CHAPTER II
LITERATURE REVIEW

After furnishing a general introduction, an attempt is made in this chapter to review the literature on the subject.

2.1 Research Studies on Tourism

Javaid Akhtar (1988) of Aligarh Muslim University in his study on "Accounting for the travel agents and tour operators - An approach to Effective Management", opined that "better co-ordinated management system will be applicable to tourism industry that will result in overall improvement in industry".

Batra K.L. (1990) in his study on "Tourism in Rajasthan - problems, potential and future prospects" concluded that there were various snags, impediments and obstacles in the promotion of tourism in the state of Rajasthan in particular and India in general, some of which were inbuilt in nature and some were created by those who were totally unaware of the benefits of tourism. He strongly recommends that "tourism activity in Rajasthan must be taken as a dynamic tool in uplifting the social status of our society. For this, one suggestion can be given that there should be frequent get-together of our local people with the foreign tourists so that

some of our age old rotten social barriers and orthodox systems can be broken”.\textsuperscript{19}

Sudheer S.V. (1992) in his thesis presented to University of Kerala on the topic “Tourism in Kerala-problems and prospects” highlighted the lack of professionalism among the staff functioning in the Department of tourism.

Jos Kandathil (1994) of the Department of Applied Economics, Cochin University of Science and Technology (CUSAT) conducted a study on the “Economics of tourism industry in Kerala with special reference to Beach Tourism”. His dissertation stressed only the economic aspects of tourism, influence of multiplier concept and tourism allocation under five year plans.

Raju Gregory (1994) in his M.Phil. dissertation submitted at CUSAT made an attempt to study the tourism potential of Cochin.\textsuperscript{20}

Bijender K.Punia (1994) of Kurukshetra University in his study\textsuperscript{21} on “Problems and prospects of tourism in Haryana” has stated that “the potential of tourism development in any area, region, state or country mainly depends on the availability of unique and varied tourist resources. But at the same time, the facilities and services too have very important bearing on the overall tourism development prospects of a place or region. Such elements like climate, seasonality, accessibility, attitude of host population, availability of manpower resources and the planning expertise

\textsuperscript{19} K.L. Betra ; (1990) op.cit. p.138-139.
\textsuperscript{20} Raju Gregory ; M.Phil Dissertation Tourism in Cochin ; Dept of Applied Economics, CUSAT (December, 1994).
that, have vital role to play in this context”. He suggested that “close co-ordination between private and public sector tourism organisations at different levels is the key to success in tourism development where state department of tourism must play a central role”.

Vijayakumar B. (1995) of the Department of Futures Studies, University of Kerala, Thiruvananthapuram in his research thesis on the topic “Sustainable Development of Eco-tourism in Kerala, commented that “eco-tourism implies an enjoyment of nature’s bounty as well as understanding the culture and natural history of the environment”. His thesis mainly stressed the promotion of eco-tourism in Kerala as it cares the conservation of the eco-system, while respecting the environment.

Kamalakshy M.V. (1996) in her thesis “Hotel industry in Kerala with special reference to tourism” discloses her finding as “the majority of tourists revealed that the majority of them are visiting Kerala for the first time and that too out of their own curiosity”.

Tourist guidance facilities tourist information centres, transport facilities and various facilities in a hotel remain much below the average satisfaction of the tourists.

Joseph Antony G. (1997) conducted a case study on “the role of KTDC in the promotion of tourism”. He highlighted how Kerala Tourism Development Corporation could contribute to the development of tourism.

24 Joseph Antony G.; Ph.D Thesis; The Role of KTDC in the Promotion of Tourism Department of Commerce, University of Kerala (1997)
in the state and he has made an evaluation of its working.

Ajithkumar M.K. (1998), Dept. of Applied Economics, CUSAT in his study concluded that demographic profiles and lifestyle characteristics of foreign tourists affect their spending patterns in India and Kerala. According to him, two motivating factors for the tourists to visit India are:

(i) To see heritage and culture; and
(ii) To go for a mountain holiday.

Sankar S. (1999) of Kerala Forest Research Institute, Peechi, led a project study stressed suitable amendment to the wildlife protection Act, 1972 especially liberalisation of Protected Area Management for promoting wildlife tourism. The report further said that money from eco-tourism should be utilised to:

- develop and maintain areas where funds are generated;
- promote conservation;
- conduct environment education; and
- collect, monitor and evaluate eco-tourism development

Muraleedhara Menon K. (1999) in his thesis “Tourism management and administrative problems in Kerala” recommends setting up of a new model organisation for Kerala known as, Kerala Tourism Board (KTB) for promoting tourism. He recommends a full-time Chairman for KTB and

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segregation of the hospitality section from the Tourism department. He further suggests complete autonomy to KTB with full administrative and financial powers and with full-time and part-time members not exceeding eleven. Although, some of his suggestions are worth considering, they relate to only the administrative aspects of tourism.

**2.2 References from Books and periodicals**

Maneet Kumar's book (1981) "Tourism Today - An Indian perspective"\(^ {28} \) tells "effective management of tourism will involve a range of techniques including marketing and publicity, information and interpretation as well as planning control and traffic management (English Tourist Board, 1981-82). This means tourism involves people, places and planning a facility in harmony with its environments".

Philip Kotler (1982) who authored the book "Principles of marketing"\(^ {29} \) defines a 'service' as "any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product". Tourism being a hospitality industry has all the features of a service industry.

Mathieson A and Wall G in their book "Tourism - Economic, physical and social impacts" describe\(^ {30} \) "the study of tourism is the study of people away from their usual habitat of the establishment which respond to the

\(^{28}\) Maneet Kumar; *Tourism Today - An Indian Perspective*; Kanishka Publishing House, Delhi (1981) p.12.


requirements of the travellers and of the impacts that they have on the economic, physical and social well-being of their hosts. It involves the motivations and experience of the tourists, the expectations of and adjustments made by residents of the reception areas and then roles played by the numerous agencies and institutions which intercede between them. They consider tourism as a 'consumer product' and hence an economic activity having social and physical impacts.

WTO workshop on environmental aspects of tourism held in Madrid, 1983 affirmed that “the protection, enhancement and improvement of the various components of man's environment are among the fundamental conditions for the harmonious development of tourism.”

Bhatia A.K. (1983) in another book 'Tourism Development' makes a detailed coverage of tourism psychology, motivation for travel, organisation of tourism, measurement, planning & development, tourism marketing and promotions and economic and social significance of tourism.

Roger Carter (1990), Director, Heart of England Tourist Board has written in his foreword that “major challenge for the next decade is to recruit, retain and train the staffing necessity to deliver quality of service, to set aside the quality of facility, education and training have a vital role to play”.

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31 Suhita Chopra; Tourism And Development in India; Ashish publishing House, New-Delhi (1991).
Sharma K.K. (1991) in his book "Tourism in India" advises to improve the hospitality services associated with tourism as "For the healthy development of tourism in a country like India, 'a land of contrasts', it is desirable for the government to provide facilities for training in hotel management, tourism and travel agency work. Great emphasis must be laid on linguistic efficiency in the major languages of Europe".

Sharma K.K. (1991), Editor "New Dimensions in Tourism and Hotel Industry" Vol I, II and III discusses wide range of tourism subjects such as chartered flights, ocean cruise by tourist ships, resort management, tour operation, health tourism, time sharing holiday homes, industry standards etc.

Bhatia A.K. (1991) in his book "International Tourism" reveals that: "like any other industry, the tourist industry is also subject to rigours like planning, marketing and promotion. Marketing assumes a rather special significance because of the competitive nature of the tourist industry. The need for trained manpower in the tourism sector assumes a great importance to maintain high professional standards". He describes tourism a great economic and social force. "The rapid transition and the swift developments that are occurring not only in the technology but also in the social structures and relations, in customs and in behavioural patterns will

36 Bhatia A.K. ; (1991) op.cit. p. IX.
have profound effects on the travel and tourism in years to come” he continues.37

About tourism planning, Veera Sekharan (1993)38 says “Tourism is a multi-sectoral activity and planning for it is complicated and include both physical and institutional elements. The current tourism planning emphasises an integrated and comprehensive approach to meet development objectives without generating socio-economic and environmental hazards”.

Chris Cooper, John Fletcher, David Gilbert and Stephen Wanhill (1993)39 have produced a book on “Tourism - principles and practice” which throws much light on demand for tourism, tourist destination, role of government organisation, and marketing for tourism. The disclosure with respect to carrying capacity, socio-cultural and environmental impacts, marketing for tourism, tourism development planning etc., are very much informative.

Clare A.Gunn (1994) in his book on “Tourism planning - Basics, concepts, cases”40 opines that “both a regional plan and a continuous regional planning process are needed if tourism is to be developed properly. A specific plan renewed periodically can document strengths, weaknesses and desired action at the macro scale. However, because both markets and supply side development are dynamic, such plans must be

39 Chris Cooper et.al; Tourism - Principles and Practice; ELBS with Pitman (1993).
accompanied by ongoing planning from all public and private decision-makers”. Gordon D. Taylor states that: “Growth in the number of tourists and the amount of their expenditure cannot be the sole objective of tourism. A far better criterion would be the number of tourists the area can support at a high level of satisfaction, at a profitable level of operation and with improvement in the quality of environment, over a set of time period”.

Another outstanding book titled “Tourism Dimensions” is brought out by Tewari S.P. (1994). The book presents a comprehensive survey of modern tourism. It seeks to establish that the scope for further growth and expansion of tourism, both domestic and international, is immense which necessitates its integrated planning, development and management. Instead of treating tourism solely as an ‘industry’ the book seeks to lay emphasis on recognising it as a human activity in the light of the Manila Declaration on world tourism.

Puri G.K. (1994) in his book on “Travel and Tourism for all” explains the business of travel and tourism, tourist places in India and in the world.

Dennis L. Foster (1994) opines that “Travel is an industry, travel is a career, and travel is a discipline”. Kunal Chattopadhyay (1995) in his book

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42 Tewari S.P. ; (1994) op.cit.
43 Puri G.K. ; Travel & Tourism For All ; IIMS, New Delhi(1994-95).
44 Dennis L. Foster ; An Introduction to Travel & Tourism ; Mc Graw Hill Book Company, Singapore(1994) p.12.
gives a chart of tourists classifying them into recreational tourists and motivated tourists. Recreational tourists are divided into Resort tourists and Wanderlust tourists. Motivated tourists comprise business tourists, pilgrimage tourists, office tourists, study tourists, cultural tourists, health tourists, games/sports tourists, ethnic tourists, social tourists, etc.

Vaidyanathan K.R. (1994) \(^{46}\) "Temples And Legends of Kerala" makes a detailed exposure of temples and legends of Kerala. He writes "And the fervorous imagination of passionate saints, poets and people"; as Mulk Raj Anand Put it "created a rich heritage of unique temples, built like domestic houses with ample courtyards and tiled conical roofs".

The accompanying ritualistic arts of dance drama such as Kathakali, Kuruthiyattom, Mohiniyattom and the folk styles like Theyyam and Ottamthullal were rehearsed generation after generation. The walls of the shrines were painted in large scale adumbrations of the legends of the gods in vivid colours to offset the greens of the earth.\(^{47}\)

Gupta I.C. and Sushama Kasbekar (1995)\(^ {48}\) write on the features, classification and motivational factors associated with tourism products in their work "Tourism Products of India".

Stephen F. Witt and Luiz Moutinho (1995)\(^ {49}\) claims "Public sector


Intervention is necessary to insure that the associated benefits of tourism are maximised and any potential problems are minimised for the benefit of the economy, society, environment as well as for long term interest of the tourism industry itself. The book also deals with tourism management, tourism marketing and analytical methods applied to tourism.

Carson L. Jenkins (1995) in his article titled "Tourism in third world development-Fact or Fiction" in the book *Tourism Management - A Global Perspective*, pointed out that "Tourism is a service industry and service depends on people. Tourism is relatively labour intensive. This is of particular importance in the developing world where employment needs are paramount".

In the introductory chapter of the book "International tourism" the authors Francois Vellas and Lionel Becherel (1995) reveal the global role of tourism as "According to WTO, annual expenditure on tourism world wide is more than 2000 billion US $ of which 324 billion is attributed to international tourism. In 1994 tourism accounted for 12 per cent of the world's GNP. It is responsible for seven per cent of global capital expenditure and employs more than 100 million people worldwide".

Satyender Singh Malik (1997) in his book "Ethical, legal and regulatory aspects of tourism business" discloses the industry standards,

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52 Malik S.S. ; Ethical, Legal & Regulatory Aspects of Tourism Business ; Rahul Publishing House, Delhi (1997).
legal environment regulatory laws for tourist hospitality services and law relating to subsidiary tourism products. He opines, "what we expect from laws and legislations regarding tourism is the optimisation of benefits of tourism to the society, reducing to the extent of negligible the bad impacts of tourism which play havoc with culture, social relations, wildlife and environment. The laws which aim to achieve sustainability in tourism and to preserve the joyful things of life for future generations to come as a legacy of our common cultural heritage, are beneficial and vital".53

Pran Nath Seth's book (1997) Successful tourism management54 is a distinguished work which contains chapters like ‘impact of tourism’, ‘planning and development of tourism’, ‘tourism and the state’ and other critical issues on tourism. An interesting aspect of these chapters is that necessary comparison is made with other tourist countries of the world and thus an overview of global tourism is illustrated. He comments further that "Destination India - a land of all seasons and for all reasons".

Bhatia A.K. (1997) in the preface of his book writes: "by the year 2005, the WTTC stated that there will be 338 million people working in tourism related fields. There were 212 million jobs in 1995 with a gross output of about $3.4 trillion. This may reach up to $7.2 trillion by the year 2005. In 1995, travel and tourism contributed about 655 billion dollars in taxes and this is likely to grow to 1.4 trillion dollars by the year 2005".55

54 Pran Nath Seth; (1997) op.cit. p.329.
Les Lumisdon (1997) in his book *Tourism marketing*\(^{56}\) discloses a circular tourism marketing environment as given below:

\[\text{Market} \rightarrow \text{Travel} \rightarrow \text{Destination} \rightarrow \text{Marketing.}\]

According to him, "Tourism marketing is the managerial process of anticipating and satisfying existing and potential visitor wants more effectively than competitive suppliers or destinations. The management of exchange is driven by profit, community gain or both; either way long-term success depends on a satisfactory interaction between customer and supplier. It also means securing environmental and societal needs as well as core consumer satisfaction. They can no longer be regarded as mutually exclusive".

Mohammed Zulfikar (1998) in his book *Introduction to Tourism and Hotel industry*\(^{57}\) makes a deep insight into the 'tourism scenario in India', 'tourism under five year plans and impacts of tourism'. Much explanation is devoted to hotel industry and current innovations in hotel industry.

Krishna R.R. and Govindaswamy M. (1998) in their article 'Marketing in Tourism'\(^{58}\) stressed tourism marketing and stated that "marketing in tourism means systematic and co-ordinated execution of business policy by tourist undertakings whether private or state owned at local, regional, national or international level to achieve the optional satisfaction of the


needs of identifiable consumer groups and in doing so to achieve an appropriate return”.

In tourism, innovation and ideas are vital for success. Allan Afuah (1998)\(^{59}\) in his book “Innovation Management - strategies, implementation and profits” mentions that “innovation is the use of new knowledge to offer a new product or service that customers want. It is invention plus commercialisation”. It again means “the obligation of ideas that are new to the adopting organisation”.


(a) There should be a cost-benefit analysis of the future projects designed to uplift tourism in North-East. Only feasible projects should be accepted.

(b) Tourism should not be considered in isolation of environmental factors and ecological balance.

(c) Marketing of tourism is possible with market research conducted by rated companies.

(d) The focal points of tourism like attraction, accommodation and transport should be simultaneously developed.


(e) Tourism fund allocated in state plan should be increased to generate additional revenue.

Mohan P. Philip (1998) in his presentation on “Kerala’s eco-tourism programmes” strongly advocates diversification in tourism. “He opined that to have commercial viability, diversification of marketable products is mandatory. Even in case of tourism products, diversification is inevitable to suit growth targets. All tourists who visit eco-tourism destinations may not be real eco-tourists. Therefore, the needs of general tourists are also to be taken care of. It may involve cultural, educational and religious aspects. Having a zoological park with all modern facilities is an innovative idea which may attract a lot of tourists. A co-ordinated effort from the part of DOT, forests and Zoo Authority of India is essential for the fulfilment of this object”.

World Travel and Tourism Council (WTTC) (1999) in its report “Travel and tourism in India- the economic impact and potential” released at its World Economic Forum held in Delhi had stated India’s potential in travel and tourism services was equally strong and that by implementing clear, cohesive policies towards this sector, some eight million jobs could be created by the year 2010”.


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63 BezBaruah M.P.; Indian Tourism - Beyond the Millennium; Gyan Publishing House, New Delhi (1999).
one of the three industries of the future". He explains the growth of tourism industry in the world and makes a comparison of it with Indian Tourism.

Relevant facts and figures are given to support his conclusion. Among the South-Asian countries, India is the leading destination with maximum earnings from tourism.

Raina A.K. (1999)⁶⁴ who conducted a post doctoral research strongly advocates Eco-tourism for sustainable tourism development. In his article, "Eco-tourism as a logical component of sustainable development requires a multi-disciplinary approach, careful planning and strict guidelines and regulations that will guarantee sustainable operation only through inter-sectoral involvement, this goal can be achieved".

Manohar Sajnani (1999) in his book "Indian Tourism Business - A Legal Perspective"⁶⁵ describes "tourism as the second largest industry in the world i.e., next to oil industry and third in India after Gem and Jewellery and garments. He further says that:

"To an economist, tourism will mean an economic activity as an industry; To an environmentalist, it means sustainable tourism with less damage to nature; To a holistic viewholder, it is an integrated field of activity; and To a social scientist it means social and cultural aspects".

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⁶⁵ Manohar Sajnani; (1999) op.cit.
Praveen Sethi (1999)\textsuperscript{66} in his book "Nature and scope of Tourism" opines that "earnings from international tourism represent an invisible export; they are the result of selling the country’s tourism product to tourists from abroad. Expenditure on tourism are the opposite. They represent an invisible import; one’s residents are buying a tourism product elsewhere". He says that there are three levels in tourism namely, (i) government organisations and institutions (ii) intermediaries and (iii) ancillary support services. Citing the case of Singapore, he says "Singapore lacks outstanding natural resources and has little in the way of heritage attraction and cultural sites. Yet it has made much and much attractions like shopping, entertainment, tours, excursions which are mostly man-made".

About the present tourism scenario in India, The Competition Success Review (2000)\textsuperscript{67} describe: "that compared to the booming tourist industry in other countries, the tourist arrivals in India is a mere dribble. We don’t want foreign tourists to swamp our country and spoil our environment and culture. But, we require a tourist policy that would help us earn a large amount of foreign exchange without destroying our ecosystem and values. India is a mini world, a microcosm where the discerning tourist can see a world in the capsule called India - its religious temples, churches and mosques older than those of Europe. The various festivals, the different climate, the monsoon, the plant life, animal life, the archaeological sites, the foot prints of history - all should make India an excellent show piece for

\textsuperscript{66} Praveen Sethi; Nature and Scope of Tourism: Rajat Publications, Delhi (1999)p.3.
any visitor. Here too, publicity is as important as basic facilities for the tourists”.

Pitamber Sharma (2001) in his presentation in the book “Tourism Towards 21st century” titled “Sustainable tourism in the Hindu-Kush Himalayas” tells about the co-ordination of participating agencies in tourism as “co-ordination and complementarity among different sectoral agencies is a must for the success of a tourism policy because tourism, in practice, is not the responsibility of a single agency but of a number of agencies”.

Tourism products are both natural and man-made where as, tourism hospitality services are entirely human contributions. By sustainability in tourism, what is meant is the existence of a tourism product to deliver lasting attraction to tourists without impairing the socio-cultural and environmental set up.

“In economic terms, 'sustainable tourism' means a process of development that is economically efficient, has positive backward and forward linkages that relieve pressure on fragile resources and allows and promotes management of resources in ways that not only consider the present needs but which can also support the needs and aspirations of future generations.

In socio-cultural terms, it means to ensure that it is compatible with the culture and values of the people that its benefits are broadly shared, and

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that it strengthens community identity, promotes wider participation in
decision-making and enhances peoples control over their own lives.

In ecological terms, it means that the level of tourism and tourist activities
have to be compatible with the maintenance and enhancement of
ecological balance, biological resources and their diversity so that the
capacity of the environment to regenerate itself is not injured".

promotion and development” illustrate eighteen contributions on tourism
representing various aspects. R.C.Dungwal in his presentation “Marketing
of tourism in India; New paradigms” says that: “India has great tourism
potential due to its unique cultural and natural attractions. The potential
has not been fully exploited and whatever attempt made in this direction
have not met the expected”. He further explores immense vistas in India for
skiing, river rafting, trekking, paragliding, water sports and wildlife tourism.

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69 Sunil Gupta and Bansal S.P. (Eds.) ; (2001) Ibid.
70 Batra G.S. and Dangwal R.C. (Eds.); Tourism Promotion and Development
New Advances ; Deep Deep Publications (P) Ltd.,