Chapter 2

AIM AND METHODOLOGY
Aim and Methodology

This chapter describes the present study, objective of the study, selection of sampling and limitation of the study as well as the methodology adopted. Brief narrations of the significance of the study have also been given. Besides comprehensive survey of the related current literature on the subject has been presented.

Introduction

Tourism has been regarded as one of the rapidly growing industries. The role of tourism in accelerating the economic development of a country has been widely recognized. It plays an important role in the economic, cultural, social and educational field and it is considered as the second largest economic activity in many countries for earning foreign exchange. Tourism is not a single industry but it is an aggregate of many components, capital investments in hotels, airways, road ways, railways, shopping centers, resorts and handicraft amounts to billions of dollars and millions of people earn their livelihood from direct and indirect employment in tourism industry.

Though tourism earning constitutes more than one fourth of India’s foreign exchange reserves, Indian is still among the last in the list of leading tourist countries in the world. An unfortunate thing causing concern is that through India is gifted with historical monuments, temples, beaches, wildlife sanctuaries and cultural traditions, has yet to become a desired destination for a large number of foreigners. If the figure of tourist arrivals in India presented as a fraction of world tourism arrivals, the percentage becomes insignificant. Exclusive of the visitors from Pakistan, Bangladesh, India’s share of international tourism in terms of
arrivals workout to only 0.56 per cent in 2007 which rose from 0.19 per cent in 1961 and 0.3 per cent in 1989. Thus India’s position is still less than 1 per cent in world tourist arrivals.

The present study

The present study concerns broadly with the overall development of tourism industry with a special focus on tourism development in backward districts. It is also concerned with the question how is it that India dose not have her fair share in the overall tourist spectrum? What it is that is lacking for, only out of every 250 tourists world wide wanting to visit India despite her enormous potential for the growth of tourism industry.

The present study also encompasses a micro problem area by choosing two backward districts in the country belonging to Rayalaseema region of Andhra Pradesh, a major constituent State of Indian union. The study is explorative in character as it seeks to make an in depth as well as extensive study of the various facets of tourism and the impact of the tourism upon national and regional development and also its efficiency in removing backwardness of a region and the various problems being faced by the tourism industry in India.

Objectives of the study

The principal objectives of the present study have been segregated into macro level and micro level as follows:

Part –A Macro level

1. To study the various definitional aspects of tourism and to describe the global tourism development scenario.
2. To study the potential of India's tourism and to probe into the trends in Indian tourism trade.

3. To identify the important problems facing the tourism industry and to make forecast of the overall future outlook for the tourism industry.

Part - B Micro level

1. To study the potential of Andhra Pradesh tourism and to probe into the trends in AP tourism.

2. To explore important tourist centers in Anantapur and Kurnool districts of the Rayalaseema region.

3. To study the role of government and other institutions in tourism development in these districts.

4. To identify the important problems that are being faced by the tourism industry in the chosen areas and offer suggestions for development of tourism industry in Anantapur and Kurnool districts.

Methodology

Selection of study area: Available literature on tourism proves that the studies relating to tourism trade and development that too on linkages with backwardness of an area are a very few. Hence is the need for the present study. However, some macro level studies were conducted which paved way to understand the problem area, notwithstanding this, there is a dearth of studies of recent origin with a cluster approach to the problem of tourism development both at macro level and micro level. Therefore, an elaborate attempt has been made through the present study to fill the gap.
The whole study has been divided into two parts such as part 'A' and part 'B'. Part A deals with study of the problem i.e., development of tourism at all India level and Andhra Pradesh (macro) and Part B pertinently deals with the chosen micro area i.e., development of backward districts in Rayalaseema, a potential tourist center but untapped to the fullest extent of its potential. Rayalaseema though one of the most important tourist destinations still remains backward in Andhra Pradesh.

**Source of the data**

The data and relevant information were collected through the primary and secondary sources which are as follows.

**Part –A**

The study in this part is basically dependent on secondary data. Therefore, the required data for this study were collected from the following sources:

1. Published literature available in the reports of world tourism organization, bulletin from the department of tourism and records of private travel agencies.
2. Papers submitted on tourism at various seminars.
3. Various reports relating to India’s tourism.
4. Secondary sources such as commercial journals, economic dailies, books, trade statistics, etc.
5. Consultations with expert and officials in the tourism development, tourism corporation, Indian Institute of Foreign Trade, Indian Institute of Travel Tourism Management (IITTM), etc.
Chapter 2  
Aim and Methodology

The information collected from first three sources pertains to the articles published in the area highlight the trends in the global as well as India’s tourism growth of tourism arrivals and earning. The information also relates to the various problems confronted by India’s tourism industry.

The consultations held with the various experts and officials at various institutes and ministries and corporations helped to arrive at important conclusions and to know the policy matters relating to India’s tourism and to examine the weaknesses, the strategies and to suggest possible solutions.

The data related to the Part ‘B’ are also collected from both primary and secondary sources. The following constitute the sources of data. They are:

Part- B

Primary sources: The data were collected in the form of responses through structured questionnaires administered among foreign and domestic tourists who visited the areas of study.

Secondary sources:

1. Published literature available with the AP Travel and Tourism Development Corporation, bulletins from the Department of Tourism, AP.

2. Various district level reports relating to tourism development of Anantapur and Kurnool districts of Rayalaseema region in AP.

3. Consultations with experts’ officials in the area.
4 Discussion with the Officials of AP Travel and tourism Development Corporation, Ministers and Government offices of Development of tourism of AP and managers of leading travel agencies.

The information collected from first two sources highlight the trends in Andhra Pradesh tourism and the flow of foreign tourist arrivals and plan allocation for the development of tourism in State as well as in Rayalaseema districts.

**Scope of the study**

Part –A of the present study confines itself to the trend and performance of India’s tourism for a decade especially from 1990s period. Where as part ‘B’ of the study pertain itself to the verification of the problem of tourism development in the identified areas.

**Selection of the sample:**

The question of sample has arisen because there is a difficulty in knowing the arrivals of the tourists and also in meeting all of them physically. Over the period of research, the researcher had to be available to contact the visiting tourists in the study area. Therefore, it is proposed to select a sample which would represent the tourists coming from different parts.

**Selection of sample in respect of Domestic Tourists:** A representative sample of 10 per cent was taken for the purpose of the study. Normally during festival seasons or on some special occasions a large number of the tourists were found to be visiting the places. It is found from the records of hotels or temple pooja
counters that around 4000 domestic tourists would be visiting on such occasions. Therefore, around 400 visitors were contacted in the study area.

**Limitations in respect of foreign national sample:** As a universal sampling is found to be not feasible pertaining to the study area in respect of foreign tourist’s, convenience sampling method was chosen for the purpose of this study. Around 75 tourists who visited the study area in a scattered manner over a period of three years could give responses.

Some foreign tourists were reluctant to participate in the study due to security reasons at Puttaparth. Time was another limiting factor. Owing to pressure of time many tourists could not participate in the study despite their interest.

**Data Analysis and Presentation**

The collected data are tabulated and presented through percentages and weighted averages. For the purpose of the analysis of the data in this study, generally the tabular analysis is adopted. Wherever necessary, percentages, ratios and growth rates are calculated to facilitate the significance or otherwise of the phenomenon in the data. Necessary graphs were used for enhancing the clarity in the presentation of the data.

**Significance of the study**

The study becomes significant when compared to earlier ones as it adopts a new approach in the from of dealing with the problem from completely a new angle i.e., by developing a linkage between the backwardness of the area and the development parameters. Studies of this kind in general, provide guidelines to the policy – markers in formulating policies of tourism industry.
The study while revealing the capabilities of Anantapur and Kurnool districts in tourism development also brings forth several weaknesses that exist in the strategy for tourism development in these districts.

The study also helps show the way in which regional imbalances can be corrected through tourism development, which in turn provides a direct stimulus for the socio-economic development of backward areas in the country. Thus, tourism becomes an economic weapon to push up the country towards prosperity and achieve balanced regional development. Tourism industry being an income generating industry with less inputs is more relevant under the present circumstances of crisis in financial resources as a result of world wide recession.

The study becomes distinct from the earlier ones as it has adopted a new approach in the form of dealing with the problem simultaneously both at macro and micro levels. The present study addresses itself to a global phenomenon i.e., tourism which has become a highly sophisticated multi disciplinary industry. The study assumes greater importance in view of the fact that tourism has become the second most important industry only after petroleum and also its emergence as one of the biggest foreign exchange earners for India. The importance of the matter can be gauged from the fact that the foreign exchange inflow from tourism is of the order of Rs.15,000 crores per annum.

Studies of this kind in general provide guidelines to the policy makers in formulating policies of tourism industry. This study emphasizes to preserve retain and enrich our world view and life, our culture, expression, heritage and in all its manifestations. The study will reveal India's capability in the field of tourism also
Chapter 2  
Aim and Methodology

brings forth several weaknesses that exist in the strategy for tourism development.

The present study gives the direction in which expansion of India's foreign exchanges is possible and the role of tourism industry as main torchbearer in this regard. Thus the study assumes further significance as tourism industry becomes paramount concern for India's economy as it is a major source of foreign exchange earnings. The study also helps showed the way not only to correct adverse trade balance but also regional imbalances by creating employment opportunities.

SURVEY LITERATURE

The literature of Tourism Development in India throws enough light on various aspects. The studies having the economic aspects as their focal point are of recent origin. While different view points on India's tourism development can be found in the form of numerous articles, books and new items, comprehensive studies with research orientation are very few. The important aspects of available literature are presented hereunder.

A review of the existing literature has revealed five types of studies. They are studies relating to: (a) historical aspect of tourism, (b) significance of tourism (c) domestic tourism (d) publicity and marketing of tourism (e) environmental and cultural aspects of tourism and (f) other studies (unclassified).

Studies relating to Some Historical Aspects of Tourism

M.W. Labarge\(^1\) observed that man's urge to venture beyond the known and familiar continued in the medieval era, but it was not until the Italian renaissance that it reassumed significant proportion. L. Turner and J. Ash\(^2\) in their study discovered that
two hundred years before Christ, privileged Greeks were traveling extensively in the Eastern Mediterranean, to Syria, Egypt and Mesopotamia. Licorish observed that well-to-do Romans traveled to Egypt and Greece, to baths, shrines, and seaside resorts. Lansing and Blood observed in their study that the cost, time, health, family, and lack of interest are the barriers to travel. P.V. Krishna Rao observed that phenomenon of development in the field of air transportation and the advents of leisure in modern life were major factors for promoting tourism.

Rothman focused in his study stated that resorts are characterized by a stable core of permanent residents exposed to immigration and out-migration of a number of temporary visitors or residents. Jafari considers tourism as contributing to the birth of an unbalanced and premature invitation of westernization and modernization. C.A. Gunn focuses on physical planning of tourism from a policy standpoint.

Studies Relating to Importance of Tourism

Donald E. Landburg observed tourism is the world's largest business, exceeding even the defense industry, manufacturing, the oil industries, and agriculture ad promotes world peace and understanding. Conference on International Travel and Tourism recognized the importance of international travel and tourism as economic and social force of major proportions in the world.

Somerset R. Waters found that tourism in its broadest sense generates spending exceeding $300 billion within the United States an amount that is about 10 per cent of the U.S. National Product. Surprisingly with less than 5 per cent of the world's population, the United States accounts for roughly 25 per cent of world spending for domestic and international travel.
The XXI United National General Assembly\textsuperscript{12} declared 1967 as the 'International Tourist Year' and resolved that tourism was a basic and most desirable human activity deserving the praise and encouragement of all people and all governments.

Hugh and Coolen Gantzer\textsuperscript{13} found that tourism was one industry which would be unaffected by the super 301 type protectionism and restrictions and citizens right to travel from the first world governments.

The study of R.N. Kaul\textsuperscript{14} provides wide coverage of the phenomenon of tourism, elucidating its economic interrelationships its position in world economics and measurements of its dimensions.

Philip English\textsuperscript{15} in his study examined the role of North-South tourism as vehicle of international development and concludes that for some developing countries tourism has tended to be an even more dynamic economic force than trade in goods.

Suchita Chopra\textsuperscript{16} in her study tried to establish measurable impacts of tourism with other inter sectoral linkages for an integrated development of tourism.

Smavoii\textsuperscript{17} found that the tourism industry is highly labour intensive and three categories of employment being generated by tourism direct, indirect and investment related employment\textsuperscript{17}

Ironside\textsuperscript{18} stated that beneficial changes occurred through tourism in terms of provisions in the country side of infrastructural facilities, additional income to farmers through leasing of land, rental sale of building, fixed and handicrafts.
B.R.S. Gupta\textsuperscript{19} emphasized multi-dimensional approach to tourism and concluded that tourism is a part of the total effort to build for the people of India for better and brighter future by strengthening international harmony and national integration.

World Tourism Organization\textsuperscript{20} observed that more than three-fourths of the benefits accruing from tourism industry were taken away by the developed countries.

A.K. Bhatta\textsuperscript{21} made a modern effort to explain the tourism phenomenon as an importance human activity of great significance. In addition to economic significance it has socio-cultural, educational and political significance as well as a mass phenomenon of an essentially social nature; tourism can no longer be viewed as fringe activity.

Gerald L. Allson\textsuperscript{22} expressed that the effects of tourism on the arts of developing regions like pottery making, weaving, embroiding, jewellary making and other crafts.

Nelson, H.H. Graburn\textsuperscript{23} observed that third world activity have consciously responded to the souvenir market and in doing so have actually improved indigenous art.

**Studies relating to Potential, Promotional and Projectional Aspects**

The study of ICTL\textsuperscript{24} made an attempt to quantity the main economic benefits of tourism with the help of population and economic census, simple surveys and through various economic models, input-output analysis techniques, etc.,
The IIPO\textsuperscript{25} study revealed the growth pattern of tourism receipts, preference and period of stay and various other factors of projections during 1981-1991.

Som N Chib\textsuperscript{26} in his study concluded that tourism unlike manufacturing industries does not consume or at any rate not substantially the scarce resources of the country. The basic resources for tourism are our temples, our mountains and beaches, our monuments, our museums, and performing arts which India possesses in abundance.

B.S. Kantawala\textsuperscript{27} analyzed India's invisible receipts and the positive role played by the travel receipts which are mainly from tourism and revealed the number of foreign tourist arrivals, per capita expenditure of foreign tourist and average length of tourists have increased with the passage of time.

Narayan Dutt\textsuperscript{28} study projects India as a 'Tourism Country' because of its colourful geographical features, the unique historical and cultural mosaic and its fascinating fauna and flora.

The study of Susheela Nair\textsuperscript{29} deals with the balanced regional tourism development by identifying hitherto untapped tourist attractions in the country.

The Administrative Staff College of India\textsuperscript{30} analyzed through its surveys, the market characteristics relating to motives/primary interests of tourist visiting India. The interests identified were history/culture, leisure, pilgrimage, business and general.

The Hotel Standards and Structure Committee\textsuperscript{31} recommended that in order to improve standards of the hotels a universally accepted system of classification based on star rating may be adopted.
The study of UNESCO\textsuperscript{32} discovered that 54 per cent of the tourists enjoyed their stay because there was such a feast of ‘beautiful creations of man buildings, temples and churches in India.

Usha Bala\textsuperscript{33} highlighted the prospects for India’s tourism concluding that the next decade (90s) belongs to India. FHRAI\textsuperscript{34} opined that the state governments should take pragmatic measures to help the hotel industry as otherwise; the largest setup by the Central Government to meet the requirements of the growing number of international tourists would not be met.

**Studies relating to Domestic Tourism**

Asha Rai\textsuperscript{35} in her study concluded that international tourism can be built up substantially only if there is a strong edifice of domestic tourism backed up by proper infrastructural facilities. Y. Subramanyam\textsuperscript{36} examined the issue of various details like the origin of tourists’ length of stay, design of facilities climatic conditions etc., to plan effectively for tourism in the country.

A study of India Statistical Institute\textsuperscript{37} found that the average expenditure per tourist was Rs. 8,008 in non packaged category and Rs. 8,155 for the packages visitors. The daily expenditure was Rs. 226.8 and Rs. 290.7 respectively. Salim Andrews\textsuperscript{38} in his study warned that unless we promote inter-state tourist traffic, the long cherished ideal of promoting national unity and integration would remain unfulfilled. Ranjan Sengupta,\textsuperscript{39} emphasized the importance of domestic tourism and suggested for providing basic amenities with cheaper rates.
Mallik\textsuperscript{40} advised to follow the French policy - where domestic tourism provided the right infrastructure and led to successful international traffic. Wilford Owen developed\textsuperscript{41} an approach to travel within a country by a system of index called ‘passenger mobility’ which is an average of the following.

- Passenger miles per capita
- Passenger car per capita
- Rail lines for 10,000 population
- Surfaced high ways per 100 square miles
- Surfaced highways per 10,000 population.

A study of World Bank\textsuperscript{42} observed that in many areas tourism development has produced great disparities in the standards of amenities provided for the visitor and for the local population. This cannot be entirely avoided, but in the long run the improvement of standards for the local population in probably a condition of successful tourism development.

**Studies Relating to Publicity and Marketing**

P.N. Seth\textsuperscript{43} focused his study on the marketing aspects of tourism. Tourist population approach is no longer instinctive approach or guess work. It is part of a complete tourist marketing plan decided by an enterprise on the organization concerned. Navika Chander\textsuperscript{44} stressed the need in his study to grapple with the more immediate task of identifying new market packages and monitoring the schemes of tourism development in different states.

Swinder S Sahni\textsuperscript{45} advised that the government has to work in the direction of changing India’s image from a nation plague with the maladies of poverty, to a nation blessed with a rich cultural and historical heritage. A study of Standard Research
Chapter 2  

Aim and Methodology

Institute found that Indian publicity was directed only towards people who had an annual income of ten thousand dollars and above in the sixties. A survey report of Pacific Area Travel Association observed that the Indian Tourist ‘product’ had several drawbacks. The major short coming was that India did not enjoy an image of a holiday country. The study of the Economist Intelligence Unit Limited concluded that the India tourist product though heavy in parts unsaleable, but was not being actively and effectively sold by the travel trade.

The report of the Indian Institute of Public Administration suggested that the setting up of a ‘National Tourist Authority’ with a ‘marketing and sales approach’ to sell the Indian Tourist Authority with a ‘marketing and sales approach’ to sell the Indian Tourist Product in the world markets and provide encouragement through vigorous incentives such as tax rebates, loans and grants etc., to travel trade and travel agencies.

E.J. Mayo and L. Jarvis discuss significant consumer behaviour concepts relevant to the travel industry.

R.W. Mc Intosh focuses on aspects of tourism marketing including segmentation, integration and promotion of tourism. D. Foster considers the type of accommodation requirements of business travelers and relates the business travel market within the tourism industry.

D. Cowell studied the services of marketing such as marketing strategy, marketing mix, market analysis and marketing research, service product planning and development. V.P. Buell focussed in his study mainly on marketing aspects of tourism. J. Frain focussed the consumer behaviour and the planning of market communication.
J.L. Crompton and C.W. Lamb discussed in their study that how marketing concepts could be utilized in the delivery of government and social services. K. Bhawani Singh examined the services of the travel trade to bring about an awareness of tourist product in the minds of prospective consumer.

Studies Relating to Environmental and Cultural aspects of Tourism

Mathieson and Wall in their studies warned that in the wake of tourist activities distinctive ecosystems – mountains, coastlines and oceanic islands – develop environmental problems specific to their characteristics. But Butler expressed in his studies that no one can overlook the fact that tourism also provides the impetus for development of facilities which in fact, improves the living conditions of the people. The physical presence of tourists in large numbers creates pressures, both on the natural and built environment resulting in social stress among the local people. Butler warned that the physical presence of tourists create problems of a purely socio-psychological character such as migration, interest in non-local affairs including gradual replacement of indigenous, language, local food and changes in leisure time utilisation.

Madhu Limaye gave a detailed account of the various socio-economic problems of tourism planning and the development ranging from environmental effects of cultural dimensions. UNEP stated that tourism development and sound environmental management should be integral concerns of national development policies. WTO Environment Committee attempted to define the relationship between tourism and the environment and formulate...
guidelines and activities to be implemented by the World Tourism Organization in future in the areas of environment.

G.D. Jud\(^64\) in his study related increase in crime rate with tourism. Tourism and its relationship with prostitution has been noted by Urbonowicz\(^65\). A.K. Biswas\(^66\) studied the requirements of environmental impact assessments, such as impact identification impact prediction and measurement, impact interpretation and evaluation and impact monitoring M.G. Devasahayam\(^67\) stressed the need to co-ordinate between the conservationists and the tour operations to develop tourism with out destruction. S. Subramanyam\(^68\) pointed out in his study tourism is not only big business but also highly competitive business. So, government should treat it as export sector and give the same advantage as other export industries. WTO\(^69\) analyzed that the protection, enhancement and improvement of the various components of man's environment are among the fundamental condition for the harmonious development of tourism.

**Studies relating to other aspects**

The development on New Tourism Policy\(^70\) gave a new sense of purpose and direction to its development and promotion to add new ethos and values to tourism and emphasized the plan of action on developing backward areas having ancient monuments natural scenery and local handicrafts.

The National Committee to Tourism\(^71\) concluded in its report that tourism today can no longer be viewed as peripheral or luxury oriented activity. The ramifications of tourism related activities reach out to many sectors of the economy.
Sarah Tillotsoi\textsuperscript{72} strongly concluded that the success of a government tourism policy should be measured not in terms of tourist numbers or revenue from tourism, but in the way it has integrated tourism into the existing communities as well as the tourists. Rai & Sanath\textsuperscript{73} concluded that international tourism has undergone a sea change it has now emerged as organized industry involving highly sophisticated and multidisciplinary skills. Rai & Sanath\textsuperscript{74} stressed the need for development of tourism in the present non-assuring environment on the balance of payments front, for, only tourism provides the bright and redeeming spot.

Rai\textsuperscript{75} and Moin Quazi\textsuperscript{76} focused in their study the several challenges facing India's tourism and stressed the need for development of infrastructural facilities. Willy Bald Pahr\textsuperscript{77} in his study emphasized the need for freedom of movement to enjoy the benefits of tourism. Ruchika\textsuperscript{78} advised in his study that the authorities 'ought to understand that tourism growth is not a luxury but a necessary pre-requisite for assuring adequate foreign exchange earnings to maintain the tempo of economic development without sacrificing the country's self-reliance.

Situ Mallik\textsuperscript{79} stressed the need to develop adventure tourism. Inder Sharma\textsuperscript{80} observed that as long as tourism is associated with elitism and not seen as a foreign exchange earner, it would not be given priority. International Union of Official Organization for Tourism Propoganda\textsuperscript{81} stressed the need for international collaboration in the field of tourism. World Tourism Conference\textsuperscript{82} declared that the conservation of historical, cultural and religious sites represents at all times and notably in time of conflict, one of the responsibilities of states. International Tourist Fair\textsuperscript{83} stressed the need to make crucial amendments in tourism policy of third world countries.
The study of Stephen F. Witt and Luiz provides wide coverage on numerous tourism marketing concepts, techniques and application areas and stress the need for tourism planning and policies. They also warned that the absence of tourism planning in a destination could lead to irreversible social, cultural and environmental damage and eventual loss of market share.

The Hotel Review and Survey Committee suggested that a permanent central committee be set up by the Department of Tourism to inspect new establishments and accord approval to existing establishments desiring to be improved. An Inter-Parliamentary Conference on Tourism resolved that particular attention should be paid by governments and parliaments to the implementation of national legislation and international legal instruments concerning tourism.

The Report of the Sarjent Committee recommended that the question of promoting and developing tourist traffic was a matter of great national importance and therefore, it deserves the whole time attention of a separate organization. The Report of Jha Committee examined the problem of tourism in depth and recommend that the public sector should assume a more active and positive role in promoting tourism. The study of United Nations Development Programmes recommended that the establishment of a single tourist authority to deal with tourism matters in India. B. Ascher examined in his article, restrictions on the international tourist trade and suggested possible approach for the future. J. Bodlender suggested in his article that governments should use to evaluate tourism investment proposals and some of the actions they should take to improve the climate for tourism investment.
Assembly Session of International Civil Aviation Organization\textsuperscript{92} resolved that for the sake of balanced growth of the world community more advanced and industrialized nations could join hands to achieve the objective of more equitable distribution of benefits for making developing countries economically strong. IITTM 2\textsuperscript{nd} workshop on Tourism legislations\textsuperscript{93} recommended that all governments should pass tourism legislation to free movement of tourists.

Himalayan Tourism Advisory Board\textsuperscript{94} examined all proposals for accommodation and could lead to integrated planning of tourism in the entire Himalayan region. SCOPE\textsuperscript{95} has recommended that the presence of the public sector in the hotel, textiles, tourism and bread manufacturing industries should be gradually eliminated by privatization stages. P. Chattopadhyay\textsuperscript{96} suggested that the India Tourism Development Corporation should be given the necessary powers to expand into different functions such as lower income segments, transport arrangements and even developing the necessary infrastructure for this purpose. Chandrika Shah\textsuperscript{97} suggested that counter-trade approach is necessary to tourism both in terms of resources and policy making to meet the financial requirements. ICRIER\textsuperscript{98} found that India had a wealth of sun lust and wanderlust categories. Therefore, Indian tourist product should address itself to such categories. P. Wilson\textsuperscript{99} analyzed in his study the various kinds of implications of tourism in India and examined its effect on Indian economy, environment for man and society.

Chamber of Commerce & Industry\textsuperscript{100} suggested that the government and tourism related agencies should enter into collaborations as in the case of the U.S.A. and Western Europe.
Ramnathan\textsuperscript{101} concludes that sky is the limit for the foreign exchange earnings from tourism and there is scope for increase national and international understanding. Radhamani\textsuperscript{102} pointed out that the tourist departments of most of the States are not able to provide proper roads, parks or even adequate public convenience. Shakuntala Jagannathan\textsuperscript{103} stressed the need to coordinate among government departments, tourism corporations the travel trade and hoteliers to set right several lacunae that exist at present in tourism industry. Shailaja Bajpai\textsuperscript{104} analyzed how the terrorist activities are caused to low tourist traffic in India. Kathy cox\textsuperscript{105} pointed out that India's vast tourism potential is still largely untapped and studied what's wrong with the selling of India. Willi Bald Pahr\textsuperscript{106} stressed for tourism education for all and the need for involving tourism administration and tourism industry in this regard.

Manish Bahl\textsuperscript{107} stressed the need to provide money changing facilities and separate immigration service centres at hotels for serving tourists. IATO\textsuperscript{108} called for introducing single point taxation and well maintained highways. Vipin Pubby\textsuperscript{109} focussed to open new tourist destinations for better understanding of the country and earning more foreign exchange.

Khanna\textsuperscript{110} stressed the need to introduce a 'tourism law' seeking to protect the interests of tourists and define the rights and responsibilities of the various sectors. Krishna Kumar\textsuperscript{111} analyzed of tourist industry in Kumaon. Tejvir Singh\textsuperscript{112} studied geographical analysis of tourist industry in Uttar Pradesh. Dilip Kumar Mitra\textsuperscript{113} examined the geographical study of the present condition and future scope of tourism in the state. Anand\textsuperscript{114} examined the reasons for the poor tourists traffic in India and paid attention on the primary problem of identification of tourist interaction from the
vast spectrum of international communication. Bhuvanesh Kumar\textsuperscript{115} studied the development of tourist industry in India since 1951.

Khanna\textsuperscript{116}, advised to make tourism 'a movement' S.K. Mistra\textsuperscript{117} emphasized that the development of facilities for beach tourism, sports tourism, adventure tourism, conferences and conventions, etc., Asha Shetty\textsuperscript{118} stressed the importance of domestic tourism and suggested to improve the infrastructural facilities, such as, availability, of free publicity, transport, accommodation at cheaper rates and sanitary facilities at all tourist places. R.K. Puri\textsuperscript{119} concluded in his study that education, training and research would indeed be cornerstones of future development for tourism.

Situ Mullick\textsuperscript{120} analyzed the possibilities to combine mountaineering and tourism. Sneh Lata Bhatia\textsuperscript{121} suggested in his study to form a Tourism Board to give licenses for foreign collaboration in hotels, and issuing import licenses and coordinates various activities for promoting tourism. Hugh and Coollen Gantzer\textsuperscript{122} advised that the Indian bureaucrats should see the active help of Universal Federation of Travel Agents Associations and enter into open dialogue with this organization of professionals to handle the swift winds of change blowing across the face of world tourism. Ram Chopra\textsuperscript{123} strongly recommended that a marketing development should be set up for the purpose of promoting tourism.

Gautam Khanna\textsuperscript{124} suggested that the Planning Commission should treat India Airlines on par with railways and to upgrade the membership status of non-IATA tour operators (who enjoy government approval) from allied to active. Lecla Venkatraman\textsuperscript{125}
focussed in his antcile on festivals of India and suggested to improve the quality of programmes for attracting many foreign tourists. 38th Convection of TAAI$^{126}$ stressed the need for providing more additional charters, more flights from more destinations, and interaction between the national airlines and travel agents. ASTA$^{127}$ projected India as Destination of the nineties.

ASSOCHAM$^{128}$ focussed the potential of tourism in the south and brought into focus lesser known destinations and highlighted places where more development is on the anvil. The conference of EPH$^{129}$ examined the inter-relationships of the environment with the adventure tour operators who perform the function of bringing growing numbers of people in search of unusual wilderness experiences. The ESCAP$^{130}$ workshop noted the shortage of qualified manpower, the low priority given to tourism education and the employer's negative attitude towards trained manpower.

Peter Agel$^{131}$ highlighted India as an ideal destination for beach tourism, and stressed the importance of promoting cultural, historical and wildlife packages as well to attract more holiday tourists, especially those coming on charters through package deals. The 4th Indo-Soviet Seminar on Tourism$^{132}$ stressed the need to appoint more Russian speaking guides and to introduce a special cadre for immigration and customs. 'YES'$^{133}$ emphasized that funding from tourism industry should be directed specifically for exploration-based education and that is linkage with tourism need to be carefully studied.

**Studies Relating to Andhra Pradesh**

R. Ravi Kumar$^{134}$ projected in his study that the prospects for tourism were brighter on the banks of the Krishna. S. Srinivas Reddy$^{135}$ pointed out in his study that with so much to offer to
visitor, Andhra Pradesh remained out of the tourist map of the country for too long. It was only in recent years that the importance of tourism was recognized in the State. Ulaganathan analyzed the problems of tourism in Andhra Pradesh. J.S. Ifthekar focussed that Andhra Pradesh attracts a mere three percent of the tourist traffic in the country and studied the possibilities to boost the 'South Square', on par with the 'Golden Triangle' of the North.

Joseph Nathan & M.A. Mannan analyzed that though Hyderabad ranks as the fifth largest city in the country, the number of starred hotels or the conventional hotels catering to the middle classes is woefully inadequate. B. Jayaprakash Reddy studied the role of travel agencies and what it means for tourism industry. K. Srinivas criticized that with so much to offer to a visitor, Andhra Pradesh remained out of the tourist map of the country for too long and tourism had along been a victim of official neglect and indifference, Ramesh N highlighted the Buddhist tourist places in Andhra Pradesh and the need to explore them for tourism purpose. FAM workshop recommended to promoting South India as destination for tourists.

Conference of Dakshin III expressed that large scale participation of private sector as catalyst, promoter, and facilitator to boost this 'smokeless industry' in South India and suggested the Central Government to correct the imbalances in allocation of funds between the states and strive for an uniform growth of tourism industry all over the South. A correspondent of Economic Times described that Andhra Pradesh as a tourist paradise and suggested that the exciting prospects that were always there but which required a new thrust are now being exploited and
meticulously planned in a quest to take the state to an exalted position on the world tourist map.

The research works on tourism relating to micro level studies that too with special reference to development of tourism at district are a very few. The important aspects of available literature are presented hercunder:

V.R. Rao\textsuperscript{145} observed that the aspect of tourism has hardly been explored, all over India. Large tour and travel operators attest to the great demand for such tours. Hugh and Cloilen Gantezer\textsuperscript{146} observed that enthused by liberalisation and the attendant prospect of India as a major player in global economics, many travel industrialists look at the country as an important tourist destination by the turn of the century. Purushottaman\textsuperscript{147} suggested that the development of tourism should be environmentally sustainable. Purushottaman\textsuperscript{148} suggested that the rapidly developing infrastructure and the facilities extended by the government to private investment in the tourism sector make these islands the tourist destination of tomorrow. Oberol\textsuperscript{147} opines that tourism has been identified as one of the most rapidly developing areas in global employment and it would be a great opportunity for developing countries like India facing employment problem. Narasimha Rao\textsuperscript{150} stated that the government has laid greater emphasis on tourism as an important factor in the economy of the country.

Krippendorf\textsuperscript{151} observed that people are becoming more determined to derive satisfaction from all areas of life and travel must provide some thing extra to attract the potential tourist away from a fulfilling job and a pleasurable home life.
Som N Chib\textsuperscript{152} observed that taking a vacation, generally twice a year, has become a way of life in industrial societies.

Martin and Mason\textsuperscript{153} observed that socio demographic changes marked by an active aging population, later marriage, two income families, childless couples and a rising population of single adults have led to substantial changes in travel and leisure demand. The over riding result of these social changes will be ever greater variety in tourist types, needs and patterns.

Rob Davidson\textsuperscript{154} stated that the main reason why the governments, local authorities and private companies are prepared to invest so much in the development and maintenance of a tourism industry is the range of economic benefits which Tourism can bring. Alan Jefferson\textsuperscript{155} and Leonard Lickorish reported that it has been estimated that tourism is now the largest single item in world trade, and for many countries a major factor in their national economy.

Somerset R. Waters\textsuperscript{156} concluded that tourism in its broadest sense generates spending exceeding $300 billion within the U.S. National Products. World Tourism Organisation\textsuperscript{157} observed that more than ¾ of the benefits accruing from tourism industry were taken away by the developed countries. Bhatia\textsuperscript{158} emphasized that besides economic significance, tourism has socio-cultural, educational and political significance.

Suhita Chopra\textsuperscript{159} in her study concluded that the distributive effects of tourism have not only been selective mainly in favour of the rich, but the urban planning measures have also proved to be incongruent with the rural set up, causing untold suffering to the poor. Suhita Chopra\textsuperscript{160} attempted to present an evolutionary model
of rural resort, having its genius in rich cultural resource and tried to establish measurable impacts of tourism with other intersectoral linkages for an integrated development of tourism. Suhita Chopra\textsuperscript{161} observed that as compared to medium and low priced hotels, high priced hotels are more labour-intensive.

Karan Singh\textsuperscript{162} stated that tourism development can become a positive factor for improving the environment if we use with intelligence and a certain amount of basic planning in the whole process. The Seminar\textsuperscript{163} on Problems and Prospects of Tourism for third world countries urged the government and tourism organizations to place the highest priority on various aspects of tourism and to introduce greater professionalism in tourism management, research, planning and national and international publicity and public relations.

Karan Singh\textsuperscript{164} concluded that tourism was ideal for absorbing the vast unemployed potential. Khoshoo\textsuperscript{165} commented that Tourism, economic development and environment have to go hand in hand, have to have a symbiotic relation. S.N. Chib\textsuperscript{166} lamented that our airports are terrible. Hugh Gantzer\textsuperscript{167} discussed the tourism problems in India and concluded that unless we maintain self-discipline, there will be no future for this industry at all. W.T.O. Environment committee\textsuperscript{168} defined the relation between tourism and the environment and formulated guidelines and activities to be implemented by the W.T.O. in future in the areas of environment.

Rob Davidson\textsuperscript{169} observed that the culture of a host population is often an important factor in attracting tourists to a particular destination. Alan Jefferson and Leonard Lickoush\textsuperscript{170}
observed that there are social, political and other important aspects of tourism apart from its economic implications. Green Wood\textsuperscript{171} observed that culture is not a static entity as all 'viable cultures are in the process of making themselves up' all the time.

Som N. Chib\textsuperscript{172} stated that Modern Tourism has definitely helped in the revival of local arts and handicrafts. The National Committee on Tourism\textsuperscript{173} concluded in its report that tourism today can no longer be viewed as peripheral or luxury-oriented activity.

**Studies relating to Andhra Pradesh:**

According to Radika Rajamani\textsuperscript{174}, Andhra Pradesh provides a delightful combination of spots for the thoughtful tourist and the pious pilgrims. Siddeswar Rao\textsuperscript{175} examined the development of tourism in Andhra Pradesh since its formation.

Ulaganathan\textsuperscript{176} probed the problems of tourism in Andhra Pradesh. J. Sanath Kumar\textsuperscript{177} in his study criticised that tourism all long had been a victim of official neglect and indifference and lamented the lack of coordination between the state and central governments regarding the development of tourism.

Laxmiah\textsuperscript{178} concluded in his study that Tourism has a good potential for growth as any other export industry. Besides it has several distinct advantages over other industries. It is not subject to protectionist measures that are increasingly being imposed by Governments on exports from developing countries.

Satyanarayana and Raghavulu\textsuperscript{179} highlighted the importance of infrastructural aspects like hotel accommodation, transport and communication facilities for the development of tourism industry and suggested more budgetary allocations for the industry.
Honnappa and Ramakrishna\textsuperscript{180} concluded in his study, Tourism is a surplus generating activity. It is a low cost business and it provides employment to the organized labour as well as unorganized labour. Unorganized labour provides fundamental services such as food, shelter, transportation, daily needs and tourist guide at the tourist centers.

Dr. Jelsy Joseph and Adalarasu\textsuperscript{181} stated that the rate of success in the tourism sector is highly influenced by the instrumentality of supporting industries, such as hotels, transportation, communication, banking or so.

Paramasivam and Sacratees\textsuperscript{182} highlighted in his study that significance of tourism in relation to its contribution to increase in income, foreign exchange earnings, employment, return on investment, conservation of resources, utilization of wastelands, increase in employment of the local people etc., foreign exchange earnings and generation of employment are of high significance for the developing countries like India facing the problem of deficit of foreign exchange and large-scale unemployment.

Amit Chakrabarty\textsuperscript{183}, find in his study tourism industry can play a vital role in Indian economy. It is a labour-intensive industry and its employment multiplier is 2.36. A large number of unemployed persons can be employed by this industry. The Government should take necessary steps for development of the industry. The Central Government and State Governments should allocate huge budgetary allocations for tourism industry.

Yatish Kumar\textsuperscript{184} dealt in his study on sustainable tourism stressing that the tourism developed. Sustainable tourism is a new concept, which says that the tourism development should meet the needs of the present without compromising the ability of future
generation to meet their needs. Tourism industry is one of the major segments of our economy, it contributes major part of foreign exchange and generates employment and helps infrastructure development.

Jaylatha\textsuperscript{185} highlighted in his study, the importance and development of tourism in the country was merely regarded as one's own private affair or one's own individual happy. Now Tourism is not only a good industry in the field of economic development but it is equally an important medium for international socio-cultural links. It is evident from the study the tourism development Hotel ITDC industry and travel agents need to develop a good network to attract travelers' interests.

Tourism plays a vital role. Tourism helps to create national integrity and it also provides employment opportunities.

Manoj Edward and Koshy\textsuperscript{186} there are many concerns related to tourism development facing the state. In the years to come tourism development needs to the more controlled that what is pursued in the last decade. The need to replace mass tourism with sustainable tourism will gain relevance in the case of Kerala due to its high density of population, the fragile natural environment and the socio-cultural fabric of the state. Tourism growth without adverse environmental impact and socio-cultural consequences should be guiding the government's agenda.

Abdul Malek and Hazbar\textsuperscript{187} the impact of tourism on local residents of Socotra Island is an extensive research topic. While tourism is regarded as an income and jobs generating activity on local and national levels, there is a consensus in the literature that the support of the host communities is essential for successful tourism development. The findings of this study reveal that tourism
in Socotra Island has been recently introduced into the community; therefore the residents did not indicate that they economically benefited from tourism.

Cyriac Mathew\textsuperscript{188} many factors help Kerala to transform itself into an important international tourist destination in India. Kovalam is an internationally famous tourist resort. The 570 km long coastline of Kerala plays a key role for international tourist attraction. Kerala is blessed with a very famous backwater system inter-connected by canals, rivers, lagoons and lakes.

Nirmalamma and Reddy\textsuperscript{189} for first time in the history of the corporation, it could get a profit of Rs.23.12 lakhs in 1993-94 and there after never looked buck. This is due to effective implementation of operational strategies. It shows an indication of healthy growth and development of the corporation.

Bheemaraj\textsuperscript{190} in India, 50 lakhs people are employed either directly or indirection in the tourism industry. The condition of tourism industry to the economy of Tiruchirappalli is importance and there is ample scope to improve performance of this sector. Tiruchirappalli has a perfect blend of culture, tradition, historical and religious significance, riverside picnic spots as well as hilltop location with scenic beauty near by.

Jelsy Joseph and Adalarasu\textsuperscript{191} the vast civilizational heritage of our country ranging from Himalayas to Kanyakumari has a lot to attract tourists.

India is poised to become a prominent tourism player as WTTC forecasts. In truth, India is way below its justified position, considering its size, population and resource. In future, partnerships would have to be developed to sustain the growth of
tourism. Tourist management leaders have to be trained to create a friendly approach among the tourists. Tourist Destinations should be maintained carefully with pleasant atmosphere to attract more tourists. An attentive 10th five-year plan, which makes note of all the obstacles and plans out a roadmap for the future betterment of Tourism industry in India, is required. It was decided in the third annual Convention of Indian Convention Promotion Bureau (ICPB) that India is to tap the huge meetings Incentives Conventions and Exhibitions (MICE) Potential to road map the aggressive tourism in the country. Let us hope that Indian Tourism will have a massive impact and will be a global leader by the year 2020.

Anil Kumar and Sudheer\textsuperscript{192} identified in his study. The study confirms that the factors like female prostitution, drug trafficking, pick pocketing and theft which were having a common awareness, were identified as major negative factors of Tourism. In addition to these, factors such as growth of unscientific massage parlors, commercialization of country culture/customs, littering, water pollution over pricing, exploitation of natural resource for Tourism, were also identified as major negative factors.

Krishna and Govindasamy\textsuperscript{193} said marketing is the management function with organizes and directs all those activities involved in assessing and converting customer purchasing power into effective demand for a specific product or service to the final customer or user so as to achieve the profit target or other objectives set by the company (British Institute of Marketing).

Revathy\textsuperscript{194} suggests with a view to encouraging high end tourism in the country, the Government has identified for developing tourism. The entry of low-cost airlines-has provided a Fillip to tourism industry. However India’s tourism industry must
concentrate on encouraging Indian citizens to holiday within the country too.

Asif Iqbal Fazill and Hussain Ashraf\textsuperscript{195} there is an immediate need to overcome the loopholes in India's tourism sector and such contributions. Conflicts between various agencies involved are to be minimized the establishment of a National Tourism Board can only overcome this lacuna.

Anil Kumar\textsuperscript{196} Found in his study, the negative factors which directly affected the tourists, three Major Factors such as over pricing, Hosts exploitation on tourists and Littering were Found to be making a high impact on the Foreign Tourists. The negative Factors affecting Foreign and domestic tourists make impact on them at varying intensity which need very urgent measures. Otherwise tourists will avoid their further visits or discourage other tourists from visiting the tourists centers. May even tend to cutting down of their period of stay in the tourist centers.

Zaveri Fredi Rusi\textsuperscript{197} the positive and the negative effect of tourism if properly studied and evaluated will help in the framing of a proper policy on tourism, it will also help in making the right decision and the timely implementation of the plans related to the tourism. The main aims is to evaluate the relative costs and benefits of tourism and to plan and implement a proper strategy.

Kanaga Anbuselvam and Namasivayam\textsuperscript{198} international tourist arrivals and International tourism receipts are the two yardsticks used to measure the tourism index in any country. Foreign tourist arrivals in terms of share in the national arrivals in encouraging there is scope for improvement matching the potential.
Ishwara\textsuperscript{199} find in his study that transport infrastructure plays a vital role in the growth of tourism. Important beaches need to be identified for development as tourist centers and basic facilities like transport, hotels, and shops around need to be developed. To develop tourism industry, tourism education awareness programmes i.e. workshops or seminars should be conducted either by the educational institutions or by the tourism department for creating awareness and importance of tourism among the auto rickshaw drivers, shop owners, hotel owners, and public at large etc.
REFERENCES:


12. See Proceedings of XXI United Nation General Assembly meeting was held at New York in 1966.


30. Foreign Tourist Survey 1976-77, Administrative Staff College of India, Hyderabad.


34. See Proceedings of 26th Annual Convection of the Federation of Hotel and Restaurant Association of India held in Bombay in 1989.


47. Proceedings, of Conference of Pacific Area Travel Association 1967.

48. The Report of Economic Intelligence Unit Limited, London (The survey sponsored by Govt. of India).


63. See Proceedings of World Tourism Organization Environment Committee held at Madrid in May 1981.


70. Tourism Policy Document of 1982, Ministry of Tourism, Govt. of India.


Aim and Methodology


76. Moin Quazi, Challenges for Indian Tourism; *The Economic Times*, June 30, 1990.


82. See Proceedings of World Tourism Confernece held in Manila in October, 1980.

83. See proceedings of the expert opinion at the 23rd International Tourist Fair, West Berlin, 1989.


86. See Proceedings of the Inter-Parliamentary Conference held at Hague from April 10-14, 1989.

88. Report of L.K. Jha Committee, Dept. of Tourism, Govt. of India.


94. See Proceedings of Himalayan Tourism Advisory Board held at Simla on November 15, 1988.


Chapter 2  

Aim and Methodology

100. See Proceedings of Chamber of Commerce & Industry reported in Facts for You, September, 1984.


102. Rdhamani, G. Failure of Tourism in India, Facts for You, September, 1986

103. Shakuntala Jagannathan, Jasmine Tours of The Sunny South, Indian Express, February 19, 1990.

104. Shailaja Bajpai, Who will visit India this Year? Indian Express, January 13, 1990.


115. Bhuvanesh Kumar, A Study of Tourist Industry in India since 1951, University of Kanpur.


128. See Proceedings of the seminar conducted by Associated Chambers of Commerce and Industry held at Madras on February 19, 1990.


130. See Proceedings of Economic and Social Commission for Asia and the Pacific Conference held at New Delhi.


133. See Proceedings of Youth Exploiting Society’s seminar on Education through Adventure Sponsored by the Ministry of civil Aviation and Tourism, held at New Delhi on 21-23 September, 1989.


141. Ramesan, N. *Buddhism in Andhra Pradesh*, Director of Tourism, Govt. of Andhra Pradesh, 1979.

142. See proceedings of Fam Workshop held at Hyderabad from 23-2th November, 1990.


152. Som N. Chib Perspective on Tourism in India (Publications Division, Ministry of Information and Broadcasting, Government of India, 1981)


162. Karan Singh, *Indian Tourism Aspects of a Great Adventure* (Department of Tourism, Govt. of India 1973, New Delhi)
163. Seminar on *Problems and Prospects of Tourism for Third World Countries* 1983, (Published by Max Muller Bhavan, New Delhi)

164. Karan Singh Problems and Prospects of Tourism (Published by Max Muller Bhavan, New Delhi, 1983)

165. Dr. T.N. Khoshoo, *Problems and Prospects of Tourism* (Published by Max Muller Bhavan, New Delhi, 1983)

166. S.N. Chib, *Problems and Prospects of Tourism* (Published by Max Muller Bhavan, New Delhi, 1983)

167. Hugh Gangtzer, *Problems and Prospects of Tourism* (Published by Max Muller Bhavan, New Delhi, 1983)


172. Som N. Chib *Perspectives on Tourism in India* (Publication division, Ministry of Information and Broadcasting, Govt. of India 1981)


188. Cyriac Mathew, Diversity a Blessing to Kerala Tourism., *Southern Economist*, July 1, 2009., vol. 48, Number 4, pp. 28, 30.


