CHAPTER 2

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CHAPTER 2

REVIEW OF LITERATURE

2.1 Introduction

Over the last few decades several countries have successfully experimented with tourism as a means of promoting development and economic growth. According to the World Travel and Tourism Council (WTTC) tourism has grown to become the world’s second largest industry, directly accounting for 3.8 percentage of global GDP\(^1\). Experiences from various economies have shown that tourism can have significant effects, both positive and negative, on an economy. It has been noted that the very process of developing tourism and the consequences of this development imposes social, cultural and environmental costs for the destinations. Though many recent studies emphasise tourism’s potential as an anti-poverty strategy, there is absence of consensus on the impacts of tourism. There are substantial debates on its viability as a development strategy. On one side of the debate, those who favour the traditional mainstream and commercial tourism models believe that the foreign exchange and employment generated by the industry far outweigh the environmental and socio-cultural costs. At the other end of the spectrum, critics of mainstream tourism tend to believe that the industry is destructive and exploitative of the local environment, economy and culture. Thus they believe that tourism is best avoided unless it is so small-scale, indigenously-owned and environmentally sensitive without regard to economic viability.\(^2\)
In the recent years, globally tourism is growing faster in rural areas than in urban areas. The latest data published by UNWTO give the following details. Results by world region show that Asia and the Pacific achieved an increase in arrivals of 8% in 2006. This was exceeded only by the 11% recorded by Africa, and equalled only by the Middle East. Among the other major regions, Europe recorded growth of 5% and the Americas only 2%. There is a growing interest in the activities in the country side than in urban areas. Therefore even the least developed nations of the world are trying to enhance their national income through the promotion of tourism. Tourism is promoted in such countries because of its power to act as a catalyst in the development- primarily economic development - of the region.

The UNWTO forecasts that international tourism arrivals are expected to reach over 1.56 billion by 2020. The top tourist arrivals by region in 2020 will be Europe (717 million tourists) East Asia and the Pacific (397 million) and Americas (282 million). Their prediction means that by 2020 Americas will lose its present number two position behind Europe. East Asia and the pacific will receive 25% of the world arrivals.

### 2.2 Nature of Researches and Studies on Tourism

With very few exceptions, there was little analysis of tourism until the 1970s and even then much research still tended to be uncritically descriptive, employing inadequately defined goals and techniques. Tourism analysis depends on considerable number of disciplines, the principal ones being anthropology, ecology, economics, geography, politics, social psychology and sociology. The main themes which have been studied are the cultural, economic, environmental
and social effects of tourism, travel patterns and modes between origins and destinations, tourism's relationship with economic development, tourists' motivations and behaviour, forecasting trends and practical aspects of planning, management and marketing. Even today very few attempts are made to examine the comprehensive impact of tourism on the development management of a region. However, it is useful to consider briefly the contributions that are made already to the development of the subject. Most journal papers deal with some specific impact of tourism. Most of them are very often case study narrations without relating the topic to a particular analytical framework or theory.

2.2.1 The Pattern of Presentation of Researches and Studies
As already mentioned, most of the available studies are country specific or destination specific. However, some of the researches were conducted in several countries belonging to different tourism regions. In this chapter while presenting these studies in brief, they are grouped under international studies and others are grouped under geographical tourism regions as defined by UNWTO. Finally towards the end of the chapter researches on the development potential of tourism with regard to destinations in the Indian subcontinent and in Kerala are also given.

2.3 International Studies
The study undertaken by Zoë Chafe and Martha Honey from the Centre on Ecotourism and Sustainable Development tried to analyse the demand for socially and environmentally responsible tourism.\(^6\) The title of the study is *Consumer Demand and Operator Support for Socially and Environmentally Responsible Tourism*. The findings of the study were based on the responses from a large
number of people during a comparatively larger period of time, say 2003 to 2004. The respondents were also from different geographical regions and countries including USA, Europe, Costa Rica and Australia. As per their study majority of tourists from the above mentioned countries wanted to know and learn more about the unique social, cultural and environmental issues of tourism. The tourists did want to see that the environment is preserved in its pristine status and are even willing to give some additional amount for the preservation maintenance of tourist locations.

More than half (53%) of the American tourists agree that they have better travel experience when they have possibilities to learn about history, culture, customs geography of the destinations. More than sixty percentages (63%) of British tourists want some information on the ethical criteria associated with travel and around 37% of them try to gather information about the destinations even before they start the travel. It is important to note that 78% of the British travellers consider it important to them that the brochures distributed to them include social and environmental information. Eighty three percentage of Dutch travellers believe that integrating environmental information into travel brochures is a good idea.

With regard to social and cultural aspects, 62% of the American tourists said that it is important for them to study about other cultures when they travel. 42% of British travellers said that they look for local social, economic and political information before making a travel plan and 38% of them said that they look for opportunities for interactions with local people while touring. Almost 81% of
them said the tour should include possibilities for experiencing local culture and cuisine. There is phenomenal growth of percentage of such people - just 4% in 2000 grew to 77% in 2001 and to 81% in 2002.

With regard to the environmental impact the more than 80% of US travellers felt it important that tourism service providers should take steps to preserve and protect destination environment. Sixty five percentage of German tourists look for clean beaches and water 42% consider it important to have environmentally friendly accommodation. Sixty one percentage of US tourists surveyed said that travel experiences are better when destinations are preserved natural and historical. 59% of them support more regulations for the maintenance of national parks and public places. On an average 42% of European travellers said that they want to visit places which provide clean air and water.

Another international study is by **Frederico Neto**. According to him Tourism is one of the largest and fastest growing industries in the world. It is an increasingly important source of income, employment and wealth in many countries. Rapid expansion of tourism has led to detrimental environmental and socio-cultural impact with higher intensity in the developing countries. The title of his study is *A New Approach to Sustainable Tourism Development: Moving beyond Environmental Protection*.

This research analyses the important economic benefits and environmental impact of tourism, in the context of the international sustainable tourism agenda. The focus of the study is on developing nations. Sustainable tourism development in these countries should go beyond minimising the local environmental impacts to
giving greater priority to community participation and poverty reduction. The community participation should be ensured with an eye on 'pro-poor tourism' approach at both national and international levels.

Though tourism provides considerable economic benefits for many countries, regions and communities, its less regulated rapid expansion results in the depletion of natural resources in many tourism-rich regions. Eco-fragile areas of both coastal regions and mountain tops are having threats from tourism. Eco tourism is still only a small segment of tourism activity. When sustainable tourism development and ecotourism approaches are well maintained the benefits to the host communities would certainly increase. However they need not necessarily increase the benefits to the less privileged in these societies. Hence there is the need for convergence of all tourism development efforts to a pro-poor approach.

Roger Harris and Doug Vogel conducted a study on ‘E-Commerce for Community-Based Tourism in Developing Countries.’ This study examines the importance of Information and Communications Technology (ICT) in the promotion of tourism- especially rural tourism. Their findings are based on an action research they conducted in three Asian countries, namely China, Malaysia and Vietnam. Based on facts they point out that community based tourism provides alternative economic opportunities in rural areas. It has potential for creating jobs and entrepreneurial opportunities for people from a variety of backgrounds, skills and experiences and especially for women and rural communities.
Internet is restructuring the distribution channels of tourism industry. As per 2000 tourism statistics 38.5% of the totals sales in the world happen through internet. Tourism industry is one of the industries quickly resorting to internet sales. “The hard reality in the tourism industry today is, if you are not on-line, you are not on sale.” More than any other medium, the Internet is able to provide comprehensive information to potential customers and in a strikingly personal and interactive manner. The use of internet can bring the tourists and the service providers closer and thereby minimise the loss of income through marketing chains. The penetration of Internet in the Asia and Pacific region is increasing rapidly. This region accounts for the highest growth of tourism in the near future and is expected to overtake the Americas region by 2020.

UNDP has launched a Digital Opportunity Initiative (DOI) in 2001 to help the developing countries to tackle bottlenecks in implementing e-strategies for community development. The implementation of telecommunication centres (information Kiosks) for rural communities can be highly useful for rural development and information sharing- including tourism. Finally the researchers analyses three locations the following specialities. One, a community that has tourism but not ICT, second, a community that has ICT already but without tourism and the third is a community that has neither tourism nor ICT. In the first category the researchers study the Bai Yang Gou Valley tourist region in Xingjinag province of China. Bario rural community in the island of Borneo in Malaysia is studied under the second category and Tri Ton District in Vietnam is studied under the third category. If ICT is used extensively in the tourism
industry, there is high potential for enhancing the rural tourism marketing and minimising leakages through intermediaries.

2.4 Studies on African Region

Prof. Faustin Kamuzora made a study on the contribution of tourism in Tanzania. The title of the study is *Not All That Glitters is Gold: The Need for Critical Interpretation of Tourism Sector Contribution in the Tanzanian Economy*. The annual growth of international tourism predicted average for all the globe is 4.1%. African region expects an average annual growth of 5.5% by 2020. The contribution of tourism to national economy is also expected to be higher in Africa than many countries in the World. Tourism is said to contribute 16% of GDP and more than 25% of the foreign exchange. Tourism directly employs 3.1% of the workforce of the country. Thirteen percentage of capital investment and 31.3% of total export depend on tourism. The international tourism is growing rapidly in Tanzania. It had 295312 tourists in 1995 and increased to 576000 tourists in 2003- almost doubled during a period of just eight years. Though the above figures are all impressive, according to him there is huge loss of tourism income due to leakage. The calculations made through tourism satellite accounting research (TSA) by WTTC are also not fully reliable and does not reflect the loss of revenue through different forms of leakages.

Another study is conducted by Bruce Aylward published in 2003 in the book *Nature Tourism, Conservation and Development in Kwazulu-Natal South Africa*. The study was funded jointly by the World Bank and the Development Bank of South Africa. It was conducted for a period of 1999 to 2002. The title of the study
KwaZulu-Natal is one of the ten provinces of Republic of South Africa. The region contains diverse range of cultures and natural ecosystems which contribute to the growth of tourism. KwaZulu-Natal has a protected wildlife area over 675,000 hectares, (8.4% of the region) and another private game ranches and reserves of 167000 hectares (approximately 7% of the land). The province of KwaZulu-Natal has a vibrant tourism industry that focuses on nature.

The major findings of the research are the following. Nature based tourism play a major role in the economy of KwaZulu-Natal. It accounts for 21% of the gross geographical product and 6% of the gross domestic product of the region. Nature tourism is able to supply 30% of the employment that is almost 80,000 jobs in a year. But the contribution of nature tourism to unrelated sectors is marginal. That means the indirect contribution of tourism to other sectors of the economy is marginal. The indirect jobs created by nature tourism are only 2500 which is only 2% of the jobs in the region. The contribution of international tourists is significant in nature tourism. They account for 57% of economic contribution to the region. The role of public sector in the nature tourism is limited. Eighty eight percentage of the tourism is with private sector.

The study also brings out several interesting findings regarding the contribution of tourism to different economic strata. Regarding financial gains the study points out that those in the lower economic strata benefit more than those in the higher economic strata. Forty six percentage of labour generated through tourism goes to
the unskilled and 24% goes to the semi-skilled. The return on capital employed is 12.7% against 9.7% in the economy as a whole in South Africa. 40% of the tourism income goes to low-income households and 79% of it goes to rural households.

The nature tourism in the region includes gaming in the public and private forests. Ecological survey was conducted to evaluate the impact of nature tourism on conservation. It was found that the contribution of private forest is more than double the contribution of publicly held forests. The ecological footprint of private game reserves is modest with an average of 3% and is superior to public forests.

The study discusses, conservation finance- a relatively new concept. By conservation finance is meant, that portion of money that goes into conservation of the destination. Major sources of conservation financing are gaming and hunting. The gaming brings income through the following means- entrance fees, accommodation charges, revenue from restaurants and shops, income from trails, rides and camps. The contributions of private game reserves were higher than the public reserves. The revenue earned from hunting is comparatively insignificant to that from gaming.

**Caroline Ashley** has conducted a study on impact of tourism in Namibia. It was conducted with the support from Overseas Development Institute in London. The title of the study is *The Impacts of Tourism on Rural Livelihoods: Namibia’s Experience* 11
Namibia, officially the Republic of Namibia, is a country in Southern Africa whose western border is the Atlantic Ocean. It shares borders with Angola and Zambia to the north, Botswana and Zimbabwe to the east, and South Africa to the south and east.

The study begins by analysing the conventional approaches to tourism -as a means for macro-economic growth. The tourism in Namibia must be seen from a livelihood approach. In the livelihood approach the emphasis is on community participation and flow of tourism benefits primarily to the poor locals. Namibia’s tourism has grown since independence in 1990. The main tourism products are wildlife and wilderness scenery in lightly populated areas. Community participation in tourism projects is effectively promoted during the 1990s both by the Government and NGOs.

While negotiating for two projects in the Torra conservancy of the country, people gave priority to livelihood issues than economic gains. The project that offered more return in financial terms was rejected on account of many reason like loss of control over the land for longer duration, difficulties in the livelihood activities (of farming, livestock and pastoral activities), loss of control over some of the natural resources like natural spring. The community linked natural resources management programme was very much helpful in building social capital of the country. Community involvement in development decisions is not without troubles. There were cases of conflicts between families and communities.
The key to successful implementation of tourism projects is to plan tourism income and activities in such a way that they are complementary to the existing activities. The tourism related activities must directly or indirectly strengthen the existing activities. Wildlife tourism in some of the regions in Namibia – according rural people – disturbs the wildlife. The final result is the attack on farms and damage both farm produces and raise threat to their livestock.

Income from tourism is available to the people in the locality in different forms. At first, those having regular jobs in connection with tourism are getting a steady and reasonable income. Another source of income is from casual earnings, out of the sale of grass, food, wood, crafts etc. Third source of income from tourism is from own tourism enterprises. The income depends on the nature of ownership and size of the organisation. The fourth source of income is collective income that is available for the community for the use of community’s resources like forest, wildlife, environment, scenic views etc. Often this collective income is not enough to change livelihood strategies. However, the tourism activities often empower local culture and strengthen pride in traditions.

The research concludes with the finding that community involvement in tourism planning and decision making can minimise the costs and maximise the benefits. The community instinctively, albeit informally make decisions by weighing up complex pros and cons and what best fits their needs. The Governments should not enter into decision making in tourism, except to establish broad systems and policies. The research points out that Namibian Government was successful in developing and implementing three systems for tourism development, namely (1)
giving tenure rights to the communities, (2) development of participatory planning machineries to enter into negotiation with development partners in tourism and (3) encouragement to the private entrepreneurs to develop tourism projects with a view to enhanced local benefits.

2.5 Studies on Americas Region

In their study on Cuba by Andrea Colantonio and Robert B Potter point out that with the implementation of the ‘three dimensional new tourism policy’ in 1990, the country is gaining in a great way from tourism. The three dimensions of the new policy are; the institutional re-organisation of tourism sector; the establishment of joint venture with foreign capital; and efforts to link tourism with other sectors of economy.

Economic significance of tourism has grown steadily after 1990s. The international tourism arrivals increased on an average 17% per annum leaping from 340,300 to 17774000 between 1990 and 2000. During the same period the income of the tourism sector also at 21% per annum. In absolute terms the growth was from US$ 243 million to US$ 1952 million. One fourth of this contribution came from international tourists. International tourism receipts became the largest contributor in the balance of payments with the increase of its contribution from 4% to 43% during the period. The contribution to GDP had grown six times during the period. Contribution to employment doubled during the period. In absolute terms it is a growth from 52000 jobs to 100000 jobs. The employment multiplier effect of tourism is not considered in the calculation of the figures.
Another study conducted in the region is by Barbara A Carmichael. His research is on wine tourism. Wine tourism is a form of agri-tourism. Wine tourism is another type of rural tourism which is growing rapidly in the west in places where climatic conditions are favourable to growing of wine. The title of his research is *Understanding the Wine Tourism Experience for Winery visitors in Niagara Region, Ontario, Canada*[^13].

Wine tourism offers experiences beyond the visits to wineries and purchasing wine. It involves experience of number of factors like ambiance, atmosphere, surrounding environment, regional culture and cuisine, local wine styles and varieties etc. Therefore rural landscape is an essential part of wine tourism. All the above mentioned factors affect the experience and purchase decisions of tourists.

The data for the study was collected through participant observation, survey among visitors on exit and personal interviews with the representatives from eight wineries. The main reasons for their visit were rest and relaxation and not drink. Winery visitors are generally educated and 48% of them were travelling couples.

Service quality is considered as an important human element in the tourism experience. The study has found that wine tourism is bringing substantial economic benefits to Niagara region.

A study was conducted by Jennifer Hale Gallardo and Taylor V Stein examining the role of people participation in developing tourism. Their study is titled *Participation, Power and Racial Representation: Negotiating Nature-Based and Heritage Tourism Development in the Rural South*[^14]. Tourism researchers and planners agree about the potential of tourism in revitalising the rural

economy. Similarly the studies have also proved that the tourism cannot bring in desired results in rural areas unless the residents have control and share in the decision making and benefits. The study was conducted in Hamilton County in the state of Florida in USA. It is considered to be one of the economically less developed areas in US and is emerging as a rural tourism destination. The study was conducted through in-depth interviews based on ‘grounded theory’. There were also semi structured interviews and interviews over the phone to supplement the information gathered through direct in-depth interviews. The study found that there is the need for increased participation and involvement of the residents. Many residents especially the African Americans were not happy with the roles they have in the tourism planning and implementation. Building partnerships with shared ownership is found important to create a sense of ownership.

2.6 Studies on European Region

Tamara Rátz  László Puczkó and Rátz, T  L Puczkó in their studies on *Rural Tourism and Sustainable Development in Hungary* presents the following findings. Rural tourism is particularly important to Hungary especially because the country has no spectacular natural attractions, seaside, high mountains, rainforest or herds of exotic animals. However it is attractive because of the cultural landscapes with small villages, thermal springs, rivers and lakes, combined with the traditional hospitality\(^\text{15}\).

Rural tourism in Hungary started to develop in the nineteenth century and gained popularity very soon. Even before the Second World War, holidays taken in rural areas accounted for 35-45\% of holidays\(^\text{16}\). But later by 1945 the rural tourism
entirely disappeared from the country. The major reasons for the set back to rural tourism were the lack of institutional framework, bad financial situation and the relative underdevelopment of those regions, the lack of promotional efforts and the ageing of the local residents. Though in 1960s plans were formulated for the development of rural tourism they did not meet with sufficient success.

New attempts to revitalise the traditional type of tourism started mainly in the 1980’s, especially in the least developed areas of the country. Some small areas present significant success but in general the progress has not met the expectations. The rural holidays in Hungary are cheap. But they resulted in the underestimation of the quality of rural tourism even among Hungarians. In order to change this image, the Hungarian Tourism Corp. started a campaign in 1997 to promote domestic holidays including rural. This effort also was not adequate enough to improve the number of tourists - domestic or international.

There are also conflicts in the priority of interests between the residents and tourists. The rural residents are trying to acquire the same level of infrastructural development and comfort as people living in urban areas. But this will in turn transform the rural areas into urban and will result in the changes in the overall landscape, visual image and the way of life of local residents. Local residents in the rural Hungary looked forward to developments in line with the cities. On the other hand the tourists are looking for the traditional village - which means for them small thatched houses with white walls, geraniums in the windows, sweep-pole well, and domestic animals.
While analysing the impact of tourism the researchers say that there are two types of communities. One community is benefiting out of tourism, the other community has no share in the benefits of tourism instead they only suffer the consequences of tourism. Therefore there is differing reactions from both these communities. Those enjoying the benefits are happy to receive any number of tourists, while others are generally opposed to tourism. The social stress on the rural areas and occupancy rates are also very low. On an average the occupancy rates are only 10%. Certain typical attractions of rural tourism, like the opportunity for participation in farm activities or involvement in the hosts' everyday life, are missing in majority of destinations. Since the demand for rural tourism is relatively low in Hungary, the number of jobs created by this activity is also not high at present. Altogether, the overall attractiveness of the rural areas in Hungary is acceptable.

The study proposed the need for effective marketing strategies and further development of new tourism products to attract different tourists’ segments. The participation of the local residents is a must in the development of new products. But today most of the original inhabitants of the place have already moved to cities and there is a need to further define ‘locals’. There are not many efforts taken in maintaining the ecological sustainability. The emphasis is in providing what the tourists want. The norms regarding the environmental protection in Europe are hindering the growth of rural tourism. There is also the need for trained manpower in the rural regions. The local people in general are far less satisfied by rural tourism development. The main factors contributing to
dissatisfaction are the gap between the expected and the realised profitability, the relatively slow growth of the sector, the related bureaucracy, and the lack of significant support from the state. On the other hand, the tourists’ -both Hungarians and foreigners- satisfaction level is relatively high and there is high proportion of repeated visitors. Unless there is a significant increase in rural tourism demand in Hungary the economic sustainability rural tourism is doubtful.

Ioannis Saatsakis and Nikolas Pappas together have conducted a study on the development of tourism in Crete in Greece. The title of their study is *Tourism in Crete: The Perspective of Ecotourism Development.* Crete is one of the oldest civilisations in Greece. The tourism in the country has experienced significant growth during the period of 1970’s and 1980’s. Almost 80% of the accommodation needs of the tourists in the country are taken care of by hotels of different categories. The contribution of tourism to national GDP in Crete was more than 20%.

Almost 80% of the tourists are reaching Crete by air, the remaining reach there by ship. Of the tourists visiting Crete 49% belong to the age between 18-35 and 42% of tourists visit the country along with their family and children. The average duration of stay in the island is decreased from two weeks to almost one week during the period 1990-96. Crete tourism is dominated by international tourists. But to increase the share of tourism, it has to increase the domestic tourism in the region. The increase in the domestic tourism is higher than the average growth in the whole of Greece.
Despite the rapid development of tourism the researchers are increasingly becoming critical about the sustainability of tourism in the region. Most of the tourism investments are international and their modes of investments are very vulnerable with the growth of the neighbouring countries with similar products with cheaper rates. Examples of such countries include Turkey, Egypt, and Tunisia. They too offer the sun, sea and sand. Most of the commercial gains from the large international organisations go to the foreigners and to the local elite. The majority of the locals who have a lasting interest in the region participate in tourism only as wage earners or small retail and artisan enterprises. Their income is severely limited. Much of the available accommodation built with a view to cheap tourism, is not attractive today. Even today tourism development takes place without a master plan. Both entrepreneurs and the employees lack professional competence to perceive the dangers and address the issues creatively. There is also heavy shortage of research support for tourists operations in Crete. Very often the locals become pray to the misbehaviour of the tourists and they have to tolerate the commercialisation of their rich history, tradition and culture on account of tourism. Therefore Crete must address the social, economic and environmental needs of the region with definitive participation of local people in the planning and implementation of tourism projects. Adequate share in the tourism income must go to the local people who would support tourism and conservation of the beautiful beaches of island country.

**Bill Bramwell** and **Angela Sharman** have made a study on tourism in Hope Valley. Hope Valley is one of the most famous national parks in Britain. This is a
study with regard to the effectiveness of community participation in tourism planning. The title of their study is *Approaches to Sustainable Tourism Planning and Community Participation: The Case of Hope Valley*\(^{18}\).

It was noticed that there was growing concern for the residents of this tourist destination regarding the tourism impact in the life and physical environment of the location. There was widespread belief that tourism did not benefit the people locally and moreover, handsome benefits are reaped by the few at the expense of the rest of the community.

In this context a thirty member visitor management plan group was set up – with representation from all stake holders including large number of local residents to decide on development of the region. The committee was set up with the task of preparing a visitor management plan. The committee had members with different interests and attitudes. This committee was supposed to examine the economic, environmental and social impacts of the project.

The community participation from different groups was helpful in discussions with store of knowledge, insights and capabilities of different stake holders. The discussions were a learning process; they involved in collective bargaining and learned to come to consensus on most of the issues. But there were lot of difficulties too. People who participated exercised different degrees of power. The powerful always had a fair chance to influence the decisions of others. When there were issues to be decided between beneficiaries and non-beneficiaries, they were never resolved without dissention. The study concludes that community
participation in developing sustainable tourism is good but not without limitations.

The study by Derek Hall gives a periscope of Albania and discusses the problems of rural tourism in the country. The title of the study is *Identity, Community and Sustainability Prospects for Rural Tourism in Albania*. Albania is officially named as the Republic of Albania and is part of South Eastern Europe. It is bordered by Greece to the south-east, Montenegro to the north, Kosovo to the northeast, Macedonia to the east and Adriatic Sea in the west.

Community based tourism and sustainability are possible for stable societies. But in Albania which has been experiencing domestic instability, poses a big question regarding possibility of sustainable tourism development. The research discusses on local community involvement in the local development process. Another area of research is the examination of the post-communist context of tourism development. In the post-communist context there was huge exodus of people-around 10% of the population- to other European countries. The country became poorer and government very unstable. In this circumstance many found tourism as a key to development of the region. But there was grave absence of tourism infrastructure including roads. The UK, Dutch and many others tried to set up tourism facilities in the depopulated hillside villages. But the major impediments were resistance to cooperation and distrust of the locals to outsiders. Hall concludes that sustainable rural tourism development can occur only if there is a change in the present situation to stability of governance and if relations with neighbouring countries improved.
2.7 Studies on Asia and Pacific Region

One of the important countries in this region is Indonesia. A study on *Indonesian Enclave Resorts and Their Development Potential* was conducted by Shaw Brian J. and Shaw Gareth. This study examines the development of Bali in Indonesia.

Bali in Indonesia is known as the ‘Island of the Gods’. Planned development of tourism in Bali dates back to 1970s. As part of the planning 425 hectors were compulsorily acquired from the local inhabitants of Buala village of Bali. Part of the land was given to set up ten ‘five star’ hotels. These hotels were set up by several foreign hotel chains including Club Méditerranée, Hilton, Hyatt, Melia-Sol, Sheraton and Sino-Indonesian consortiums. They were managed directly or indirectly through their subagents.

The researchers call these hotels as ‘concentration camps of leisure’. The hotel managers heavily discourage activities outside the gates of their hotels through subtle persuasions, rough policing, all inclusive packages, and warnings with usual disclaimer regarding liability. They offer all inclusive packages including accommodation, food and beverages, recreations, art shows, short excursions to nearby places. Even during the excursions, strictly regulated and controlled supply of food and beverages during the stopovers, directly or agent owned souvenir shops for purchases are all part of the packages. The tourists are insulated from interactions with the local people and culture. All the services along with the package are often offered at substantially higher rate than the actual. If the tour guide suspects that some of the tourists have come to know about this exploitation through local interactions, immediately he or she would...
stage manage a game that would lead to an ugly confrontation with the local vendors or people that is ill-befitting an island paradise.

Because of the widespread enclave tourism, the local vendors and others try to make a livelihood from the limited number of tourists available to them. Therefore even the local people are also tempted to do unfair business with tourists. This finally leads to a vicious circle that persuades tourists to opt for enclaves for all tourist activities.

The enclave hotels also destroy much of the natural forests of Bali for the construction of leisure and recreation avenues for tourists. It is true that most of the benefits of the enclave tourism do not reach the residents. However it is observed that local entrepreneurs set up their firms to support tourism often in the periphery of the enclaves and some these local entrepreneurs may become successful businessmen in future.

Another study was conducted by Liu Aili, Liu Jiaming and Liu Min on Progress in Enclave Tourism Study of Overseas. This is a study in the context of China.

The growth of tourism in China led to the increase of tourist resorts that act as “isolated islands”. These isolated resorts could not bring the expected economic, social and environmental benefits to local communities. The isolated resorts take on different physical and cultural landscapes from the local background, and foster the dualistic economic structure which is incompatible with the community economy. The “isolated island” feature of resorts makes their development
economically, socio-culturally and environmentally unsustainable. The negative effects of running these resorts are greater than the positive effects.

The researchers propose three suggestions to minimise the negative effects of enclave resorts. First, measures must be taken to reduce the reliance on foreign capitals and develop local entrepreneurship. Second, pay more attention to the needs and demands of local residents by giving locals managerial jobs and absorbing them into decision-making panels. Third, strengthen the backward economic linkages with other sectors of the local economy. The strong backward economic linkages would reduce the leakage of earnings and would enable tourism to contribute more to the growth of the domestic economy.

Sayo Yamauchi and Donald Lee have conducted a study about various aspects of tourism development in Laos. The title of their study is *Tourism Development in the Lao People’s Democratic Republic*. The Lao PDR is located in the centre of South East Asia that shares common borders with Cambodia, Thailand, China and Vietnam. This is a small country with total area of 236,000 square kilometres. Almost 70% of the area is rivers and mountains cover. Sixty nine percentages of the people are ethnic and they belong to 47 different ethnic groups. The residents preserve their own customs and traditions. Vast majority of the people live in rural villages. Lao PDR was one of the poorest nations of the world. According to the study by Yamauchi and Lee tourism development has contributed favourably to the development of Laos.

The Lao People's Democratic Republic (Lao PDR) opened its doors to international tourists only in 1989. Since then growth of the tourism industry is
very high and now it has become one of the country’s largest means of foreign currency. The two most important unique selling propositions of the Lao PDR are beautiful and virtually untouched natural environment and the population that still practices their rich traditional culture. These two features are the basis for the promotion of tourism development in Lao PDR. The governmental intervention in promoting tourism takes care of both societal and environmental aspects. It also seeks partnership approach from different stakeholders in the tourism business.

The hotel and restaurant industry grew by 62.8% between 1989 and 1995. The accommodation facilities more than tripled during a short period of five years between 1992 and 1997. Foreign investments in the hotel industry also increased significantly. In 1997 the revenue from international tourism accounted for 55% of the total tourism revenue.

Government took strong policy measures to promote tourism in the region. It has sought the support from neighbouring foreign countries like Myanmar and China. It has also established broad guidelines for the development of ecotourism in Lao PDR. These guidelines emphasize careful capacity management, sustainable use of resources, respect for cultural and natural diversity, and the involvement of local communities in the decision-making process. Currently, large scale projects involving investments exceeding US$1 million are required to provide a presentation on the project before it is implemented. NGOs, local authorities and all ministries concerned are invited to these presentations which are organized by either the local authority or the Secretary of the Foreign Investment Management Committee (FIMC) or the Prime Minister, depending on the source and size of the
investment. The local community is also involved in the decision making/planning stage and are invited to provide comments on projects. Laos presents a successful model of rural tourism model with effective local participation at different levels.

Tamara Rátz presents the sustainable Tourism Development situations in Evo in Finland.23 The title of the study is Sustainable Tourism Development in Evo, Finland. The study is concentrating more on ‘Evo Recreational Area’ that is located in the Southern part of Finland. It has an area of 8000 hectors comprising of forests, parks, natural protection areas. There is permission for tourists to engage in hiking, skiing and cycling in the natural environment without damaging it. They are also permitted to collect berries, mushrooms and flowers from the region except a few protected species. Moreover tourists can also use the waterways for boating and swimming. The dos and don’ts of the area are very clearly articulated and communicated to the tourists without ambiguity. The objectives of developing tourism in the region are to improve the profile of the area and to generate additional income for local people. The academic and research institutions in the region give directions and policy guidelines in developing tourism in the region.

Evo is quite successful in offering the natural environment to tourists and maintaining its pristine quality through the education and training of both tourists’ and tourism providers. The number of visitors is small and therefore everyone has a chance to explore nature. The intention of the stake holders of tourism in the region is to maintain the number of tourists within the carrying capacity limits and
is against mass tourism. The success of tourism activity in the region can be attributed to the joint efforts made by all the stake holders in the tourism region. The Government, NGOs, local people and tourists work like partners in successfully developing tourism in the region.

**2.8 Studies on Tourism in India**

In the study conducted by Prof. A. Ramakumar and Prof. Dr. Rajashree Shinde on *Product Development and Management in Rural Tourism With Reference To Maharashtra*\(^\text{24}\) they observe that the stress of urban lifestyles have led to a counter urbanization syndrome. This has led to growing interest in the rural areas and rural tourism. Rural tourism is gaining importance in Indian tourism with its economic and social benefits. It is estimated that Rs.4, 300 crore additional revenue can be generated through rural tourism per year. Rural tourism can be harnessed with the development of the region and is highly useful for a country like India where vast majority of people live in villages.

In order to actualize the development potential of rural tourism in India, it is very important to make the marketing efforts effective. The local bodies and the NGOs in the region have special roles in this effort. At present many rural regions with all its exotic tourism products are not able to attract enough tourists, because these rural areas are not known to the potential tourists – both domestic and international. Inadequacies of trained manpower and physical facilities including accommodation are hindrances in developing rural tourism.
Flipe Rodriguese Meleo has made a study on tourism in Goa in the context of globalization. The title of the study is *Globalisation of Tourism and Its Impact: A Case Study of Goa*. The state of Goa has a geographical area of 3702 sq. Km. It has 105 km long coastal line, beautiful beaches of golden sand, abundant greenery, inland waterways, wildlife sanctuaries, old churches, mosques and temples etc.

Large number of international tourists visits Goa every year. The arrival of foreign tourists is predominantly from 19 countries, with United Kingdom registering the highest number. New products were developed by Goa with a view to the changing approaches in international tourism. Prominent among them are related to eco-tourism, heritage tourism, adventure tourism, village tourism and ancestral tourism.

The growth of tourism has resulted in the positive economic benefits to the people of Goa. Larger numbers of jobs are created in tourism and hospitality. But exact figures are not available. But it is found that about 20% of the direct employments in hotels are on contract or daily wages. Goa is a very small state in the Indian Union both in terms of size of the land and population. But the state is able to attract almost 10% of the international tourists in the country. Goa is able to get considerable income from the tourist purchases of curios items. The major items of purchases are handicrafts, gems and jewellery, cashew nuts etc. Goa enjoys a socio cultural uniqueness in India with their carnivals, Shigmo, religious processions and celebrations, food festivals etc.
There are also negative impacts of tourism affecting Goa. Many diseases like AIDS and Malaria are spreading faster. There is also general rise in the prices of products. The widespread exploitation of tourists in terms of taxi charges, commissions from curios and other shops etc are on the high. Tourism has also contributed to the increase of crimes, and sex abuses. The youngsters are very much attracted to emulate the behaviour of tourists in terms of attire and lifestyles. This is negatively affecting the culture and traditions of the society.

Dripto Mukhopadhyay and others have made a study in Rajasthan with the title *Exploring Linkage between Tourism and Community Development*. The research is a case study of tourism in relation to the artisan community of Rajasthan. Tourism in India is also growing, even faster than the world average. Ministry of Tourism Government of India in 2003 said that ‘tourism is already one of the important foreign exchange earners for the country.’ Rajasthan ranks five in terms of both domestic and international tourists’ arrivals in India. The major findings of the study are based on a survey conducted in six locations in Rajasthan – Jaipur, Ajmer, Chittorgarh, Udaipur, Jodhpur and Jaisalmer. The study found that the Artisan community, particularly those in the lowest or lower income group, reap practically no benefit out tourism. The impediments identified in the tourism development are non-availability of adequate capital for investment, insufficient marketing efforts leading to inability to ensure reasonable financial returns for artists, lack of training infrastructure to upgrade the skills and to adopt new technology in the performances, meagre formal education, and lack of logistic support from the authorities.
It was also noticed that the development of tourism in Rajasthan was facilitated by the presence of historical places, forts, and natural beauty. and was not the result of a conscious planning process. There should be thorough re-look on the development of tourism in the state with a view to regional development and economic gain for the poor. Micro credit facilities for artisans will encourage many of them to be entrepreneurs. There should be organizations or systems to support the artisans during the lean seasons of tourism; otherwise many of them find it difficult to get enough of earnings for livelihood. To minimise the drawbacks of the current form of development, the study suggests to set up civic machineries so that the poor also can be part of the decision making process regarding tourism.

Dr. Vinay Chauhan and Suvidha Khanna made a study on tourism in Jammu and Kashmir in India. The title of their study is Terrorism and Tourism in J& K: An Empirical Study. Tourism in India is growing at a comparatively rapid pace. But due to terrorism the pace of growth of tourism in Jammu and Kashmir is getting stagnated. For the study the researchers have used both primary and secondary data. The data collection and analysis were done separating the territory into three regions, namely Jammu Region, Kashmir Region and Ladakh Region.

The pilgrimage tourism to those places was not affected because of the tensions and wars in the region. Tourists flow to the Holy Cave of Amarnath remained almost the same. However, the Aesthetic Tourism in the valley was badly affected during the years of Kargil War. The flow of tourists was reduced to 97.74%
1999 and further to 48.49% and 35.13% in the years 2000 and 2001 respectively. But in the subsequent years after the war, the tourism regained its strength. The final outcome of the Kargil war was that it offered another destination for tourists to visit and pay homage to the great martyrs for the country. The tourism in the Ladakh region was badly affected because of war and terrorism. But it was picked by 2003 and registered an impressive growth of 245.58% in terms of tourist arrivals to the destinations.

Another study was conducted by Dr. Deepak Raj Gupta and Poonam Sharma on the pilgrimage tourism in Jammu and Kashmir. The research title is Promotion of Cultural, Heritage and Rural Tourism through Pilgrimage Tourism: A Case study. The research is trying to analyse the tourism in the state in the context of pilgrimage and cultural heritage. The data was collected primarily through a questionnaire survey conducted among 150 respondents. All these respondents were pilgrims from different locations in Jammu and Kashmir. Forty three percentages of the people who came for pilgrimage to Mata Vaishno Devi temple were attracted to and participated in the navarathri festival. Twenty one percentages got attracted to the local bhajans being sung and the remaining 10% of the tourists primary attraction is in curios items. Ninety one percentages of the pilgrims who got attracted to navarathri said that they are going to come repeatedly to the festival. Eighty five percentages of tourists said they would have considered extending the number of days of tour, if they had possibilities to participate in the alternate tourism avenues like cultural tourism, rural tourism, adventure tourism etc. Vast majority of the tourists were satisfied with the food,
beverages and accommodation. Generally tourists are happy with the organizers of tour.

2.9 Studies on Tourism in Kerala

Though Kerala has a significant position in the tourism map of India, there are only limited researches on tourism development in Kerala. Important researches on Kerala are briefly analysed below.

Ajims P Muhammed and Dr. Jagathyraj V P have conducted a study on Challenges Faced by Kerala Tourism Industry33. Primary data were collected through four sets of questionnaires distributed among four different categories of respondents. The major findings of the study are the following. The road transportation - which is the primary means to travel for the tourists in Kerala - is in pitiable conditions. Most of the roads are damaged during monsoon. There is the need to educate and train the taxi and auto drivers who interact with the tourists. Another important finding of the study is the inadequacy of information in websites, brochures, and information centres. for tourists. There is also grave shortage of basic tourism amenities in the state. Even the quality of the available tourism amenities is also low. However Kerala can be proud of its tourism products like reputed monuments, museums and zoos and hill stations and exotic beaches. The conducted tours by private entrepreneurs and the services of KTDC and DTPC are appreciated. The study also identified the need to educate the public regarding public hygiene and cleanliness. Proper management of plastic waste has to be of top priority. In brief they have found out that Kerala has abundance of natural and man-made resources for the development of tourism.
products. But the state needs to develop additional basic tourism infrastructure and strengthen the existing supportive machineries necessary for tourism.

**B. Vijayakumar** and **Pillai K R** have conducted a comprehensive study on the problems and challenges faced by tourism labour market in Kerala. The title of their study is *Tourism Employment and Labour Market Issues*. The research gives a complete survey of facts on labour market from 1850s to the present. Tourism globally is emerging as an industry that is capable of sharing the economic benefits to the disadvantaged rural population. Thus in many countries including India and especially in the state of Kerala, tourism is emerging as a catalyst in the development process.

Though Kerala boasts of tourism without seasons the researchers have found out that the tourism labour market is highly seasonal and seasonal unemployment is acute. The wages paid in the sector are comparatively very low in many cases. The annual wages especially among cooks and waiters are very often below poverty line. There is also lack of facilities for in-service training which would be highly helpful in creating qualified and skilled human capital. The sub-sectors of the industry offer large number of employment opportunities in the state. The major sub-sectors are conveyance and transportation, tour operation, souvenir shops, performing arts, and health rejuvenating medical treatment.

**Sankar S** of Kerala Forest Research Institute, KFRI Peechi has made study about amending the wildlife protection act of 1972 in connection with wildlife tourism. The title of his study is *Environmental Impact Assessment of the Thenmala Eco-Tourism Development Project*. He advocates in his research
liberalisation of Protected Area Management for promoting wildlife tourism. The money generated from the wildlife tourism shall be used for promoting eco-tourism with a view to further augmenting the development of the region itself. The money generated can be fruitfully and effectively utilised for environmental education, and conservation efforts.

Muraleedhara Menon K in his thesis *Tourism Management and Administrative Problems in Kerala* suggests the establishment of another body for the promotion of tourism in the state. He points out the drawbacks of the present system. Jose Kandathil has conducted a study on *Economics of Tourism Industry in Kerala With Special Reference to Beach Tourism*. His study primarily concentrates on the economic aspects of tourism. In his analysis he includes the different sub-sectors of the tourism industry and analyses the multiplier effect of tourism spending and investment.

P O George has conducted a research regarding tourism in Kerala. In his study *Management of Tourism Industry in Kerala*, he has made a questionnaire survey for primary data collection. From his study it was found that Kerala is a primary tourism destination. Majority of tourists to Kerala, both domestic and international are more interested in tourism products other than the cultural festivals of Kerala. International tourist preferences are for beaches, backwaters and Ayurveda while domestic tourists prefer nature based tourism including beaches and hill stations. Most of the tourists depend on tourist resorts and hotels for their stay and accommodation and are happy about the pricing of products and
services. However, more than 25% both domestic and international have expressed their dissatisfaction regarding pricing too.

The study also suggests that tourism in Kerala needs more promotion especially in terms of culture, traditions and nature. Proper packages must be developed to ensure more trickling down effect of income to the people of lower economic strata. Initiatives also must be taken to offer the guests unique Kerala cuisines.

Sreekuman T T and Parayil Govindan in their study on *Contentions and Contradictions of Tourism as Development Option: the Case of Kerala, India* made the following observations. From 1990s the governments in Kerala started looking at tourism as an alternative source of income to the State. This was further reinforced by the state tourism policy of 1995. Still the contribution of tourism to Kerala economy is insignificant. The advertised and publicised growth in the tourism sector is characterised not only by understated violent fluctuations but also over statement of facts. Tourism sectors’ contribution to state domestic product is only less than 1%. Kerala’s share in the international tourism in India is still not high. At the same time negative influence of tourism in Kerala on ecology and environment is high. Kerala’s tourism policy has adopted compartmentalised approach to different niche tourism markets. This is not effective. Kerala was successful in showcasing somewhat unique path of development through ‘Kerala model of development’ for the whole third world. However, the state needs new and bold ideas for rejuvenation and renewal of its tourism sector.

Selvakumar V in his research *Archaeological Studies on Kerala* proposes that the state has high potential to attract archaeology related tourism. In this study
he emphasizes the fact the education level and awareness of the people to preserve archaeology and heritage sites are comparatively higher in Kerala than in many other states of India. Effective positioning and marketing of Kerala’s heritage and culture can bring economic prosperity to the state.

A Critical Examination of Kerala’s Claim in Development and Tourism is a study done by Sharmila Sreekumar⁴¹. The study argues that ‘Kerala model of development’ and Kerala tourism with its advertisement slogan ‘God’s own country’ are simply creations of brochures and planned advertisement. They contradict the reality of facts. The study is severely critical about the contributions of tourism to the development of Kerala economy.

2.10 Critical Appraisal of Past Studies

Zoë Chafe and Martha Honey examined the contribution of tourism to socially and environmentally sustainable development. However, the study was made only among tourists and it did not examine the perception of the host community. While speaking about development focus was on economic development only. When Frederico Neto analysed the economic and environmental impact of tourism, the concentration was on the aspect of economic benefits to the poor. The holistic development aspects like quality of life, preservation of traditions of the society, knowledge enhancement were ignored in both studies. Tourism is analysed basically as an economic activity and other important aspects of development were discounted. Similarly the study by Roger Harris and Doug Vogel studied how ICT could be used to enhance economic benefits of tourism to the poor.
In the **African Region** the study by **Faustin Kamuzora** examined only the economic impact of tourism on Tanzania. All other aspects were ignored. Another study in the region by **Bruce Aylward** examined both economic and environmental aspects of tourism. Again the study by **Caroline Ashley** also examined tourism as a means to enhance rural livelihood through local participation. Some of the important aspects in connection with development management like economic development, environmental conservation, and resident participation are examined by the studies in the region. However, they did not examine the multi-dimensional developmental concerns in connection with promotion of tourism especially in a rural context.

The study conducted in **Americas region** by **Caroline Ashley** investigated the possibility of economic gain in Cuba through tourism and found that international tourists contribute to job creation in the country. Another study in the region by **Barbara A Carmichael** also examined the economic impact of tourism. In addition the study also examined the prime motivations of their wine tour. Though the study by **Jennifer Hale Gallardo** and **Taylor V Stein** was unique due to the application of grounded theory it examined only the resident participation in the tourism project. The studies in the Americas region also stressed the economic aspect and resident participation only. The holistic implications of development management in tourism growth were not adequately researched in Americas region too.

The studies conducted in European region primarily revolved around sustainability of tourism development. **Tamara Rátz László Puczkó** and **Rátz**,
T L Puczkó examined the sustainability of rural tourism. Ioannis Saatsakis and Nikolas Pappas also researched into the sustainability of tourism in Crete of Greece primarily managed by international agencies. Bill Bramwell and Angela Sharman made their study on community participation in developing sustainable tourism. The sustainability of rural tourism was also studied by Derek Hall in the context of political instability and large number of migrations from the place of tourism development.

The studies in Asia Pacific region- excluding India- primarily revolve around two important aspects of tourism- enclave tourism and resident participation. Shaw Brian J. and Shaw Gareth examined the adverse effects of enclave tourism in Bali, Indonesia. Similarly Liu Aili1, Liu Jiaming and Liu Min researched on the same in China. The studies by Sayo Yamauchi and Donald Lee in Laos and by Tamara Rátz in Evo describe the importance of multi stage local participation in the successful implementation of rural tourism. The studies conducted in Asia Pacific region also did not examine the development management impact of rural tourism

Similarly the studies in the Indian sub-continent do not explore the impact of tourism from a development management perspective. Vinay Chauhan and Suvidha Khanna tried to find out the flow of pilgrim tourists in the face of growing terrorism in J&K. The study by Deepak Raj Gupta and Poonam Sharma examined only the influence of pilgrimage tourism on culture. A. Ramakumar and Rajashree Shinde examined the need for marketing efforts for the sustainable development of rural tourism. The study by Flipe Rodgriguese
Meleo made a comparatively comprehensive study regarding the developmental impact of tourism. While examining in the context of Goa, the researcher made enquiry into the economic and social aspect. Tourism was found contributing to economic growth but with heavy social cost of crime, spread of diseases like AIDS, and significant negative influence on youngsters to imitate the lifestyle of tourists without perspicacity. However, this study does not make any enquiry into the participation of residents in the planning and implementation of tourism projects. Bridging this gap Dripto Mukhopadhyay and others studied the resident participation in the context of linkage of tourism to community development. However the study did not research the implications and possibilities of community participation in depth.

The researches in tourism development, conducted in Kerala state also did not examine the whole development management impact of tourism. The study by Ajims P Muhammed and Jagathyraj V P is confined to infrastructural requirements necessary to develop tourism in the state. The study by B. Vijayakumar and Pillai K R examined the human resources requirements in the industry. Sankar S studied the need for legal reforms for the growth of tourism in Kerala. Muraleedharan K Menon in his study speaks of formation of legal bodies or specialised agencies under the state government to promote tourism. Selvakumar V speaks of the archaeological tourism potential in Kerala. The study by Jose Kandathil is confined to economic aspect of beach tourism. Sreekuman T T and Parayil Govindan are critical about the overall economic
contribution of tourism in the state. **Sharmila Sreekumar** also spoke in similar lines. They have narrowed their studies to the economic impact of tourism.

There many studies in tourism that examined developmental impact of tourism primarily examined the economic impact. Studies are also made to analyse the social and ecological impacts. There are also studies in tourism that examined the role of resident participation in sustaining tourism development. However, no study was identified that examine rural tourism based on the paradigms of development management. Hence this research attempts to bridge this gap.

### 2.11 Summary

An extensive survey of literature is made in this chapter. International and domestic studies were analysed. With few exceptions, they speak about the economic development potential of tourism. The average growth rate of tourism is higher in developing countries than in the developed countries. But in terms of tourism revenue the developed countries are far ahead of the developing nations\(^2\). Many least developed countries have resorted to develop tourism as the best means for rural development and foreign exchange earnings. But on a closer look at the net earnings from tourism, it is found out that the impact is minimum because of the various forms of leakages in the tourism income.

If tourism has to be sustainable and contributing to the development of rural regions, it has to be implemented ensuring community participation\(^3\). If the benefits to the local communities are minimum, tourism development will not be sustainable. This is very much clear from the studies on Greece. The example
from Kwazulu-Natal South Africa is a successful experimentation of people participation in tourism project planning and decision making.

The studies on India make it clear that the country has very high tourism potential. But even today the revenue generated tourism in India is not very high compared other nations. There are disputes among researchers regarding the contribution of tourism to the development of Kerala. Even today tourism is primarily the business of the rich. Unless proper planning is done it is very difficult for the rural population in Kerala and the whole of India to reap the benefit from tourism. Hence this research is attempting to examine the development management of Kumbalangi through rural tourism.
Endnotes and References


4 Harris Roger & Vogel Doug (2004), E-Commerce for Community- Based Tourism in Developing Countries, City University of Hong Kong, p.2

5 Thea Sinclair M & Mike Stabler (2005), The Economics Of Tourism, Rutledge publications, London and New York, p3-4


8 Roger Harris and Doug Vogel (2004), E-Commerce for Community- Based Tourism in Developing Countries, City University of Hong Kong, Department of Information Systems Hong Kong

9 Faustin Kamuzora (2006), Not All That Glitters is Gold: The Need for Critical Interpretation of Tourism Sector Contribution in the Tanzanian Economy, Mzumbe University, Tanzania


It is a three day festival of colour and fun at the arrival of spring in February or March.

It is a Goavan counter part of Holi in the rest of India.
Navarathri (meaning “nine days”) is a Hindu festival with different manifestations across the different regions of India. In some areas Navarathri is divided into three segments. In the first, people fast to honour Durga’s power to purify. In the second, spiritual wealth is the focus. In the third, Durga’s ability to give wisdom is revered. In most of the areas in India, Navarathri is a period of exuberant festivity with rhythmic dances large crowds of men and women. In huge grounds ten thousand and more people participate in the night long dance.

Bhajans are songs sung in the praise and worship of Gods and Goddesses.


Kandathil J. (1999). *Economics of Tourism Industry in Kerala With Special Reference to Beach Tourism (Dissertation)*, Department of Applied Economics, Cochin University of Science and Technology


