Chapter 2

REVIEW OF LITERATURE
Enquiry about literature on manpower studies in tourism lead me to go through the below mentioned literature.

The study by Sudheer.S.V ¹ (1991) titled “Tourism in Kerala – Problems and Potentials” aims to assess the potential of natural resources in Kerala to promote tourists visits and to ascertain the facilities available to tourists. He evaluates the working of the Government machinery for ascertaining professionalism in this field and the economic benefits obtained by the business community in the tourist centre. The study is explanatory in nature. It is proceeded by setting some hypothesis. The data were collected mostly form field survey using questionnaire and interview schedules. Secondary data obtained from sources like Govt. publications, govt. departments and other agencies in the filed of tourism are also used. 900 tourists were selected as samples – 600 foreign and 300 domestic. Individuals are selected randomly from 14 districts. A pilot survey among 100 tourists, 20 informed individuals, 20 traders and 20 members of the staff of the Department of Tourism are also done. As per the study he conclude that most of the districts in Kerala has potential for tourism promotion.

The study titled “Tourism Management and Administrative Problems in Kerala” done by K.Muraleedhara Menon² (1991) made an attempt to bring out the basic issues involved in the field of tourism management and the administrative hurdles in the process. Originally two aspects of the problem are probed in detail in this study – tourism management and administrative problems. Methodology adopted in this study is mainly empirical and analytical. The historical method has also been resorted to for eliciting travel history. The tool, ratio is used for analyzing the financial management. The major findings of the study was that the management system in not to cater the demand of the tourists. It is not efficient in performing their duties. The state govt. has not taken much role in the development of tourism management in the state. He suggests, the govt. should take necessary step to improve the efficiency of managerial personnel in the field by providing training in using modern technologies in tourism.
Leela Shelley ³ (1991) in her study titled “Tourism Development in India – A Study of the Hospitality Industry” made an attempt to present a broad profile of the hospitality industry. She considered various personnels involved in hospitality industry and try to explain their role effectively. Here the importance of hospitality industry in the development of tourism was studied with Indian context. She used sample survey method for the study. Primary data are collected by questionnaire cum interview schedule. Secondary data from published and unpublished reports of Govt. and other agencies were used for the study. She also tried to explain the role of women in the development of hospitality industry. The study concludes that the present situation of hotel industry is not sufficient to meet the requirements of tourists. It is further reported that the hospitality industry should be increased to cope with the demand for it in the modern world.

The study by Soundara Rajan ⁴ (1992) relates to the functioning of Tamilnadu Tourism Development Corporation and it’s role in promoting tourism in the state. The study has given emphasis on the wide range of services provided by TTDC like hotels, restaurants, youth hostel, resorts, trade fair, etc. The study examined the commercial viability of such services provided by TTDC. An attempt has made to analyse the impact of all the activities of the TTDC contributing to the development of tourism in Tamilnadu. He analysed whether the infrastructure service provided by TTDC in the state has acted as a catalyst in the development of tourism industry in Tamilnadu. The study also covers that a reasonable return for the services rendered could be ensured without creating hardship to the consumers and tourists. The study confirms to the principle of innovative and explorative research. The primary data are collected from visitors, tourists, various officers of TTDC, DTPC, hotel, etc. Secondary data are collected from reports of govt. agencies and others. The study concludes that the tourism is an activity generating a number of socio economic benefits. It creates employment opportunities and a source of foreign exchange.
The study of Dennis L Foster 5 (1992) titled “Marketing Hospitality – Sales and Marketing for Hotel, Motels and Resorts” give emphasis on the practical job related skills as well as the general and technical knowledge that are required by personnel in hotel industry. The strategy adopted in this study is learning by doing with realistic situations. The study covers the pricing strategies to be adopted by the hotel industry. The client behaviour is discussed in detail, i.e, how the buying decisions of tourists are influenced. According to him personal selling is more important in hospitality industry. He explains the various strategies for personal selling in hotel industry. He also covers the organizational frame work of hotel industry in the modern world.

Another study done by Dennis L. Foster 6 (1993) under the caption “The Business of Hospitality – Back Office Operation and Administration” analyses the various activities performed in the operations of hospitality industry. The study considers that the people are the most important assets of the hotels. He reports that finding quality employee is more difficult than finding quality furnishing and equipments, but the quality of the staff has a proud influence on the feelings of the hospitality that the hotel seeks to create. In this study it was analysed that it is also hotel’s responsibility to provide a fair and meaningful work environment for its employees. Another point considered in this study is the maintenance of high standard of ethics is important not only to meaningful work environment but also to guests of the hotel. The study has given more important to the people and the working environment in the hotel industry. He suggests various methods and techniques to develop skill and motivation of the managers and employees. For this purpose he collect data from the different persons like managers, employees, tourists, etc. The study uses methods like correlation, regression, time series, index, etc. for analyzing the data.

Ravi Bhushan Kumar 7 (1995) in his study analyses the impact of tourism in developing countries. For this he has relied more on secondary data supplied by the govt. and other agencies. He has used two approaches in this study, i.e., Political economy approach and functional economy approach. The political approach examines economic dependency of backward countries on the
developed countries and very often the impact is found totally negative. As per the functional approach, he divide the tourism process into three elements, dynamic phase – movement to and from destinations, static phase of stay and consequential element of considering socio economic and physical impact on environment. The study concludes that the tourism can play important role in the development of country. It provides a variety of opportunities for the development of industries and thereby the economic development of the society.

The study titled “Sustainable Development of Eco tourism in Kerala” by B.Viajayakumar (1995) lays emphasis on the economies of tourism by taking the foreign tourists as consumes of tourism products. The study was aimed to make an assessment of the ecotourism potential of Kerala, to observe the preference for ecotourism among foreign tourists and to develop policy for sustainable tourism. Both primary and secondary data were used in the study. The collected data were put to empirical tests at two levels – the micro level and macro level. A forecasting on the arrival of foreign tourists and foreign exchange earnings was done by using Auto regressive Moving Average (ARMA) and a Delphi study was conducted for making policy suggestions on sustainable tourism. The methodology used is sample survey. A pilot survey was conducted with 50 foreign tourists. The study has made an attempt to highlight the importance of nature tourism and assess the demand for the same in a tropical region characterising the manifold manifestation of tourism. It come out with the suggestions that facilities to tourists be developed only in harmony with the nature. The backwater is unique ecotourism product of Kerala. But today most part of it is not navigated. While diversifying the tourism industry emphasis should be given on village tourism. The govt. has to make marketing strategy that would highlight the uniqueness, authenticity and entertainment to oversee and monitor the tourism activities in the state.

The study by Nancy M Dixon titled (1995) “Evaluation: A Tool for Improving HRD Quality” takes the approach of applying the quality process to training, and makes a clear cut case for the importance of evaluation. Today’s business world is concerned with data and result. Evaluation is most important
in this context. The Book includes sections on dealing with industry management, pros and cons of various performance tools and many other important topics related with evaluation. It covers the ways for transferring skills from the training session to the job. It also contains much key information with regard to retention of employees. Case studies were used in the study. Primary and secondary data were also analysed.

B.L.Mathur 10 (1995) in his study named “Human Resource Management and Development in Public Enterprises” focuses on a wide range of issues concerning with management of human resource in public enterprises. Human resource management is a complicated area as it deals with human being involving variety of tasks and activities. This study try to identify strategy and problems involved in management and development of human resource in public enterprises. The recent trends in human resource management in developed countries were examined here which may be very useful for the developing countries like India.

Arun Monappa and Mirza Saiyadain 11 (1996) in their study cover different aspects of personnel management in the modern world. The main aim of this study is to discuss emerging areas such as the personnel audit and information systems, the role of the personnel manager as researcher, i.e., his social responsibilities. The study gives importance to the division of employees on the basis of purpose and process of task, geographical location, etc. It also considers the role of bureaucratic management in an organization. Employee participation is also given importance. Participation means sharing of decision making power with the lower ranks in an organization in an appropriate manner. According to this study the motivation and morale plays an important role in the success of an organisation As per this book the two fold concern for effective management of human resource are the effective utilization human resource in terms of costs and productivity and improvement of individual employee’s terms and conditions of employment. The study examines the attitude of employees in two dimensions, i.e, general attitude towards the concept of work and job satisfaction that the employee got. Questionnaires were used to ascertain
attitudes of the employees. The study concludes that the employees should be given proper training to develop their skill in doing the job. They must be given fair wages and salaries to make them ready to do the work allotted to them within the stipulated time. For this purpose they must be given some fringe benefits like free food, free accommodation, etc. The management of an organisation should also consider the working environment of the employees. The employees can work better in good and safe working environment.

The book titled “Human Resource Development” edited by B.S.Bhatia and G.S.Batra (1996) is an attempt to highlight the emerging issues in human resource management. The study deals with human resource development keeping in view the global business challenges, growing complexity of the business and increased competition. It gives importance to the worker’s participation in management. The study also covers the various techniques for the quality improvement of the people at work. It analyses the problems of human resource management in public enterprises. The main objective of this study is to examine the human resource development issues like better succession planning and grooming of personnel. More importance was given to scientific approach in manpower planning and training. It is perhaps realized that unless men are trained and developed, changes in other areas and technological advancement, marketing and diversification, etc. will not be effective. Data are collected through the questionnaires and interview schedules. The published and unpublished reports of govt. and other agencies were used for completing the study.

Prem Nath Seth (1997) in his study titled “Successful Tourism Management – Tourism Practices” gives importance to professionalism in tourism management. He studied in detail about various modes of transport. Tourism cannot be separated from travel. The study covers the importance and problems of road, rail and water transports. The study also considers the new accommodation concepts like condominium which is a recent innovation; these are hotels with apartments instead of basic rooms. Other accommodation concepts of Time sharing, Pensions, Paradors, etc are also covered in this study.
He says that the trained manpower is essential element in the smooth growth development of hotel industry.

The book titled “Human Resource Management” edited by G.S.Batra and R.C.Dangwal \(^{14}\) (1997) studies in detail the new strategies in human resource management. The study laid emphasis on improvement of quality services of personnel to meet the competition in the globalisation. In this context the business management of an entity has to gear itself to meet the challenges of change. This is an attempt to bring together the different perceptions on the multi–dimensional process of business management in the challenging global scenario. Here the authors try to present the need of flexibility in business management by describing the complex environment of the business process. The problems of child labour are also covered in this study. It gives emphasis on development of human resources in public sector enterprises. The study also considers the importance of trade union in the development of economy which helps in the improvement of employee relations. The strategies required for the development of rural labours are also considered in this study. The emerging dimensions in the human resource valuation are another important aspect covered in this study. For this study they relied on primary and secondary data.

G.S.Batia and A.S.Chawla \(^{15}\) (1998) in their work covers the economic importance of tourism in the national economy which can be appreciated with reference to its contribution in employment generations. Tourism can be visualized as an important factor in activating the idle resources of the nation. Here the authors try to explain tourism an export industry. In this industry we do not export real wealth of our country, but what we sell is dream with an aim of attracting more and more of the visitors to our country and its attractions. They conducted a number of studies with regard to different aspects of tourism in India. They also analyse the recent trends in tourism marketing in India. The study finds that, in recent years attention has been shifted from product destination to potential destination visitor. Here the study suggests that there is lack of facilities for teaching tourism as a field of study. So it is necessary to develop different types of management courses in tourism.
Mirza S Saiyadain 16 (1998) in his study titled “Human Resource Management” try to the analyses various aspects of human resource management in the Indian context. The study mainly concentrates on work’s motivations. He explains different methods of motivation with examples. He also considers other aspects of human resource management like recruitment, selection, training and development of employees. Here about each stages of human resource development is studies in detail. He also gives importance to group behaviour and inter group behaviour in an organisation. He says that the behaviour of employees can play an important role in the development of an industry. So the management has to consider their problems in the group. The concept of compensation management is also considered in this study while fixing the wages, etc. Another aspect included in this study is the elements of performance appraisal. It is necessary to evaluate the performance of employees as they are compensated for their work.

Dr. S.M. Jha 17 (1998) in his study titled “Hotel Marketing” analyses the application of marketing principles in the hotel industry. The book studies and highlights almost all the components directly or indirectly influencing the commercial viability of hotels. It identifies various methods of market segmentation in hotel industry. It also deals with the marketing mix applicable to hotel industry. The promotion strategies to be adopted in hotel industry are explained very clearly in this study. Pricing strategy for hotel industry is another key area covered in this book. The study concludes with the policies to be adopted by the hotel industry in the changing world.

The study titled “Strategic Human Resources – Frameworks for General Managers” by James N Baron and David M Kreps 18 (1999) explains role of external environment in the development of human resources. It also covers the different components of employment. The importance of unions and other representations were strongly recommended in this study with examples. The significance of performance evaluation in Human Resource Management is also considered in this study and various theories applicable to performance evaluation are explained in detail. The formulation and implementation of HR
strategy for various types of organizations are explained. Here more importance is given to the strategic management.

The study of Ashok Chanda and Shilpa Kabra (2000) try to highlight the strategic approach that would be needed to cope with the changing business environment. It identifies the changes required in policies, practices, and systems along with the outlook towards the most precious and tangible resources that exist within an organization, the human resource. The central thesis of this study is that strategies in human resource development can only be examined in the context of the business in which they operate. The study looks over the changes in the business environment and its impact on the performance of the employees. Retention of the employees is a major concern, and extended to consciously trying to match the right employee to the right job. The study also considers the different methods and techniques for the development of the employee’s skill in performing their duties. Today the success of business is directly linked to the development, commitment and full participation of all employees. The study says that the human resource is an intellectual asset, which is the sum total of the knowledge, skill and competencies that an organisation possess. The term intellectual asset provides a link to other type of assets and put knowledge and intellectual capital in the same field as financial asset. The study concludes that the success of an organisation depends on their ability to add value to the inputs they use. The value addition by human resource function in the organization will increase in the future.

The study by Gray Dessler (2000) was an expanded discussion of the strategic role of human resource management. The study analyses the role of HRM in global prospective. This study highlights the effective ways for today’s managers and organization to respond to change in a positive and proactive manner. He also explains the role of Information Technology in HRM. International HRM was also discussed in detail, which helps the management in the modern business world. He takes many examples from the international market to complete the study. He gave more importance to quality and
productivity with respect to human resources. Various methods for improving the quality of human resource services are discussed in detail.

The study of L.M. Prasad (2001) titled “Human Resource Management” try to place proper emphasis on the human resources of the organizations. Management of people in organizations is as old as the existence of organizations in our society. This study presents the most recent developments in the field of personnel management and tries to relate how these developments relevant to Indian companies. It explains role of human resource management in strategic management process. It also covers the emerging challenges in the field of personnel management. The study also considers human resource policy and philosophy which can be framed to manage human resources in the present context. The application of human resource information system in certain areas such as human resource research, audit and valuation are explained in detail. The various problems and methods involved in acquiring the human resource in an organization are also considered. The study covers all the steps involved in the development of human resource management of an organization. It also deals with the integration of individual culture, taste, goals, etc with the organizational goals. For the proper functioning of an organization, there must be subordination of individual interest with general interest. The primary and secondary data were used in the study. Various statistical measures like correlation, regression, trend analysis, etc. were applied in processing the data.

The book titled “Tourism and Hotel Management” edited by Pushpinder S Gill (2002) brings valuable information regarding tourism and its cultural impact. It also provides information regarding the quality and accountability of hotel services. Today tourism has acquired the status of modern industry. Both government and private sector considered tourism as an important element in their planning. This study analyses the various aspects of hotel management like, hotel pricing, quality of hotel service and hotel accounting. This work mainly depends on primary data for analysis and secondary data is also used for the study. Interview cum questionnaire schedule is mainly adopted for collecting
primary data. Statistical methods like averages, ratios, correlation, etc., are used for analyzing the data.

P C Sinha 23 (2002) in his book titled “Tourism Transport and Travel Management” focuses on various crucial issues regarding modern international tourism. It analyses problems relating to transportation of tourists. It considers various issues relating to demand and motivation for tourism travel management. The book studied in detail the various modes of transport like, rail, road, water and air transport and their problems. Stimulus response model of buyer behaviour is applied in this study to analyse the factors influencing the personal interest of tourists. The socio cultural factors which influence the tourist behaviour are studies in detail. Primary and secondary data are used in this study. Statistical methods like correlation, regression, etc are applied for analyzing the data. Interview cum questionnaire schedule is used for collecting primary data.

The study of John Bratton and Jeffery Gold 24 (2003) covers the strategic role of HRM and detect a new agenda for managing the employment relationship including new organizational design, flexible work arrangements, psychological contracts and the development of social partnership. This study gives a comprehensive coverage of contemporary theories and concepts in key human resource activities such as recruitment and selection, appraisal, training and development, rewards management and employee relations. The study examines the employee health and safety issues including workplace stress, workplace violence and sexual harassment. The contents of each chapter reflect the latest developments in human resource practices. The methodology adopted is random sampling. Various statistical methods were used to complete the study.

The work of Krishan K Kamra and Mohinder Chand 25 (2004) titled “Basics of Tourism Theory, Operation and Practice” presents the multiple inter – related dimensions of tourism industry. Tourism industry has steadily acquired an increasingly significant role in the global economy. The book also covers the
various qualities required for the tourism products and develops a new approach to the tourism industry. It analyses the demand and supply of tourism products in the changing global market. Primary and secondary data are used in the study. Statistical tools like variance, regression, trend analysis, etc are used for analyzing the data.

The book titled “Tourism and Economics” by Saurabh Kumar Dixit (2005) provides a purposeful literature on demand, supply, implications and impact of economics on tourism industry. Tourist seeking to maximize the benefits he expects from travel experience. Firms providing tourist goods and services seek to maximize profits. The government and host community trying to utilize the tourist expenditure in their area. Tourism provides a large employment opportunity to the economy. This will increase the income of the host country. The book analyses the impact of tourism in the economics of the host country. The book concludes that tourism can contribute to poverty alleviation through the creation of employment and changes in the existing employment practices. Tourism can create jobs, which benefit the poor where specific measures are taken to recruit and train workers from among the poor. Primary and secondary data are used for analysis. Samples are selected by using multistage stratified random sample method. Statistical methods like averages, indifference curve, regression, etc are applied in analyzing the data and inferences are reported as conclusion.

The book titled “Tourism and Hospitality Services – An Introduction” edited by Keka Lahiri (2005) deals with the basic concepts of hospitality and tourism to the various types of tourism, market for tourism and the impact of the growth of tourism and hospitality market on the economy. It contains articles on various aspect related with hospitality and tourism. The introductory section takes into account the economic implications of the growth of the tourism industry. Since hospitality and tourism industry forms the base of a developing economy, the article analyses the viability and sustainability factors responsible for the long term existences of the industry. Another article discuss about the environmental aspects of tourism. Pollution of environment due to growth of
tourism and hospitality services has compelled to evolve the concept of ecotourism. The book also explains the significance of service quality and the means for its upgradation. For this training and skill development is necessary. In this study primary and secondary data are used. Statistical methods like correlation, regression, averages, etc are applied in interpreting the data.

“CRM in Travel and Tourism – Concepts and Cases” edited by V V Gopal (2005) provides a larger picture on the evolution and growth of the Consumer Relationship Management (CRM) concepts in the airline and hotel industry. Articles also provide an insight into how the various industries associated with travel and tourism is gearing up to train their manpower and update their system in order to capture a large mind share of the customer. The role of technology in servicing guests with quality information and assisting them in building online vacation packages is covered in this book. The author emphasizes the importance of displaying service traits by employees such as putting on a pleasing appearance and good attire. The author identifies the software systems, multiple product database and ineffective tracking as areas that require specific CRM focus in hotel industry. In this book a methodological framework to analyse the guest – hotel relationship and to profile hotel guests is discussed. Statistical methods like trend analysis, moving average, etc are used for analyzing the data which are collected through interview schedule. Secondary data from published reports of government and non-government agencies are also used in the study.

The book titled “Tourism Research Policy and Regulations” by P C Sinha (2005) focuses on various crucial issues pertaining to modern international tourism like tourism research, tourism education, tourism marketing, tourism policy, etc. This work provides a detailed analysis on the ways and means for the sustainable development of tourism. This book gives an attempt to cultivate global interest towards integrated development of tourism. It makes a comprehensive analysis and evaluation of the process of tourism development and various strategies put forward for its growth and development. Issue identification and planning strategies in the sphere of travel and tourism is well
covered and described in detail. The primary and secondary data are used in the study. Statistical methods like ski square test, regression, variance analysis, etc are applied in analyzing the data.

The study by Tom Powers and Clayton W Barrows 30 (2006) titled “Introduction to Management in the Hospitality Industry” try to assess the problems faced by tourism industry in the global prospective. The author’s takes an in depth looks at problems of the various segments of hospitality industry. It focuses on management in the hospitality industry and provides a concise introduction to the tools and techniques that help the managers in solving problems. The data were collected from field survey using questionnaire and interview schedules.

The Study titled “Human Resource Management in the 21st Century” done by Banwari Lal Reheja 31 (2006) made an attempt to bring out the problems involved in the human resource management of 21st century. This book provides an analysis of the principles and practices of human resource management in any human activity. The data used includes primary and secondary data. The major findings of the study is that, if the human potential is motivated and utilized properly it will leads to maximum output.

Peter E Murphy and Ann E Murphy 32 (2006) in their study titled “Strategic Management for Tourism Communities – Bridging the Gaps” made an attempt to analyse the various problems in the management of tourism. Tourism is a business that requires planning, marketing and investment in products and services. The study concludes that the attitudes of local people, the quality of environment and the availability of desired products and services are all factors that determine the success of tourism. Here the authors depend on primary and secondary data for analysis.

this study the authors evaluates the employment potentiality of hospitality industry in India. It should be noted that in the global economy tourism is expected to be the leading job creator in the next decade and India would have to take serious initiatives to benefit it. The purchase on Indian goods and handicrafts by tourists increased appreciation of our art and culture benefits to the people and the nation. The performance of the hotel industry is closely linked to the state of economy and the inflow of tourists into the country. The study concludes that the main problem faced by tourism industry is customer satisfaction. In some cases, food quality, service and accommodation facilities are not satisfactory in Indian hotels. So it is necessary to improve the services in tourism industry in the country.

Harish Bhatt (2006) in the book titled “Hospitality and Tourism Management” provides a detailed description of the managerial skills that will enable the students to meet the needs, wants and demands of travellers in a global marketplace. It covers the personal, technical and conceptual information on the skills to become a good manager and leader in this growing industry. It focused on each sector of tourism industry, i.e., food and beverages, lodging and travel. It examines the size, scope and operations of each of these key areas and gives essential information on related concepts, products and services. The book gives information on different techniques and methods of training useful to the various categories of professionals in tourism. This study uses primary and secondary data.

The study titled “Tourist Behaviour - Themes and Conceptual Schemes” by Philip L Pearce (2006) analyses the various problems in the management of tourist behaviour. This book is a professional approach in the field of tourist behaviour. This work provides a comprehensive view of the social contacts and relationships that tourists may experience. It also reviewed how tourists deal with other people while traveling. The communication among the tourists, their friends and contacts was viewed as core mechanism for understanding oneself and has been achieved in enjoyment, satisfaction, learning and skill development. The work mainly depends on the secondary data.
The book titled “Sustainable tourism” by Harish Bhatt and B S Badan (2006) analyse and evaluate the methods by which communities can successfully use to live tourism by carefully managing its growth so that it brings the benefits the community wishes and minimize the negative impacts that the community deems harmful. As tourism provides enormous opportunities, it also brings serious adverse impacts on the environment, physical appearance, economy, health, safety and social values of the destination people. In response to these challenges government is to take steps to create a sustainable and economically successful tourism environment. The book evaluates the various problems faced by tourism industry. Government can develop a code of conduct for the use tourist destination by institutions and individuals. It is mainly concerned with the economic and environmental impacts of tourism on the society. Primary and secondary data are used for the study. Multistage random sampling technique is used for the collection of primary data. Statistical methods like moving average, correlation, regression, etc are applied for analyzing the data.

Romila Chawla (2006) in her book titled “Accommodation Management and Tourism” studies the various problems related with hotel management in tourism. The main object of this study is to create information base for managing and developing accommodation aspect of tourism industry. Stay in hotel becomes a part of the experience of the tourist. Whenever the tourist travels along with other members of his family, he ensure that he gets the best accommodation to take care of interests and needs of every member of his family. The accommodation industry provides employment opportunities for skilled and unskilled labours. Recruiting the right person for the job is the first step in building and developing guest satisfaction. The book analyses the qualities and qualification required for each job in hotel industry. Primary and secondary data are used for the study. Data are collected by using stratified random sampling method. Statistical methods like regression, moving average, etc are applied for analyzing the data.
The book titled “Hospitality Management” by Mridula Mirajkar and Percy K Singh (2006) touches almost all aspects of hospitality management including hotel management and tourism management. All relevant areas on hospitality industry including service quality, accounting, finance, organization, association, etc are covered in detail. The book provides exhaustive information on various educational programmes, courses, conferences, workshops, etc. applicable to tourism industry. The book also covers issues related to front office management, customer relations management, guest services, training, and pricing in hospitality industry. This book also provides valuable information on event management, conference planning, meeting facilitation, convention management, etc. The study is divided into 16 chapters. Primary and secondary data are used for getting inferences. Random sampling method is applied for collecting primary data. Secondary data are collected from the published reports of govt. and other agencies related with tourism. Statistical methods like correlation, ratios, trend analysis, etc are applied in analyzing the data.

The book titled “Sustainable Dimensions of Tourism Management” written by M.R.Biju (2006) provides a critical analysis of various aspects of tourism industry. The introductory part of the book examines the global, national and regional evolution of tourism sector. The second part studies the recent issues in tourism like strategic management, service quality, personalization, natural environment and impact of terrorism in tourism industry. The concluding part presents a few micro level studies from experimental perspectives. The commercial viability of tourism depends upon scientific product planning and development of attractive tourism products. For this the skilled manpower is required. The author in concluding the book states that in Kerala tourism is recognized as an important sector for the development on account of its potential for generating income and employment. Different statistical methods like correlation, Karl Pearson’s coefficient, regression, etc are used for analyzing the data.

The book of Sunil Sharma (2007) titled “Planning and Development of Tourism and Hospitality” provides a broad overview of planning and
development issues in hospitality and tourism industry. Topics such as sustainability, cooperative planning, strategic infrastructure planning and forecasting, implication of advanced information technology and development of tourism and hospitality enterprises, etc are described in detail. It analyses the importance of e-business in tourism and hospitality industry. Primary and secondary data are used for the study. Statistical methods like moving average, ratios, etc are applied for analyzing the data. The study concludes that the tourism has a great contribution in the GDP of number of developing countries.

Though a number of titles have been reviewed for the present research, no specific study with reference to the human resource aspects of Kerala tourism has come across. Hence the present study is carried on to fill the gap in the knowledge.

References


Chapter 2

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