested that tourist spots maintained mainly by focusing on pollution free, peaceful place, heavy rush and beggars. This study observed that major problems are deviation in the arrangements made for their stay, visit, transport and unexpected expenses. These problems could be addressed by the supportive industry.

MD. Zahir Uddin Arif, MD. Nazrul Islam and MD. Shafiqul Islam (2011) examined the prospects of tourism sector in Bangladesh. The research was found that the major tourist attractions, number of foreign tourist’s arrivals in Bangladesh in several years, the annual income and profit earning from tourism sector in the country had showed the opportunities and potentiality of tourism development in the country. However, this also


33 Madhavi Chockalingam, A. Aurobindo Ganesh(2010): Problems encountered by tourists, BEH - Business and Economic Horizons, pp. 68-72

identified various constraints to the development of tourism and prescribes some necessary recommendations for policy formulation and managerial implication of the development of the tourism sector in Bangladesh.

Alexandros Apostolakis and Dave Clark (2011) examined the impact of tourism activity on local business and economic conditions in local economies in Britain. The empirical investigation focused on whether or not tourism activity is beneficial to local rural and urban economies and informs policy makers aiming to maximise their tourism potential. The analysis differentiated local authority areas into two distinct groups according to the intensity of tourism employment (below and above average). Whilst the empirical evidence suggested that tourism exerts positive benefits to local economies in the form of entrepreneurship, these benefits may not accrue to the tourism sector itself because in the act of “moving on” the labour force takes its improved human capital with it. This means that the promotion of tourism alone as a policy for regeneration may not be as successful as some policymakers might perceive. It is clear that a “one size fits all” prescription is inappropriate.

Joan C. Henderson (2011) examined tourism in the Philippines, a South East Asian nation which has yet to reach its potential as an international destination. Conditions in the country are analysed and possible reasons for its relatively poor performance are discussed. This study found that the shortcomings in transport, accommodation, attractions, marketing and other areas would thus seem to disadvantage the Philippines at large as a destination for international visitors. This study concluded that the various barriers to development are identified, but political circumstances emerge as a key consideration whereby instability in assorted manifestations has impeded the operation of the industry, investment and policy making.

Monika Prakash, Nimit Chowdhary and Sunayana (2011) Examined a research title on “Tour Guiding: Interpreting The Challenges”. This study has identified six important factors (in order) of concern, especially for tour guides in India- quality of job, deficiency in

skills, problems of general working environment, challenges from within the immediate tourism context, perceived attractiveness of the (tour guide) job, and quality of tourism infrastructure. Potential candidates for tour guiding evaluate their chances of becoming tour guides against these factors.

Surabhi Srivastava (2011)\textsuperscript{38} focused on the Economic benefits accruing to the state byway of tourist's arrivals to Agra and evaluated the reasons of lacking in economic benefits from tourism and also analyzed the tourist’ problems facing at Agra. This study concluded that the economically, the solicitation by the Taj from Agra has a strong potential invitation for the tourists and for the development of tourism as an industry by the competent authorities and also suggested that the government should develop Agra for the health tourism. People may visit for the health reasons and relax there under the shadow of beautiful and enchanting monuments. Cottages like wards may be built where people may like to reside and relax. To achieve such a goal, a comprehensive, far sighted planning and sincere perennial efforts is needed which may explore suitable projects that may nullify the short comings of transforming Agra as an ideal tourist place.

Yang Yang, Kevin K. F. Wong & Jie Zhang (2011)\textsuperscript{39} investigated potential factors influencing a tourist’s length of stay. The results indicated that traveling distance and the assessment of accommodation are positively associated with the length of stay. In addition, tourists with different modes of transportation, motivations and past visits have different durations of stay. Based on the estimation results from subsamples, it is also found that there are differences in determinants of length of stay between organized tourists and individual tourists, and among different age groups.

Sanie Doda (2012)\textsuperscript{40} examined the Challenges of the Present and Future for a Sustainable Tourism in Albania. This study concluded that the Albania's natural features have the potential to attract tourists seeking ecological and cultural experiences and

\textsuperscript{38} Surabhi Srivastava(2011): Economic Potential of Tourism: A Case Study of Agra, TOURISMOS: An International Multidisciplinary Journal of Tourism, Volume 6, Number 2, pp. 139-158


\textsuperscript{40} Sanie Doda (2012): The Challenges of the Present and Future for a Sustainable Tourism in Albania, Mediterranean Journal of Social Sciences Vol 3 (1), PP 627-638.
promotion of sustainable tourism development is essential for maximizing its socio-economic benefits and minimizing its environmental impact. It also offered suggestion on implementation of two instruments of sustainability such as “National Environmental Label’ and Quality Mark in Albania.

**Paresh Kalita (2012)** identified the tourist prospects, problems and measures for the development of tourism in the Jorhat district. This study concluded that there is lot of prospects for the development of tourism industry in Jorhat district which is expected to provide employment facilities along with the socio-economic growth of the state. This study finding indicated that Jorhat has bright prospect of tourism on conditions that the tourism promotional schemes should be properly implemented.

**Aliv Banerjee, Nilanjan Ray and Sukanya Ghosh (2011)** explored the reasons for which the foreign and domestic tourists visit the destination for recreational and leisure purposes and also to gain experience from art, culture, lifestyle etc, which in turn create a tremendous impact on local economy. This studies emphasized on the concept of tourism, different issues, challenges related to tourism as well as revaluing the effectiveness of development of socio economic condition of the under developed regions. The study suggested that West Bengal tourism must develop its infrastructural facilities and promote its offerings in a sustainable manner which can explore newer avenues in relation to nature and open up its unexplored areas.

**Dr. Dinesh Das (2012)** attempted to explore the potentiality of North-East Indian states which will maintain a bright prospect of economic development in terms of tourism industry in near future. This study concluded that the development of tourism industry in North-East Indian states largely depend upon the formulation of a proper tourism development policy and people’s co-operation and consciousness. The High Powered Shukla Commission has recommended for establishing a North-East Tourist Development

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Corporation to develop tourism in the region. It has also recommended to issue Inner-Line Permits relax the Restricted Area Permits as well as to introduce Charter Flights for NE Package tours etc. Moreover, an honest and strong will of the government coupled with people’s hearty co-operation will definitely boost up tourism industry in North-East Indian states in near future.

Soumendra Nath Biswas (2012)\textsuperscript{44} studied the potentials, problems and found out the solutions for development of eco-tourism in Odisha, especially in Bhitarkanika. The findings of the study indicated that the Bhitarkanika wildlife Sanctuary and National Park is a paradise for the wildlife lovers with its rich bio-diversity, but due to lack of certain facilities and amenities there is less flow of tourist to this spot. Facilitating the development of Conservation, Generation and diversification of local employment, Creation of demand for local agricultural products, Stimulation of local facilities like: Catering, Transport, Guides etc. This study suggested that the sanctuary is developed according to the biological and physical tolerance level, and then a day will come when this sanctuary will become the main attractions for the tourists of National and International level of the global tourists market.

Dr. Pujari Krishnaiah (2012)\textsuperscript{45} examined the Problems and prospects of the twelve dominant attraction centres in Andhra Pradesh and also evaluated the specific prospects of the tourist industry and problems of tourist facilities required and facilities available interrelationship in the context of Chittoor district tourism. The study showed clearly the gap between demand and supply in terms of availability, quality and variety of accommodation, food and transport related facilities and many other allied services. In this study concluded that, the two major centres of pilgrimage Tirumala and Tirupathi though receiving annually million of pilgrims and income, greatly established infrastructural but suffering from several drawbacks either in terms of providing facilities to the pilgrims visiting or in the physical development of the towns. The other pilgrim/tourist centres of the district inspite of possessing favourable physical conditions are suffering from various problems. The reason for under development of these centres is the backwardness of these areas because initially they lie in one of the backward districts of the Rayalaseema region. Neither the central


government nor the state government has taken care of these centres to develop them suitable for visiting.

Ravinder Dogra and Anil Gupta (2012)\(^{46}\) identified of barriers to community participation which exists in a rural tourist destination – Sudh Mahadev of Jammu & Kashmir. Results of this study depicted that barriers to community participation exists at the destination and the most important of these barriers is the Structural Barrier. This study can be seen as a beginning in the preparation of a tool to measure and identify the barriers in the community participation in India.

S. Vijayanand (2012)\(^{47}\) investigated pilgrimage tourism and its issues. He also analyzed its cultural importance and socio economic development through pilgrimage tourism and also it analysis the basic infrastructure issues in pilgrimage sites. This result of this indicated the potential for pilgrimage tourism development. Although development to date has been limited to few major sites, the analysis shows that it should be possible to spread the development of pilgrimage tourism to more parts of the region. Particularly taking into account the potential for combining pilgrimage tourism with cultural and nature based tourism and the potential for developing new age or pilgrimage tourism it should be possible to use the major anchor sites identified to stimulated regional development.

Anjan Kumar Bordoloi, Rishi Bhargav Das and Priyata Chetia (2012)\(^{48}\) focused a study on the Tinsukia and Dibrugarh district of Assam as extremely potential places for Eco-Tourism in the economies of the North Eastern (NE) Region of India and also highlighted the entrepreneurial opportunities through Eco-Tourism to reinforce the local economy. In this concluded that both these districts have tremendous opportunities for promotion of Eco-Tourism.


Amba Jacobs and Greg Willson (2012)\textsuperscript{49} analysed the challenges and opportunities confronted to tourism development in the Andaman Islands. Through years of observation conducted by the primary researcher in the Andaman Islands, and analysed of the global and local tourism industry. The study concluded Andaman Islands is a largely unspoilt destination that must carefully balance tourism development with environmental, community needs, transports, accommodation, basic infrastructure and accessibility.

Nitashree Mili (2012)\textsuperscript{50} explored rural tourism at Tipam Phakey village, which act as an incentive to promote local, socio-economic and cultural changes and lifestyle of the people residing in and around this tourist location and also to find out various constraints and possibilities of tourism development. This findings of the study indicated that the great potentiality for different growing segments of tourism like Eco-tourism, Cultural tourism, agro-tourism, religious tourism etc. Rich in traditions of art, culture and natural resources Tipam Phake village of dibrugarh district emerged as an important tourist spot. This study is also showed a scope of rural tourism in the study area. This village has the resources, man power and a down-to-earth approach that is in sharp contrast with the five star culture of tourism in city areas. Here, rural tourism promotes the local economy, socio-cultural changes and life style of the people residing in and around the village.

K.Kannan and P.Vijayakumar (2012)\textsuperscript{51} analyzed the various tourism products introduced by the Government of Tamilnadu and its problems. The results of the study showed the problem faced by the tourism sector is the off-season problem. It should be rectify by providing uniform applicability of luxury tax on accommodation during off-season and promotion mix is very important in marketing the product or a services, hence proper promotional mix are needed to market the rural tourism. This study also suggested that both state and central government of India has to take the remedial actions to improve the infrastructural facilities in order to increase the rate of foreign tourists to our country.

\textsuperscript{49} Amba Jacobs and Greg Willson (2012): Challenges and Opportunities for Indian Tourism: An Analysis of the Andaman Islands, SAJTH, January 2012, Vol. 5, No. 1, PP 47-60


S.Vargheese A. J., S.Varghees P. (2012) studied the satisfaction level of tourist and determinants of spiritual tourism and problems faced by tourist in Tuiticorin district. The major findings regarding the problems faced by the tourists include: pollution and lack of cleanliness, beggars nuisance, lack of sanitary facility and exploitation by taxi and vehicle operators.

Dr. Hitesh S Viramgami and Dr. J. K. Patel (2012) insighted into the tourist traffic trends problems in tourism in Gujarat state. This study furnished important information regarding comparative study of tourist resources of Gujarat state according to nationality, gender and age group of selected respondents and respondents’ opinion about facilities of tourist complexes, quality of food, price being charged for services and tourism promotion facilities. The results of the tourist’s opinions about major tourist resources and various tourist facilities indicated that majority of respondents satisfied with the existing tourist resources and tourist facilities and also suggested new certain activities to be introduced for tourism promotion.

Umakant Singh Indolia (2012) discussed the concept and development of rural tourism in India, summarized the impact, described the challenges and difficulties and focused on the development of a strategic marketing plan for rural tourism. The paper shall throw light on the government project and polices for development of rural tourism. This study concluded that the major challenge in developing rural tourism is to consider environmental and natural conservation of resources and a proper understanding between the tourist and local people to participate in tourism development.

Munish Tiwari (2012) explored the challenges and prospects in Indian tourism sector. This research concluded that the assessment of infrastructure needs, implementation


new tourism policies and the government will provide the requirement to create better infrastructure and how this would boost the Indian tourism sector.

Ravinder Dogra and Anil Gupta (2012) identified barriers to community participation which exists in a rural tourist destination – Sudh Mahadev of Jammu & Kashmir. Results of this study depicted that barriers to community participation exists at the destination and the most important of these barriers is the Structural Barrier. This study can be seen as a beginning in the preparation of a tool to measure and identify the barriers in the community participation in India.

Deniz Kucukusta & Vincent C. S. Heung (2012) examined the possible challenges faced by the wellness tourism sector in China and gathered potential solutions from wellness tourism experts, including professionals working in the tourism, health, and education industries. The results indicated that a lack of trained personnel, insufficient cooperation between key players, and a lack of facilities and attractions are the major obstacles to sectorial development. The experts surveyed concluded that these obstacles could be overcome by government support, promotional activities, and personnel training.

Dr. P K Manoj attempted a study on (i) the problems and prospects of Indian tourism sector, from a global perspective, (ii) analyze the case of tourism in Kerala state in more detail, and (ii) to suggest pragmatic and realistic strategies for meaningful tourism development in India, with due respect to the long-term sustainability of such initiatives. The results of this studied showed tourism has got excellent prospects for promotion of rapid economic development particularly in respect of the developing nations, as is evident from the experiences of many a developing nation, it may be stated that the sustainability aspect of tourism has not often been given adequate consideration in designing tourism policies of government. This in turn resulted in excessive burden the nature beyond its carrying capacity adversely affecting its ecological balance. This concluded that the resource constraints of the government in respect of developing countries like in India private sector participation seems

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58. DR. P K Manoj, Sustainable tourism in India: a study from a global perspective with focus on tourism prospects of Kerala, the second international Responsible tourism conference Academic paper submission.
imminent, thus underlining the need for a PPP approach towards a holistic, integrated and sustainable tourism development.

Wantanee Suntikul, Thomas Bauer and Haiyan Song\textsuperscript{59} investigated the current state of pro-poor tourism development in Viengxay and aimed at gaining an impression of the actual and potential roles and motivations of various stakeholders within the endeavour of tourism for poverty alleviation. The paper concluded tourism infrastructure and attraction facilities were barriers to pro-poor tourism in Viengxay, in which the improvement of linkages between the private sector and local development is an important aspect.

Benjamin Timms\textsuperscript{60} investigated the hurdles of domestic agriculture products entry into the tourist market. The study of linkages between agriculture and tourism is situated within the theoretical context of agricultural development in the Caribbean. Research in St Lucia suggested that promoting linkages between hotels and groups of farmers such as cooperatives has the greatest potential to stimulate local agricultural production for hotel and domestic consumption.

Md. Kashedul Wahab Tuhin and Md. Tofael Hossain Majumder\textsuperscript{61} showed the present scenario of tourism industry in Bangladesh, identified the constraints, and suggested remedial measures accordingly. The study also suggested that government should formulate a ‘tourism policy’ immediately for the development of this industry. Both public and private level investment is required in the tourism sector and regional cooperation can bring benefits for Bangladesh.

P. Nayak and S.K. Mishra\textsuperscript{62} examined the Problems and Prospects of Promoting Tourism in Meghalaya. The results of the study showed that the state is endowed with gift of nature such as lofty mountain ranges with interplay of lush green valley, cascading rivers, sprawling water bodies, waterfalls, caves, and living root bridges. Not only is the state having

\textsuperscript{59} Wantanee Suntikul, Thomas Bauer and Haiyan Song: Pro-Poor Tourism Development in Viengxay, Laos: Current State and Future Prospects, PP 1-33

\textsuperscript{60} Benjamin Timms: Caribbean agriculture–tourism linkages in a neoliberal world: Problems and prospects for St Lucia

\textsuperscript{61} Md. Kashedul Wahab Tuhin and Md. Tofael Hossain Majumder , An Appraisal of Tourism Industry Development in Bangladesh , European Journal of Business and Management www.iiste.org, ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online)Vol 3, No.3

national parks and wildlife sanctuaries it is an ideal habitat for flora and fauna with a pleasant
and bracing climate. The state has over 100 tourist spots. Because of her natural assets, ethnic
diversity and the societal ethos, tourism holds high potential in the state. The findings of
study also showed the state government though has taken a number of steps to improve the
tourism sector yet it is at the nascent stage and has a long way to develop. Air and road
connectivity, infrastructural facilities at tourist sites in terms of accommodation, transport,
banking including credit card use, drinking water, sanitation, health care, etc is either lacking
or not developed or deplorable. Over and above of all these, tourists do not often find
themselves at ease with the local public. The workforce in the transportation and hospitality
sector are yet to be sensitized regarding professional ethos, decorum and visitor-friendly
courtesy.

Hailu W.Amanuel\textsuperscript{63} attempted to identify the various scenic areas of the region,
localities that would have to be protected and reforested, and areas, which would serve as foci
for tourism and assess existing facilities and identify the potentials for environmental
protection and ecotourism. This study concluded that the natural and cultural endowments of
Semen Shewa have potentials for the development of sustainable tourism in the region. The
project sites and their surroundings are highly privileged in natural and man-made tourist
attractions, which would soon become very attractive and developed tourist sites. The North
Shewa Ecotourism Project has been designed to specifically address the needs and
expectations of nature and culture enthusiasts, providing both a conservation tool as well as a
mechanism, which can benefit the local community. The envisaged projects, at least for the
time being, are two of the very few ecotourism establishments in the country and if
established soon and properly managed and marketed, could be profitable beginning from the
first year of operation. Given the location of the sites and the marvelous tourist attractions,
the real estate appreciation for the particular investment is very high and hence, the high
future value is the most important factor encouraging investors to take a swift decision.

\textsuperscript{63} Hailu W.Amanuel, Prospects for Environmental Protection and Eco-Tourism In Semen Shewa
Uniqueness of the Study

➢ Ignorance of Regional Tourism

There is a charge that in India as well as in abroad regional tourism is not given its due importance. Research in abroad are mostly done at national level, in India too researches are done at national level and state level. 15 years back, a researcher made a complaint that tourism research at regional level is ignored. Still the complaint holds good.

➢ Importance of tourism research at regional level

Only through research at regional level, the potential of tourism can be understood, new tourism products can be developed, and new tourist places can be identified. The tourists can be made repeat tourists and new tourists can be attracted by regional tourism only. Now only rural tourism is gaining momentum in India as well as in Tamil Nadu. We can attract more foreign tourists and tourists from other states by giving more importance to tourism at regional level.

➢ A complete study

Usually researchers collect information from the respondents, analyze and recommend suggestions accordingly. But in this research, the researcher had interactions with people like members of trekking club, walkers club, resort owners, hoteliers, lodge owners, wanderers and with the native place apart from the respondents. So, an all round and complete study was possible.