CHAPTER 2

REVIEW OF LITERATURE

Anand (1976)\textsuperscript{1} in his study has analyzed the nature of the multi-dimensional tourist plant whose activities range from the provision of comfortable lodging to facilitating a visit to a natural monument. He has examined the structure and working of the plant. He says that the hotels and other supplementary accommodation are at the core of this plant. According to him the first prerequisite for the development of hotel industry is the forecast of the future demand which would mean information about the number and types of persons who would be making use of the facilities. It is in terms of the demand that the right supply, at right place, at right place, right time and the right price is to be built up. Failure to take into account future demand mean either accommodation bottlenecks which may hit the tourist industry or excess accommodation which would result in a loss to the hotel industry. The wrong allocation of limited resources for this purpose means that the whole economy is affected as these funds are denied to other developmental sectors.

Garg (1980)\textsuperscript{2} is of the view that availability of suitably priced accommodation is another pre-requisite for boosting the tourism trade in India. He says that the problem in the future however is not one of tourism consumption and of stimulating demand, but of organizing supply and the marketing of tourist facilities in India. No other country in the world can offer as much as India can at so little cost. According to him, the hotel industry should be provided with the package of infrastructural facilities on one hand and earmarked larger promotional budget on the other.
Krishnasamy (1980) has emphasized that hotel is an essential destination facility that a country must provide to build up its tourist image. He remarks that the most important market areas of the world which generate the bulk of Indian tourist traffic are registering a market slow down in the growth rate. Several global factors like political disturbances, rise in fuel costs, inflationary pressures and recession are attributed for this unprecedented decline in the rate of growth.

In another work Bhatia (1982) observes that among the important inputs which flow into the tourist system is tourist accommodation which caters to international tourists forming a vital component of the tourism superstructure and an important feature of the total tourist image of the country. An adequate supply of accommodation suitably tailored to the requirements of the tourist market is one of the basic conditions of tourism development. Therefore the provision of accommodation facilities and their growth should at the same time be regarded in a much broader context as they make a significant contribution to the economy as a whole by stimulating economic development, social contacts and commercial activities.

Negi (1984) in his study has analyzed the significance of tourism and hoteliering business in the economic development of the country. He has discussed about the different aspects of tourism industry like tourism marketing, investment, finance and its economic viability. While highlighting the different problems of hotel industry, the author suggests for having intensive research and insights for promoting efficiency and revenue potentials of the industry. He says a continuous approach should be made to determine the room rates. A number of factors enter into the consideration for determining the tariff. The main point of consideration is the border
on the guests. They should be in a position to pay the rates and it should be fitted to the purse of the guest. Secondly the actual sacrifice made by the hoteliers is to be taken into account and he should be in a position to earn some profit after meeting various direct and indirect expenses.

Jeffrey (1985) has stated that the spatial-temporal mismatching of supply and demand and the associated over- under utilization of capacity are the characteristic features of the tourist industry. Visitor demands in terms of the number, types, destination, length and timing of visits is highly volatile, fluctuating widely from one year, one season and from one day to the next. Most tourist facilities however are fixed in their location and have fixed capacity, at least in the short term. A plan for investment in new facilities takes many years to implement, by which time, demand conditions may have changed. The task facing the tourist planners in the long-term is to predict and influence the size, timing, location and composition of tourist flows in order that appropriate development programmes might be formulated and implemented. In the short term, however, the main objective of tourism management is to optimize the use of existing tourist facilities. The author argues that the formulation of planning policy for tourism in general and the hotel industry is particular, requires detailed information on the temporal characteristics of visitor flows in relation to the capacity of the industry to accommodate them. He has made a detailed analysis on weekly fluctuations in the flow of visitors. Clear temporal and spatial patterns are identified and linked with differences in market orientation, between area, between hotels and between different seasons. The marketing and planning implications of the results are discussed and different marketing options for improved occupancy performance are outlined.
Krishna Menon (1993) in his study has found out that in India, the importance of tourism is seen primarily from the economic angle, earning much needed foreign exchange and providing employment. The author is of the view that tourism brings about more complex changes than other economic development projects, because it necessarily juxtaposes people of different culture and economic attributes. A major reason for cultural and social problems following in the wake of tourism is because the tourism industry in India operates in a disjointed manner. The study has found that there was excessive concern with fiscal and administrative control at the policy level, but a laissez faire attitude to its implementation at the field level. Power and responsibility are administratively and hierarchically separated between the Central and State Government on one hand and between the Government and private Sector of the economy on the other. Thus there is only perfunctory regulatory mechanism to monitor the activities of the important ‘cultural brokers’ like tour operators, travel agents, guides, managers of small hotels and restaurants and the transport agents who interact actively with tourists and could mitigate the social and cultural problems.

The study states that there is no auditing of the effects of tourism on the social and cultural well being of the society. In a traditional society this neglect leads to the manifestation of unintended and negative social forms and practices. The views of anthropologists, ethnographers and social workers must be sought and a watch-dog, research-oriented agency should be created to establish the perpetual carrying capacity of the host society.

The concerns for protecting the natural environment have been backed by legislation in India. However these initiatives are seen in negative terms and more
effort is expended in trying to get around the Environment Guidelines than in attempting to confirm to its objectives. It is necessary to develop these guidelines in positive terms. The ideals of humane tourism offer an equitable and dignified option to the development of tourism in India and must replace the current obsession with the economic parameters of tourism. Tourism must be viewed as an appropriate agent of change in a developing society.

Minu Hemmati (1999) initiated a project to discuss the area of tourism, review the progress which has been made with regard to developing sustainable tourism and make recommendations on how to improve sustainable development in and through tourism. The project aimed at bringing gender aspects of tourism to the attention of policy makers, especially the issues of women’s employment in the tourism industry and women’s local participation in tourism planning and management.

The general picture suggests that the tourism industry seems to be particularly important sector for women (46 percent of the workforce are women) as their percentage of employment in most countries are higher than in the workforce in general (34 to 40 percent are women). There is a significant horizontal and vertical segregation of the labour market in tourism. Horizontally, women and men are placed in different occupations—women are being employed as waitresses, chambermaids, cleaners, travel agents, sales persons and flight attendants whereas men are being employed as barmen, gardeners, construction workers, drivers, pilots etc. Vertically the typical “gender pyramid” is prevalent in the tourism sector—lower levels and occupations with few career development opportunities being dominated by women and key managerial positions being dominated by men.
The observations of the study show that women are consistently denied positions of leadership and responsibility within the tourism industry. Instead, they are being concentrated in low skilled and low paid occupations. There is significant amount of sexual objectification of women working in the tourism industry. Stereotypical images of women are in many cases part of the tourism product.

Tourism boards and Government Departments dealing with tourism do not seem to be playing a very active role in promoting the participation of local communities and the tourist industry. NGOs tend to play the role of facilitator rather than a stakeholder. The tourist participation in conservation projects has proved to be a success. This could be extended to cover areas such as infrastructure development, health and education. This approach could also be used to develop new concepts of tourism itself. The study suggests that the tourism industry should engage in educating tourists about women’s rights and how to properly respect them in an inter-cultural context. The tourism industry should review advertising and marketing regarding the use of stereotypical images of women and aim at portraying the diversity of workers and indigenous women in a realistic manner. An effort should be made to channel a growing tourist interest in community development activities for designing and implementing innovative popular destination areas.

Caroline Ashley (2000) has assessed the wide range of impacts that tourism has on the livelihoods of rural residents in Namibia. The study focus on livelihoods, that offers a useful perspective on tourism for enhancing local benefits. It contrasts with conventional tourism perspectives which tend to focus exclusively on economic, commercial or environmental impacts. It also contrasts with narrow assessment of
local benefits focusing only on job creation and cash income. Taking a livelihoods perspective helps identify the wide range of impacts – direct and indirect, positive and negative – that matter to local people. The study also attempted to show how tourism’s contribution to livelihoods can be enhanced by adjusting decisions on what is developed and how, in ways that reflect people’s livelihood priorities. The implications of the analysis indicate that:

- The Development impact of tourism will not be uniform: it will vary widely within and between communities;
- Enhancing the livelihood impacts of tourism does not mean simply maximizing the number of tourism developments, or maximizing wage income;
- A wide range of costs and benefits need to be taken into account. In particular, it is as important to address negative impacts as to maximize positive ones. And to address impacts on people’s assets and existing activities, not just direct contributions to household income and security;
- Careful planning and design, based on an understanding of local livelihoods, can greatly enhance the positive impacts of tourism;
- Maximizing livelihood benefits needs a good understanding of what people most need and want (their livelihood priorities) and of the complex ways in which tourism options affect livelihoods (direct and indirect livelihood impacts).

Therefore it requires a considerable role for local people in decision-making. This can be done either by devolving tourism rights to community level, and helping communities with participatory planning; or by ensuring that government planning processes are participatory and responsive to local needs; or by ensuring, through
government incentives, that planning by private entrepreneurs is responsive to local needs. The details of how to enhance livelihood impacts are location-specific. The principles of recognizing that a range of livelihood concerns are important, and supporting systems that enable local people’s priorities to be incorporated into tourism

Kishore *et al.* (2000) has analyzed the experience of the stakeholders of tourism with special focus on Asia. The study disclosed that alongside the many negative impacts associated with tourism, there are also potential gains for the host communities in Southeast Asia and the Himalayan region of western India and Nepal from mass tourism. Such gains can be significant, but they are not evident in all cases, and where they occur, may often be distributed quite unequally. Local residents tend to gain more when tourism activities are dispersed, if local residents have adequate access to the markets for accommodation, catering and transport and if they are allowed to play an important decision making role in tourism related activities. However, the local communities are not always able to retain control over these markets, especially when destinations gain popularity. Outsiders with better access to capital begin to move in. Organized tours become a regular feature and local communities begin to get pushed into marginal positions within the industry. It is clear that impacts are not static – processes of change and threads of continuity are interwoven into a dynamic process that varies from place to place and over time.

The economic effects are most apparent from the case studies reviewed. There may also be cultural gains, for example in the preservation of buildings. Tourism can also assist in preserving and enriching the environment; especially if tourism activities are well regulated and there is a clear focus on environmental
regeneration. But it can also lead to degradation of natural resources and loss of access for local people – for example to beach areas. Negative cultural impacts also exist as the case studies demonstrate, particularly through sexual exploitation. Sometimes the scale and impact of tourism is so powerful that sections of the host community begin to succumb to negative cultural influences.

Tourism can affect the natural resources of the area, both positively and negatively, and so affect livelihoods of many of those who are not directly engaged in tourism. The scale of activities is relevant to environmental impacts. Even with the best of planning, resorts have been unable to avoid problems of littering and proper garbage disposal. There are strains on the sewage systems.

In any locality, strategies need to be designed to maximize gains for local communities, while ensuring that other stakeholders also have an interest in promoting such strategies. Various sections within the host community and all the other important stakeholders should play an active role in designing the process leading to the formulation of the strategies and in the process itself. Understanding the cultural and socio-economic differentiation in the destination countries and within the host community should be an important part of research associated with the process.

Dong-Wan Ko, et.al (2002) have tested the structural equation model between residents’ perceived tourism impacts and attitudes toward host community. The model consisted of five latent constructs and nine path hypotheses and is based upon 732 mail back questionnaires returned by residents of Cheju Island, Korea, a major domestic tourism destination. The study was conducted during November and early December 1997. Cheju Island is the largest and southernmost island of the
Korean peninsula and is oval shaped. It held a population of 524,000 people in 1996. The highest point is Halla Mountain at 1950 metres in elevation; most of the residents live on the coastal plains at elevation of 300 metres or less. The purpose of the research was to test a model of residents’ perceptions and attitudes of tourism, examining not only perceptions of tourism impacts, attitudes toward community satisfaction, and additional tourism development, but also the path relationships between perceptions of benefits from tourism development, positive and negative tourism impacts, community satisfaction, and attitudes for additional tourism development. The results support six hypotheses from previous studies, but three of the hypotheses were not supported at p<0.05 level.

It was found that residents’ ‘community satisfaction’ was closely related to ‘perceived positive’ and ‘perceived negative’ tourism impacts. These constructs were directly causing ‘attitudes toward additional tourism development’. But the hypothesized path relationships between ‘personal benefits from tourism development’ and the constructs of ‘perceived negative tourism impacts’ and ‘overall community satisfaction’ were rejected. In conclusion, community satisfaction was influenced by perception of tourism impacts, and may be useful in planning for additional tourism development. The study found that ‘residents’ community satisfaction’ was closely related to ‘perceived positive tourism impacts’ and ‘perceived negative tourism impacts’. Both perceived positive and negative impacts were directly causing ‘attitudes toward additional tourism development’. The implications suggest that personal benefits from tourism are relevant to understanding perceptions of positive impacts but, in this case, irrelevant to understand perceptions of negative impacts. This may be due to the level of development on Cheju Island, which has a longstanding
history of tourism as an integral part of its economy. In other words, the length of time
and history of tourism development within a host community may be relevant to
understanding residents’ perceptions of tourism and should be addressed as part of
future research efforts. Although the study supported some important relationships
between residents’ perceptions of tourism impacts and community satisfaction, the
limitations include a weak reliability on community economic satisfaction sub-scale
along with a sample that may not be representative of the population (e.g., 84 percent
of respondents were between 30 and 49 years of age). Many investigations have
suggested that residents’ attitudes toward tourism may be directly related to the degree
or stage of development within the host community, which may partially explain the
findings. Further research needs to address community satisfaction, level of tourism
development, and attitude toward additional tourism development.

Kozak (2002)\textsuperscript{12} gives an analysis of tourist motivations by comparing British
and German tourists who have visited Mallorca and Turkey. The analysis uses cross-
tabulation, factor analysis and a series of independent t-tests to evaluate quantitative
data. The findings show that personal motivation and destination attributes should be
used for destination positioning studies. Efforts to understand the factors motivating
tourists to visit a particular destination and how likely it is to be different from those
of others visiting other destinations could help destination planners to set marketing
strategies. It will also help the destination to build a self image for marketing and
differentiating its own products and services from those of competing destinations.

Dilys Roe, \textit{et.al} (2004)\textsuperscript{13} highlight the size of tourism and its potential impact
on developing countries, especially those most dependent on it, and its distribution
among developing countries. The study is intended to assist development
professionals in assessing the scale and relevance of tourism to economic development in developing countries. It highlights the different data sets that could indicate the significance of tourism in developing countries. It also shows the major significance of tourism to a broad range of countries, through a number of types of effect and its particular importance to small countries.

Tourism is an important sector, by any measure. It has higher income elasticity than other exports on which developing countries depend; it is more labour-intensive than other sectors which can be established as new industries and it can develop, at least initially, on the basis of unskilled or in-company trained labour. This gives a wide range of countries the opportunity to participate in rapid export growth. For some developing countries, even if they are insignificant in international terms, it may be the only or best export opportunity available. This seems to be particularly true of many poor and/or least developed countries such as The Zambia, Uganda, Nepal, and Cambodia.

Developing countries are relatively important in the international industry as a whole; on the basis of the number of international visitors they receive, although only a few are major destinations. It is in some developing countries that tourism is growing fastest, and/or making the largest contribution to the national economy. The importance of tourism to these economies shows that its effects go well beyond those countries that are important international destinations or are well known for their dependency. What international data series cannot show is the distribution of tourism within a country, the significance of tourism at the local destination-level, and therefore where and how it affects the implementation of pro-poor policies. The data
on income from tourism and the direct contribution to GDP cannot tell us whether and how
governments will use the income for pro-poor policies; they can only tell us that
tourism increases the potential for this. Furthermore, it is important to remember that
in many developing countries there is a significant and rapidly growing domestic
tourism market. Maximizing the pro-poor potential of tourism requires, therefore, not just an understanding of national level statistics but awareness of the internal factors that affect the development of tourism at the local or destination level and of the policies of destination governments.

Flip Rodrigues Melo, et.al (2004) have identified the factors that determine the level of satisfaction of the tourists in regard to the services offered by Goa Tourism Development Corporation. Multiple regression analysis has been done to predict the level of satisfaction of the respondents. The overall impression of the hotels is taken as the dependent variable and other variable such as impression of the Staff, opinion about the room service, amenities like towels, soaps in the bathroom, opinion about the room tariff, availability of medical services, availability of services like safe deposit lockers, laundry service, shopping centres and availability of food and beverages as independent variable. It was concluded that all the seven independent variables cause significant difference to the overall impression of the hotel

Multiple Regression analysis has been worked out to predict the level of satisfaction by taking overall impression of the river cruise as the dependent variable and other variables such as river cruise tariff, entertainment on board, rates of snacks and drinks, facilities on board, services rendered by the staff and information and guidelines provided at the reception counter as independent variables. The study
indicated that all the six explanatory variables included in the model jointly accounted for 49 percent variation in the overall impression of the river cruise. Multiple Regression analysis is also made to predict the level of satisfaction by taking overall impression of the tour as the dependent variable and other variables such as tour tariff, reservation for the tours, opinion about the tourist spots, time duration, tourist guide, departure and arrival timing of the tour and food and beverages at the restaurant as independent variables. It was observed that all the seven independent variables cause significant difference to the overall impression of the tours.

The level of satisfaction of tourists is analyzed by taking overall impression of the package tours as the dependent variable and other variables such as rates charged for each package tour, time duration of the package tours, programmes like entertainment, tours planned for each package tour, room cleanliness and quality of food and beverages as independent variable. Regression Analysis is made and it indicated that all the five explanatory variables included in the model jointly accounted for 27 percent variations in the overall impression of the package tours.

Jeyaseeli (2005) in her study has attempted to analyses to tourists arrivals in Kanyakumari. It was found out that Kanyakumari has secured seventh rank in Tamilnadu in Tourist arrivals during the year 2003 with a share of 5.84 percent. Karl Pearson’s Coefficient of correlation is applied to find out the magnitude of correlation between arrival of tourists in Tamilnadu and Kanyakumari. It was found out that there is low positive correlation. Chi-square test was applied to find out the significance of growth of arrival of tourists in Kanyakumari. The Test revealed that there is no significant growth in the arrival of tourists for the past seven years. The deadliest
Indian Ocean Tsunami which originated due to the occurrence of the Sumatra earthquake on December 26, 2004 has affected tourism in Kanyakumari to a greater extent. The arrival of tourists has considerably reduced after the Tsunami. There is remarkable reduction in the flow of tourists from January to May 2005 when compared to the previous year 2004. Anyway the arrival of tourists gradually increased during the following months.

The study revealed that the tourist attractions in Kanyakumari are not properly maintained by the Government. The Gandhi Memorial, Kumari Amman Temple, Guganathaswamy temple and Kamaraj Memorial are not properly beautified to capture the attention of the tourists. The beach area is always filled with dirt, wastages, plastic bags, dry banana leaves, paper pieces and animal excreta. Besides, the seashore is also used for toilet purposes. Overcrowding of shops near the beach are affects the scenic beauty of the beach. Henceforth, the study suggested that the attractions and facilities in Kanyakumari should be maintained properly in order to increase the flow of tourists.

Yasong Wang, et.al (2005) in their study examined the relationship between socio-economic and demographic attributes of local residents and their attitudes toward tourism in Washington, NC, a small community where tourism is in its development stage. Residents’ attitudes toward tourism were measured by adapting 20 items from the Tourism Impact Attitude Scale developed by Lankford and Howard (1994). By conducting the study, the authors hoped to find the predictors of residents’ attitudes and capture their current perceptions of tourism based on preconceived expectations and incomplete information about tourism. Furthermore the study is
noteworthy because most authors agree that initial community attitudes toward tourism are critical to community involvement in the industry, the formation of destination image, political support for development and ultimately a more sustainable development of the host community. The findings of the study provide a glimpse of residents’ attitudes toward tourism in the study area. It indicates that most respondents are favourable at least initially, toward tourism. Particularly, the findings supported previous assertions that educating residents about the potential effects of tourism is critical in obtaining the political support for tourism in enhancing residents’ involvement in the industry and in achieving sustainable community development.

Jesim Pais (2006) has used a simple and innovative method of employment coefficients to arrive at estimates of employment generated foreign tourism in India. Foreign tourism is one of the largest industries in the world today. While foreign tourism has been growing steadily in India, it still has a large unexploited potential for further growth. Tourism growth has implications for employment, as tourism generates employment at all skill levels. Tourism has emerged as one of the largest industries both in terms of Gross Domestic Product (GDP) and employment in the world today. Foreign tourism has been steadily increasing in India. The importance of tourism as a source of foreign exchange for India cannot be ignored.

Apart from the contribution for foreign exchange earnings, the importance of tourism industry can be measured in terms of its contribution to the national income. The nature of tourism industry, however, makes estimation of these parameters difficult. Tourism is a composite sector. It generates income in a large number of activities that feature as sectors and sub-sectors in the classificatory scheme of the National Accounts Statistics (NAS). Important among them are (i) Hotels and other
accommodation units; (ii) Restaurants; (iii) Travel agents and tour operators; (iv) Transport services; (v) Tourist resorts and complexes; (vi) Entertainment facilities; (vii) Shopping facilities including sales outlets for curios, handicrafts, souvenirs, etc; (viii) Conference and Convention facilities; (ix) Adventure and recreational sports facilities; and (x) Guide services. These activities provide goods and services to both the local population and tourists and therefore there is the problem of apportionment of output between tourism and non-tourism components and further, within tourism, between that generated by domestic and foreign tourism.

In the estimation of employment due to foreign tourists in India, the employment coefficient approach was used. The employment coefficients are computed for such sectors and sub-sectors that provide goods and services to foreign tourists as hotels and restaurants, transport and restaurants, transport and travel services, cultural and recreational services, trade (retail trade of food products, trade in products as handicrafts, textiles and so on) and manufacture sector(food products, textiles, gems and jewels, handicraft and so on). Employment coefficients for the tourism sector in India are estimated to be 584 in 1993-94 and 393 in 2004-05. That is the number of jobs created for one crore rupees of foreign tourist expenditure (at constant 1993-94) in India is 2004-05 was 393. The employment coefficient for foreign tourism has declined over the years from 1993-94 to 1999-2000. But an increase in the tourist inflow and expenditure has led to an increase in total employment generated. The estimates show that direct employment generated in the Indian economy in 1993-94 due to foreign tourism was a about 40.7 lakhs. Thereafter the tourism led employment stagnated and is estimated at about 44.4 lakhs in 1999-2000. This increased to about 62 lakhs in 2004-05. The estimated for tourism
generated employment suggest that on an average, the visit of every foreign tourist generates about one job (one man-year of employment) in India. Based on the methodology and extending it to the year 2010, the simple projection shows that direct employment generated by foreign tourists in 2010 may be around 79 lakhs, thus creating up 23 lakh additional jobs between 2004-05 and 2010. A more complex time-series analysis of the tourism receipts and subsequent employment estimates suggest that employment generated by foreign tourism in 2010 could reach a figure of about 107 lakhs.

Erick Byrd, et.al (2007) have identified the differences in the stakeholder groups’ attitudes about tourism and the natural environment and to compare their differences. A questionnaire was developed specifically for the study, which included 14 Likert’s style questions pertaining to the respondents’ attitude of the natural environment and its relationship to tourism and tourism development. A random sample of 400 residents from five North Carolina counties, resulting in a sample of 2,000 residents, was used for this study. The residents represented stakeholders that can be grouped as residents, business owners, or government officials. The questionnaire was distributed to residents by mail using a modified Total Design Method. An ANOVA test was conducted for each question to discover the difference existed between the stakeholder groups’ mean perceptions and attitudes on the 14 items. In addition, a Scheffe Test was conducted to determine the groups that are different.

. The findings of this initial study indicated that government officials are less likely than other stakeholder groups to discourage tourism development that has the
potential to damage the natural environment, if they believe there is an economic gain. Business owners and residents more strongly oppose tourism development within their community if it harms or negatively affects the natural environment. It is crucial not to leave tourism development and management up to the government officials alone. Therefore, tourism development and management must involve all stakeholder groups so that all interests are taken into account. It is also important that each stakeholder group understand the importance of incorporating the interests of the natural environment in the decision making process. Once this is accomplished, then the natural environment can truly be considered as a stakeholder and have an influence in society.

Parvathy Devi (2007) has analyzed the attitude of tourists towards tourism in Madurai. Garrett’s Ranking method is applied by the researcher to analyze the ranks given by the tourists to the accommodations. It was found out that room service gets the first rank followed by lighting, safety, water, cleanliness and toilet facility. The opinion of the tourists regarding cost of food available in Madurai is also analyzed and it was found out that 46 percent tourists stated that it is reasonable, 27.7 percent stated that it is high, 14 percent stated that it is cheap and 12.7 percent stated that it is very high. Besides, the tourists are asked to rank the different attributes of food available in Madurai. Accordingly, service style gets the first rank followed by taste, variety, quality and hygiene. Majority of the tourists (46 percent) stated that the tourist attractions in Madurai are satisfactory, 30.7 percent have stated that it is good, 12.7 percent stated that it is poor and the remaining 10.7 percent stated that it is good. The study revealed that the share percentage of tourist arrivals in Madurai when
compared to the total arrivals in Tamilnadu indicates a shiny future for tourism in Madurai.

Joseph, et.al (2008) has studied the challenges and scope of medical tourism in Kerala. Medical tourism in Kerala grew without much collective effort. It was recognized as an opportunity by some sectors, particularly the Ayurveda sector who took some collective effort to convert Kerala as a source for Ayurveda treatment. Then came dentistry and modern medicine. The objectives of the study include:

- a comparative study of the participation of medical tourists from different countries.
- find the factors that drive Medical Tourism in Kerala
- study the marketing efforts and their success for Medical Tourism in Kerala
- identify the problems faced by Medical Tourism in Kerala
- make suitable suggestions for improvement of Medical Tourism in Kerala

The survey among hospitals engaged in Medical Tourism very clearly brought out the low key played by the Government in promoting Medical Tourism. Only 8.33 percent felt that the Government was successful. As high as 64 percent were of the opinion that Government efforts have failed. When interviewed, the Officers of the Tourism Department admitted that not much was being done in this direction. So far the activity of the Tourism Department, Government of Kerala, is limited to accreditation of the Ayurvedic Hospitals as Green Leaf/Olive Leaf Classes. About 50 units have been given Green Leaf Accreditation and around 40 units given Olive Leaf Accreditation. The respondents of our survey strongly felt that the Government should involve more actively in the promotion of Medical Tourism.
Ayurveda is a synonym for Medical Tourism in Kerala. There has been a spontaneous growth in Kerala for Ayurveda, which has no competition in the whole world. By unorganized but collective effort the name Ayurveda got branded all over the world. The present problem in the market is the overcrowding of unqualified people conducting massage parlours in the name of Ayurveda. If immediate measures are not taken to control such fake set ups, the tourists who come in search of genuine Ayurveda treatment will get cheated and carry back a wrong message about Ayurveda. This is especially so because Ayurveda is not very strong in standardization and scientific data. Another problem facing Ayurveda is the scarcity of certain essential herbs and medicines, which will affect the quality of the treatment.

With over 3000 Dentists and 1200 Dental Clinics, Kerala has a distinct advantage in dental tourism. The fact that the treatment requires multiple sittings with liberal gaps in between sittings which requires around 30 to 40 days stay, makes the dental patient an ideal candidate for medical tourism. Hence, more efforts should be made to market the dental tourism product.

The government should take more active role for the growth of tourism. It should function as a facilitator and catalyst. There has been a suggestion that Hospitals should be given industry status for power, import of machinery, equipments etc. It would be advisable to follow a Private-Pubic-Partnership Model (PPP) in promoting Medical Tourism as suggested in the study conducted by CII. The Central Government could also help popularize Medical Tourism through Embassies and through Health Ministries in various foreign countries. More financial and fiscal concessions need, also be offered to this sector which has tremendous employment and foreign exchange
earning potential. Only then they can be encouraged to make the necessary investments needed for up-gradation, standardization and accreditation of the medical facilities/institutions.

Kavita, *et.al* (2008) has undertaken a comparative study of tourism websites in India with special reference to South India. The study explored into the type of information that the visitors use and the parameters which influence and increase the usability and functionality of websites. The findings of the study clearly demonstrate that websites influence the visitor choices about what to do and where to stay. If the website is rich in content, the visitors would like to get back to the website as many times as possible.

The primary features visitors are drawn to are deals and packages offered to them and visitors feel that they get value for money. Henceforth the deals and packages should be prominently displayed on the home page of the website which is predominantly done by Andhra Pradesh, Kerala and Tamilnadu tourism websites. The objective of the website should be to satisfy the tourists by giving them rich relevant information.

Tourism activity involves six basic elements food, accommodation, travelling, wandering, relaxation and shopping. Visitors would like to get information for the six elements from the destination website before they plan for vacation. The objective of the website is lost if a website is used more to advertise products and services than to provide information regarding the destination. The author suggests that on-line booking and payments need to be encouraged and protection must be given to visitors like user ID and password. Even though feedback forms are available in websites, it
should be taken more seriously by the website designers. If the online website can plan the tour for tourists, they would get the value for money and their involvement would be higher. The study supports the importance of website as an information source in the promotion of tourism destinations which in particular attract new visitors. The study says that though the websites play an important role in promoting tourism it is not the only factor influencing the decision of a tourist.

Mammootty, *et.al* (2008) in their study attempted to rediscover and reposition the tourism resources and potentialities of Malabar region. The study also intended to identify and highlight the problem areas in the tourism development in the region. Any positive result in this direction derived from this research can be expected to contribute a lot not only to the economic well-being of the local residents of Malabar but to the entire economy of the State. The study attempts to find answers to the problems and shortcomings in tourism infrastructure development in Malabar and tourism support services such as quantity and quality of public transport, accommodation, shopping, information services, and internet and telecommunication services, bar facilities and so on..

There were two categories of respondents for the study, viz. foreign tourists and domestic tourists. The size of the sample was restricted to 200 foreign tourists and 200 domestic tourists. The entire Malabar region formed the universe for the study. Convenience sampling method was adopted in selecting the respondents without considering their age, sex, class, country, religion and income. Information from sample respondents were collected through the administered structured interview schedule from hotels and the leading tourist centres to make the sample representative.
of the entire universe, i.e. Malabar region. Stratified random sampling method was employed to determine the geographical areas from which the tourist respondents were to be selected. Thus, four prominent tourism districts in Malabar region, viz. Kozhikode, Thrissur, Kannur and Kasaragod were the strata for the sample. 50 domestic and 50 foreign tourists each were selected from each of the above four districts for the study. The questions asked to the tourist respondents were mainly relating to hospitality services, travel problems, potentialities and attractions of the region and personal experiences in Kerala with increased focus on Malabar. Processed data were interpreted with the help of the statistical tools such as averages, percentages, ratios, trends, Analysis of Variance (ANOVA) chi-square tests and mathematical tool such as Compound Annual Growth Rate (CAGR).

The knowledge of different motivating factors will be helpful in developing and designing the desired type of infrastructure and the superstructure facilities, amenities and support services in Malabar. Responses to questions with regard to the agency which facilitated the journey, the type of tour undertaken and their pattern of tour were also included in the study. It was found that a substantial majority of tourists visited the region for pleasure, which is generally considered as the real tourism purpose. The highest percentage of foreign tourists (66 percent) and domestic tourists (37 percent) were pleasure seekers. The study reveals the fact that as far as 12 percent each of domestic tourists are concerned, their motive behind travel was either a combination of pleasure and business or pleasure and pilgrimage and 7.5 percent and 6.5 percent domestic tourists respectively travelled for business and academic purposes alone. The study also makes it clear that 10 percent of the foreign tourists visited Malabar for academic purposes alone, followed by 4.5 percent of them
combined their travel itinerary with the academic purposes. In this connection, it may be noted that a sizeable number of student tourists particularly from UK, Germany, France, USA etc. are visiting Malabar for academic and research related purposes.

On interaction with such tourists, it was understood that a good number of them were undergoing their academic courses or carrying out research in Ayurveda, Yoga, Kalari or in Theyyam. Most of them were very particular in combining their travel itinerary for pleasure with experiencing and practicing the above mentioned activities in the region paving the way for saving in travel expenses. Moreover, it was observed that temple festivals in Malabar are attracting a large number of foreign tourists. Nowadays many groups comprising of academicians, researchers and students from Europe, Germany and France are visiting temples in Malabar to see and learn temple festivals. As already mentioned, Theyyams, the unique art form of the region are being performed in Kavus and Shrines of North Malabar districts during the period of December-May every year. That might be the reason for the increase in the flow of foreign tourists during this period in some districts in North Malabar region.

Nafees (2008) analyzed the Human Resource Development initiatives of tourism industry with special reference to Air India Limited to enhance and sharpen the capabilities of its employees. There are a number of problems and constraints, which concern the human resource development in the Tourism Industry, viz., shortage of qualified manpower; shortage of tourism training infrastructure and qualified trainers; working conditions in the Tourism Industry; and lack of proper strategies and policies for human resource development. Hence the author has
identified the need of Air India to incorporate the spirit of Human Resource Development in day to day functioning by utilizing the all possible human resource systems and mechanism to the organization.

The study disclosed that majority of the employees agree with the statements of questionnaire that human resource is to be considered as an extremely important factor for productivity. They feel that the top management do not treat human resources more politely. Most of the employees feel that there is a need to re-structure their organizations and train the human resources to its pre-determined objectives. They feel that their potentialities are not fully utilized for enhancing productivity of both the organizations.

Inadequate infrastructure is another factor of much concern for Indian tourism. As a matter of fact, one of the major setbacks that the Department of Tourism has suffered is that its demand for substantial investments amounting to Rupees 45000 crores which involve centre and state financial institutions land private sector to develop tourist infrastructure. It is believed that the Department of Tourism has been unable to convince the Finance Ministry and the Planning Commission to grant adequate resources for the development of infrastructure. It is imperative on the part of the Department of Tourism to fight all the way to acquire those sources for integrated infrastructure development. The need of the hour is to tackle grass root realities of Human Resource Development and then take some harsh measures to infuse new blood in Air India Limited.

Amit Sharma, et.al (2009) in his study has explored the relationship between tourism service quality and the tourist budget at different involvement levels. The
research aimed to investigate how tourist budget contribute to the quality of tourism services of Rajasthan and also to provide a vivid description of the quantified view of tourism service quality.

It was found out that there is clear relationship between the quality of tourism services and tourism budget. It means that if at any tourism destination, the quanta of average tourist belong to the rich income group; the tourist place will be developed as high class tourism service destination. One can easily mark the existence of number of five star hotels, tourist package provider and tourism planner at these places as the tourist is ready to pay for such kind of services. Tourist places like Jaipur and Pushkar where the main purpose of tourist is to explore religion and history, the service majorly consists of below normal level because very low tourist population is having pleasure as tourist motive.

Assel, *et al* (2009) in his study has attempted to explore the extent to which ethics and social responsibility is present in kazakhstani tourism area. The main conclusions of the study are:

- Majority of local tour operators have general and superficial understandings of the notions of ethics and corporate social responsibility.

- Local tour operators’ activities do not always correspond to internationally accepted standards. In other words, all companies do not apply socially responsible and ethical practices to their activities.

- A number of tour-operators are unfamiliar with the major tourist organizations and documents that provide the foundations and guidance for the development of a truly responsible tourism industry.
• Smaller and recently established tour operators are more flexible and open for fresh ideas and changes existent in today’s world tourism industry, better understand and articulate requirements necessary for successful and responsible activity.

Based on the findings of the study, the author has given the following suggestions:

• Local tour operators should raise their awareness regarding corporate social responsibility and ethics from such credible sources as WTO, professional organizations, consulting companies etc.

• For long term perceptiveness and competitiveness of their organizations, the tour operators have to maintain a high level of ethics and corporate social responsibility towards their clients, competitors, environment and society.

• The principles of ethics and corporate social responsibility have to become an integral part of organizations behaviour.

The HVS White Paper (2009)\textsuperscript{26} attempted to estimate the profit or loss of aviation and hospitality sectors and also highlight the long and short-term issues/challenges that have been impeding the growth of these two major constituents of the tourism industry. The paper tries to explore the relevance of these issues in a fast-changing socio-economic environment. Comparisons are drawn from the best global practices to offer a larger perspective to the reader. The paper also takes a prescriptive approach and lists down recommendations and measures that it perceives as vital for the growth of the tourism industry in India.

HVS is of the view that the hospitality sector has collectively failed to impress upon the Central and State Governments the actual unrealized potential of
this sector in terms of generating employment, and thereby poverty alleviation. The industry must use all forums available to it to express these facts to the governments. The political class and decision makers in India must be made aware of the industry’s tremendous potential so that concrete measures are taken in the direction of advancing tourism in India. Marketing campaigns like Incredible India have been able to position India well in overseas feeder markets. However, it remains a case of over-promise and under-delivery. Though the effort to market the Country worldwide has been laudable, what is striking is the unpreparedness of India as the host nation. The on-ground delivery is seriously inadequate and only a few isolated pockets of superlative experience (like five star hotels and hospitals) are the saving grace. Tourists who cannot pay the high price of a sanitized India trip and venture on their own are subjected to harassment at multiple levels.

India needs a tourism master plan and aim at joining Singapore, Hong Kong and Bangkok as the ‘Gateway to Southeast Asia’. Piecemeal efforts and ideas cannot be expected to produce coherent results. Indian states need to be made stakeholders in this process and synergetic actions need to be taken between concerned ministries and states in accordance with a long-term objective of a ‘tourism renaissance’. HVS is of the opinion that the present system of according star ratings to the hotels is inherently flawed and is not representative of the changing times. Such rating system chiefly aim at penalizing hotels (by offering a lower star rating) for not adhering to the prescribed minimum standards. However, it does not have a system of recognizing hotels with product and service levels superior to the prescribed standards. There is a need being felt to upgrade the hotel rating process in India to be relevant with the changing hospitality scenario across the globe.
India does not have a Civil Aviation policy and the regulatory structure is not aligned to the needs of the sector. The Directorate General of Civil Aviation (DGCA), operating under the Ministry of Civil Aviation, is the regulatory body overseeing India’s aviation sector. The DGCA, with its staff shortage and work overload, needs a complete refitting of its structure and staffing issues for its extensive operations to ensure aviation safety. Moreover, the entire regulatory framework needs to be modernized with modification of the archaic rules that limit aviation growth and more reliance on technology to increase efficiency and safety.

Kotuwegoda (2010) in his study has investigated the tourism impacts on the local community of a reputed tourism destination in Sri Lanka known as Dambulla. This tourism city was selected for study as it provides an ideal example for analyzing the conflicts between the local community and the tourism industry. Dambulla is a small tourism city which is reputed for over 80 caves in the surrounding area. Hotel Kandalama, a luxury hotel in Dambulla enables visitors to experience the delights of tropical landscape and archaeology. However there was huge unrest among the local community when the Kandamala Hotel was being constructed. Together with environmentalists and opposition politicians, they objected the hotel, on the ground that it was being built on a protected water catchment area of Kandamala reservoir, cutting water supplies to farmers. Finally the hotel management and the Government completed the project in the midst of high resistance. The study aimed to analyze the present perception of tourism among the locals focusing more attention for assessing the impacts of tourism on the local community.
It was found out that a considerable higher number (80 percent) referred to positive outcomes associated with tourism. The overall mean of positive statements 2.6575 while that of negative statements 1.36, disclosed that employment opportunities for residents have increased due to tourism development of the area. The findings made known that many residents did not accept increasing inter-cultural inter-actions or any inter-cultural conflicts taking place due to tourism activities of the area. About 83 percent told that the tourism development had not adversely affected the social and moral values of the local community. The findings of the study confirmed that generally there is a favourable perception and a positive attitude toward the tourism development of the destination under consideration. Many of them expect tourism to grow further and more tourists to arrive in the area.

Smitha (2010)\textsuperscript{28} in her study has evaluated the performance of tourism industry in Goa. A total of 600 tourists of which 298 were international and 302 were domestic tourists, were interviewed. The survey was restricted to the Tiswadi Taluka segment in north Goa. The tourists were interviewed with closed-ended questions to get an insight into the status of the tourism industry in the state.

The study indicates that majority of the tourists fall under youth category and only a few belong to senior group. As far as the gender of the guests is concerned, men seem to frequent on a higher scale when compared to women. Besides, 62 percent of the domestic tourists visiting Goa are Graduates while 26 percent are Undergraduates as against 47 percent and 40 percent of their foreign counterpart. Both the class of tourists belonging to professional bracket are relatively close standing at 12 percent and 134 percent respectively. Majority of the tourists (48
percent domestic and 46 percent foreign) are Government and private employees, 18 percent domestic tourists and 19 percent foreign tourists are businessmen, 1 percent domestic tourists and 2 percent foreign tourists are unemployed and only 8 percent domestic tourists are homemakers. The most popular Talukas among domestic as well as international tourists is Salcete. Marmagoa in south and Tiswadi, Bardez in north Goa have offered beach centric tourism and face the danger of stagnation in the near future. Sattari and Quepam have no visitors whereas Cancona, Ponda, Pernem have lukewarm response and are progressing from the exploration stage. Sanguem, Bicholim, Quepem are into mining and the possibility of introducing tourism has to be explored.

Yu-Jen Chiang, et.al (2011) in their study has examined factors influencing residents’ perceptions and attitudes toward film induced tourism. The area of study is focused on Hengchun Town which was famous due to the Taiwanese movie ‘Cape No.7’. There were eight shooting sites of the movie located across five villages including Cheng-bei, Cheng-xi, Cheng-nan, Wang-Sha and Shan-jiao villages. The survey was conducted in 5 villages of Hengchun Town to a population of 18 years old or above. The authors collected 561 responses and analyzed them with SPSS 12.0. The survey commenced during October 2009 to July 2010 with convenient sampling method. In order to boost the returning rate, the survey was conducted with one-to-one questionnaire interview. The study was able to obtain 645 responses in which 561 were complete and thus valid.

The results indicate that gang respondents are more likely to positively perceive tourism development. The residents’ tourism benefit sought can be used to
predict their perception and attitude but not their view on the necessity for the growth management. It was found out that tourism benefit sought is the variable that affects most of the other dependent variables such as perception and attitude. In short, the residents are more likely to be supportive if they can benefit from the development that is known to cause negative impact.

Attitude is the only factor that affects respondents’ view on the necessity for the growth management. This suggests that respondents with positive attitude also demand that the tourism development be managed, which means that they are not obvious to the negative even when the benefits they receive outweigh costs. Finally, age appears to posses influence on impact perceptions. In theory, young people are fond of entertainment such as movie and they are subject to its influence. However, this also suggests that their perception is not based on national considerations and may fade when a new movie energies.
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