CHAPTER 2

REVIEW OF LITERATURE
This Chapter summarizes the extensive reviews of literature for the study. The reviews are centered around three key terms
(1). Tourism Environment
(2). Resources utilization
(3). Enhancement of skills

Below studies has been source of information to collect vital information’s about the particular issues.

Batra, G., & Kaur, N. (1996) focuses on describing differences occurring between tourism and environment using environment audit method. They showed that two types of relationships exist between tourism and environment either of coexistence or of conflict.

Relationship of mutual peace and tranquility should exist within tourism and the eco-system. But, in case there is a contradictory/incompatible relationship between tourism and the eco-system it causes unwanted problems like that of visual pollution, drainage problems, of that of water as well as of air pollution, and last but not the least of ecological problem. They shared that social costs in tourism industry were much higher than any other industries but these being subtle costs are not included in financial report of the tourism industry.

Boyd and Butler (1996) in their research focused on eight parameterize. Accessibility, relationship between eco-tourism and other resources, attraction, tourism infrastructure, skill and knowledge, society, community, impression tolerance along with various types of management for the development of eco-tourism opportunity spectrum (ECOS). These eight parameters were the connecting link between decision makers and stakeholders actively involved in ecotourism management. The authors showed that ecotourism depended upon the quality of the environment and care was needed by managers to reduce negative tourism impacts on environment. The study also showed that eco-tourism development was seen in more remote areas of the world which required appropriate management and eco-tourism opportunity spectrum (ECOS) was best fitted to it.
Brohman (1996) highlights the major issues like increasing rate of crime, overcrowding, overloaded infrastructure, pollution and degradation of environmental etc. faced by the third world countries on account of tourism. He states that the third world countries achieved very fast rate of growth in tourism at the cost of socio-economic and environmental degradation. The author was of the opinion that the third world countries must follow proper tourism planning after consulting localities and tourism related investment and profits be used for the benefit of local community. The study proposes that localities must be involved actively in designing alternative tourism strategies to reduce negative impacts and increase positive effects of tourism during unfavorable circumstances.

Buhalis (1998) in his research showed thorough utility of communication medium in travel industry. Even more, it helped in increasing morale of the staff morale, effectiveness of managerial skills, productivity and profitability of tourism organizations. The research has proven that since the use of information technology in tourism sector is increasing, the success of tourism organization sand destinations in the coming years would be seen by a combination of effective administration, promotion and calculated utility of communication medium.

Gupta (1999) in this work has thoroughly praised Indian religious tourism as even though it grew for so many years but did not cause any negative environmental, cultural and social impacts. He also viewed that pilgrimage had very less burden on environment; it benefited local communities, and were seasonal as well provided economic benefits to the local community. The author recommended developing such type of modern tourism which benefited local communities without harming natural environment.

Noronha (1999) stressed through his works that tourism in Goa lead to land price rises, increasing consumption level, fast unplanned development, drug abuse and rampant prostitution arousal. Local people also felt susceptible and tainted by inappropriate behavior of the tourists. The study also showed that the profits from tourism were not used for the development of the local people in Goa. The author suggested that strategies must be articulated by the state government to manage tourism trade.
Kreiner and Kliot (2000) in their study analyzed characteristics in terms of Christian pilgrims towards religious places. They said that there were significant differences between pilgrims’ and tourists’ behavior in any religious place irrespective of the fact that both of them had three common elements like discretionary income, free time and social approvals. The paper also accentuated certain parameters like their age, their socio-economic status and their nationality were very important for studying tourists’ and pilgrims’ behavior. It is seen that the people who perceived themselves as pilgrims belonged to low social-economic group and those who belonged to high socio-economic group perceived themselves as tourists. The work concluded that although various differences were present between tourists and pilgrims but it was very difficult to bring them out.

Madan Mohan (2000) studied and evaluated the influence caused by tourism on the eco-system of Mussoorie (a hill station). It showed that disorganized and dispersed development of tourism infrastructure due to ever increasing demand for lodges, hotels and other essential basic facilities lead to the environment degradation. The authors also mentioned that the tourism industry in Mussoorie has reached its saturation point and there is a need to develop some nearby places like Dhanolti and Park Estate for the development of tourism.

Mehta and Arora (2000) in their study assessed tourism promotion activities approved by tourism ministry in Punjab. The study emphasized that the share of advertisement cost to total management expenses also decreased in the state. Furthermore, the published material of the state tourism department was imperfect, unappealing and inadequate for foreign tourists. The study suggested that the state government must adopt uniform medium of media for the promotion of tourism industry in Punjab.

Mishra (2000) in his research evaluated the growth and future of pilgrimage tourism in Brajmandal. He specified that among pilgrim places, Brajmandal was one of the highly endorsed places to visit. The study has shown that with the increased mobility of urban class, increasing number of people were coming for weekend trips in Brajmandal area. The study also highlighted the main issues related to poor infrastructure, accommodation facilities, food quality, shopping destinations, public
transport and communication faced by pilgrims in Brajmandal. It is advised that the operational measures like reformation of tourism related laws, need for systems approach in managing tourism development, interacting with tourists in a healthy manner and supportive role of NGO’s and operative measures like strategy development for tourism, formation of Brajmandal Development Board and re-establishment of Brajmandal region similar to that of Vatican City to increase the pace of pilgrimage tourism in Brajmandal.

Wilson and John (2001) in this research bring out the significance of the development of rural tourism. Especially how it can be used as a medium for the financial development of localities. The authors observed that rural tourism could be developed easily with active participation from the local government and the people. They named several factors like tourism package, leadership, local governments support, funds, strategic planning, coordination between local people, and technological assistance for tourism promotion etc. which were required for rural tourism development. They also viewed that rural tourism provided income and employment opportunities to local people in rural areas having unutilized huge natural resources.

Cheerath (2002) in his research established that the major reason for foreign tourists’ attraction towards Kerala was Ayurveda. Study discovered different types of Ayurvedic treatment techniques which are used traditionally for the treatment of both domestic and foreign tourists. Foreign tourists also show interest of learning the art by joining short term courses of Ayurveda treatment in Kerala hence they were able to run parlors abroad. The research suggests that suitable tourism policies must be devised by Kerala government to prevent activities like those where untrained professionals risk the health of the tourists.

Biju (2002) through his work made an endeavor to explain evolution of global tourism. He maintained that the major reason behind incredible growth of travel industry was appearance of railways, shipping, motor car and airplane. Introduction to paid holidays and mass tourism concept also developed optimistic travel habits among the people. Additionally, due to the growth of information technology people could travel to far off places which were almost out-of-the-way few decades ago. The
research concluded that the progress made in transport and communication systems were the major reasons behind rapid growth of tourism globally.

Caprihan and Sivakumar (2002) in their research article observed that tourists’ decision globally were negatively influenced by adverse conditions like terrorist attacks, war, sudden epidemics and natural calamities etc. It demonstrates that the Indian government adopted various measures like subsidies, tax breaks, and shifts in marketing strategies and improved advertising to minimize negative impact of such unfavorable circumstances. However, India adopted age old tourism strategies those targeting only two countries U.K. and USA. The authors highlight on the approval of novel and personalized tourism strategies by Indian government.

Singh (2002) in his research gave a concise summary of tourism policy in India. The author highlighted that long-established tourism policies in India were neither sophisticated nor suitably executed. Further, these policies were domestic tourism oriented rather than international tourism oriented. The study revealed that India had huge potential to develop tourism but the absence of suitable process of policy formulation and implementation seemed to be the main obstacle in tourism development.

Singh (2002) in his research highlights the need for handling the impact of tourist and pilgrim mobility in the Indian Himalayas. The objective of this paper was to decrease ecological degradation and loss of cultural values in Garhwal Himalayas with the help of management of tourists. The paper studies heavy traffic of pilgrims and tourists during the peak season from April to June lead to problems relating to lodging, catering, sewage, sanitation, water supply, tariff and environmental scarcity. A strange phenomenon was seen that at religious places, businessmen did not differentiate between pilgrims and tourists. Thus, they ignore the needs and capacities to pay for stay and food. The study shows the need for clear travel instructions, educating the visitors of the necessary do’s and don’t, suggesting alternative destinations as well as checking the targeted market remove the problems related to mass tourism and pilgrimage in Garhwal.
Bansal and Gautama (2003) in their research defined the role of heritage tourism in Himachal Pradesh. They specified that globally 37 percent of tourism was cultural motivated and its growth rate was 15 percent every year. They measured that Himachal Pradesh had large number of heritage sites with the status of first heritage village of India. The also stressed on the four types of heritage tourism products seen inimical Pradesh namely natural, manmade but not for tourists, manmade and built to attract visitors and lastly special events. The authors designated that lack of sufficient resources, lack of proficiency, lack of ready product, and minimal marketing were the main issues affecting heritage tourism in Himachal Pradesh. They suggested the introduction of entrance fees from tourists visiting heritage centers and to separate heritage management board to preserve and promote the heritage sites.

Bar and Hatab (2003) in their study observed the present-day condition of tourism in Palestine by linking unique features of modern day tourism and traditional pilgrimage tourism. They identified that tourism and pilgrimage tourism stood at opposite ends of a gamut with wide range of journey within these two ends. They emphasized on five factors i.e. reasons, length, religious affiliation and social background, travelers’ reaction and services utilized by tourists which differentiated pilgrims from tourists. The writers showed that the main motive behind modern tourists’ travelling was social curiosity, education and desire to improve themselves. In spite of this pilgrims chose to visit holy sites only during religious festivals. The study established that while pilgrims mostly visited only religious places the modern tourists visited the holy places and secular places equally.

Batra (2003) in his paper mapped different Buddhist pilgrimage sites in India. He specified that these pilgrimage sites had their status at the international level. The expert viewed that India had incredible prospectus for fascinating a massive amount of tourists from Distant East and South-East Asia but due to lack infrastructure facilities and insufficient marketing efforts on the part of both the central and state government the development of Buddhist tourism in India was very slow.

Biju (2003) in this research identified that eco-tourism was both environment based and biologically sustainable. It involved lowest impact on environment as it requires very few infrastructure facilities and services compared with traditional tourism. Eco-
tourism was identified three main elements like natural environment, environment friendly visitors and active involvement of localities. On the other hand, ecotourism activities increase an unnecessary pressure on natural resources globally which are essentially appropriate for environmental planning and management of natural areas for ecotourism sustainability.

Bleie (2003) in his work conversed about pilgrimage tourism in central Himalayas with the help of Manakamana temple in Nepal. Author put emphasis on that traditional ways of pilgrimage added to a strong religious belief towards any religious place. Conversely, present scenario of pilgrimage tourism was changing due to frequent use of modern machine-driven transport. The author also assessed localities perception about socio-cultural, economical and environmental risk associated with modern mechanical transport. He noticed that social dimensions must be measured while substituting modern means of transport with traditional path. The research recommended that pilgrimage tourism must be built on principles of sustainable tourism to overcome any risk of commercialization, or adverse effect on culture or on local development.

George (2003) in this study termed various important employment as associated with tourism like tourist destination development, long term planning, infrastructure facilities management, its marketing and publicity, public awareness and local community involvement etc. The writer stressed that tourism involved too many stakeholders together they provide hospitality services to visitors. He stressed on the need for master plan with long-term vision together with development of basic tourism facilities like roads, railways, airport, skyway, drainage, setting norms and formulating tourism laws for improvement of tourism. The writer also suggested a management committee for strategic planning of tourism administration function.

Poria and Airely (2003) in this research the authors studied the effect of religion and religiosity on tourism industry. They saw that religion had a direct impression on tourists’ consumption habits and their preference to choose any destination. The study stressed that the tourists’ preference to visit a particular site was directly relevant upon their religion and their strength of religious belief. Furthermore, different religious places signify different things with different meanings to different tourists
and these different meanings determined the behavioral design of tourists towards particular religious places.

Singh (2003) in his research assessed the correlation between travel and different aspects of societal structure with the help of a relationship between India and United States. The study stressed various similarities like complex societies, democracies and system strata between India and United States. To know the behavioral pattern of people towards travel he also explained differences on the basis of population, area and societal development between the two cultures. Travel associated choices by the Indian middle class were directly motivated by religious thought. Nevertheless, travel associated decisions by the American middle class were influenced by vacation time and money. The study determined that enormous changes between societal structures of India and United States started various sorts of tourism forms i.e. pilgrimage tourism (focusing on visiting places of religious importance) in India and secular tourism in United States.

Bahuguna (2004) in her paper studied to assess progress of tourism industry in India using the 10th Five Year Plan as a tool. She emphasized that tenth plan measured enhancing India’s competitiveness as tourist site. Furthermore, tourism study showed that the segment of India in world tourism was immobile with only 0.38 per cent. Moreover, in case of national tourism India had significant share of 4.3 per cent globally. She committed that India had vast potential for different types of tourism like ecotourism, health tourism, pilgrimage tourism and health tourism which is carried on with proper planning.

Caprihan and Shivakumar (2004) the paper emphasized on mainly four features of eco-tourism namely conservation, supportiveness, active involvement and empowerment to provide more employment opportunities to localities. The authors observed that India had vast prospective for ecotourism development but proper planning required for protection of natural resources was necessitated. Additionally only few Indian states have announced tourism policy for the development of eco-tourism. They underlined the issue of mis-management at national parks and sanctuaries which required a well defined eco-tourism policy and states’ strong willingness to preserve the environment.
Kolas (2004) studied the development of ethics and religious tourism in Shangri-La. It discovered that the progress of tourism in this area provided income to the local community. Author also emphasized that China renamed Zhongdian County as Shangri-La and endorsed this place as per notions of Tibetan religious identity. The study established that similar tactics could convert an unfavorable tourist destination into a favorable one.

Kumar and Chandersekar (2004) in their research stressed that tourism has tremendous possibilities of earning foreign exchange and contributing towards nation’s financial development. Catering to the need of tourism industry, many more hotels, resorts, recreation facilities, transportation amenities another auxiliary services were required. This unexpected development of tourism infrastructure lead to several problems like crowding, overpopulation and pollution etc. Authors have proposed a tourism management plan including standard for resort development, style and structural location, planning for sewage and conservation of open spaces to be implemented by every country for justifiable development of tourism industry.

National Council for Applied Economic Research Report (2004) showed that religious tourism developed as prosperous market in India. The report emphasized that in contrast to 28 per cent share of leisure tour packages, the no. of religious trips was much more with 50 per cent share. It also underlined that more than 22 million of devotees visit every year. More than 17 million and 16 million devotees come to seek the blessings of Lord Venkatesh, Jaganath and Goddess at Himachal Pradesh. The devotees of the Enlightened One are not only present in the country as the wings of this religion spreads across the globe. Since our country is the birthplace of the enlightened one it attracts devotees from different places of the world. The report concluded that India had great prospective of religious tourism and therefore Confederation of Indian Industry had recommended the government to identify 25 domestic tourist sites and spend upto Rs. 22 million at each site for organization development.

Rana (2004) in his paper behavioral viewpoint of pilgrims and tourists in Banars (Kashi). Inspection of tourists’ purpose of visit, lodging used, media of information,
tourist attractions, mode of transportation, expenses, overall impression, symbolic meaning of Kashi and sound scape and smell scope in Banars. Author found that the tourists faced several issues for e.g. lack of parking lot, non-availability of lodging, lack of substantial marketing material and dependable map while visiting Kashi. The study recommended that to explain the problems of both domestic and international tourists and to preserve the cultural heritage and artistic values in Banaras proper plans and policy must be articulated by both the state and central government.

Singh (2004) in this paper studied the pilgrimage tourism in Indian Himalayas and emphasized different types of tourism like pilgrimage, adventure, wild life, eco-tourism and leisure tourism offered in modern developed Himalayas. He endorsed that a well planned tourism development method must be adopted by Himalayan states because their profits was largely dependent upon travel and tourism.

Singh and Mishra (2004) in their study social, economic and environmentally friendly dimensions of tourism in Manali. They witnessed a substantial increase of 270 per cent in tourist arrivals in Manali from last three decades. Authors publicized that Manali was experiencing co-friendly complications like acute scarcity of water, congested roads, heavy traffic, unnecessary garbage, unintended growth and illegal structures and hygiene problems. They also inspected several variables like tourist season, expenditure pattern, tourism taxes, accommodation, transport and carrying capacity of town which were essential for tourism industry in Manali. Besides this they recommended different short and long term strategies for lodging, transport, water, sewage, energy and finance. The paper suggested that careful steps must be taken by the state government to avoid crowded tourism and create healthy eco-tourism in Manali.

Srinivasan and Nath (2004) in their paper studied the role of information technology for development of tourism industry in India. The authors stated that only Kerala was making use of information technology in tourism. The researchers were anxious on mainly three essentials of tourism industry are service providers, agencies of tourism and tourists which required an adequate information system. Furthermore they offered an assimilated tourism information system model to facilitate most of the purposes of all the three essentials of tourism industry. The authors also stressed the significance
of integrated tourism information system in hotel industry, travel industry and handicraft industry. The study suggested that India must accept modern information technology practices for tourism to sustain in both domestic and international market.

Woodward (2004) in his study attempted to represent religious sites as an important source of income for many countries. He pronounced that income generated by religious places could be used for renovation and conservation of those particular sites and other religious places. The paper emphasized that world famous most religious sites were not able to accommodate large number of visitors at one time which lead to several accidental damages, noise pollution, overpopulation, mugging incidents and parking lot problems. He wanted detached planning for those who visit for religious purpose and for those who visit only as sightseers.

Anbalagan, Selvam and Amudha (2005) in their paper stressed on importance of tourism for job generation. India falls to be third largest in tourism service industry. The other sectors being that of readymade apparels and gems/jewelry. Authors recommended five point strategy namely very strong sustained policies, involvement of private sector, aviation of liberalization, and investment inhuman resource development to achieve persistent growth rate in tourism industry in India.

Murgan (2005) in his paper stressed that the main reason for outburst of domestic tourism in India was its world famous pilgrimage sites. Additionally, till 1980 North India dominated the Indian tourism industry with 70 per cent market share but now it dropped to 49 per cent. He also viewed that the main motive behind this declining trend was more dedicated tourism development in the Southern region. The author highlighted that Indian tourism industry was facing several challenges like scarcity of hotel rooms, high taxes, sick aviation policies and unnecessary delay in visa etc.

Dixit (2005) in his research thoroughly examined tourism pattern in Uttarakhand region. He emphasized that Uttarakhand provided religious tourists, pleasure tourists, and adventure and nature lovers everyone a reason to visit. Additionally these tourists had different patterns of behavior related to food, transport and lodging. Study brought out the facts that adventure tourism was the fastest growing sector in Uttarakhand as compared to religious tourism. Likewise, Seasonality was seen in
religious tourism in Uttarakhand. The author suggested that tourism related to yoga, adventure and meditation could help in overcoming seasonality syndrome of Uttarakhand. He also emphasized a close coordination of public, private and local government for expanding tourists’ season in Uttarakhand.

Rao and Sikha (2005) through their work highlighted Bollywood as an operative tool for promotion of Indian tourism industry worldwide. They stressed that Bollywood produces 27 per cent of total global film production and the actual reach of Bollywood was 188 million audiences in Indian subcontinent, 20 million Non-Residential Indians, and large number of non-Indians in other countries. Additionally, different countries summoned Indian film industry for film shooting at their country location because it generated revenue as well as employment for local communities. The study suggested that India should also present itself as favorable destination for film shooting.

Sarathy (2006) in this paper gave a summary of religious tourism namely faith of Hindus, Buddhist, Muslims, Christians, Sikhs and Jain. He categorized religious tourism at various levels like international, national and regional. He discovered that pilgrimage peak during the religious festivals and people visited the sites of their faith in groups. Author also established Hinduism as third largest followed faith amongst the world’s religions and has large number of religious places. Kumbh Mela was described as the largest religious gathering at a single place in the world.

Singh (2006) in her research stressed on pilgrimage tourism in Indian Himalayas with four aspects of tourism namely travel, strangers, leisure and secularity. The author was of the opinion that increasing number of pilgrims and tourists in Indian Himalayas was accountable for several problems like overpopulation, jamming, movement and ecological pollution. The researcher recommended that education and awareness building programs could directly help in increasing the consciousness level of both pilgrims and tourists regarding pollution free environment in Himalayas.

Sud (2006) researched on external tourism and how it positively impacts the Indian economy. India has huge potential for tourism but problems like shortage of airline seats, unavailability of rooms in hotels, and lack of professional proficiency to handle
tourists hampers foreign tourists in choosing India as tourist destination. Furthermore, tour operators overseas deter from even talking about India because of poor conditions of the infrastructure facilities. The paper also emphasized that though India had insufficient tourism infrastructure up till now foreign tourists still like to visit India because of its rich culture. These foreign tourists directly aided the financial status of the remote interior areas as they accommodate the lodging and boarding at the vicinity of the tourist destination.

Dasgupta, Mondal and Basu (2006) through their paper reviewed to evaluate the influence of pilgrimage tourism at Ganga Sagar. They observed that in India people travelled large number of pilgrimage places to earn virtue. During Makar Sankranti a holy dip at Ganga Sagar earned much of virtue which one could earn by visiting all the pilgrim centres throughout life. The study stressed that pilgrimage tourism in Ganga Sagar opened several sources of revenue and supported several new occupations like local tea stalls, hotels/lodges, minivans, auto drivers and STD phone booths etc. Nevertheless, it did impact the social-cultural life through immoral activities by tourists. The study established that though pilgrimage tourism affected negatively at GangaSagar, the overall impact of tourism in Ganga Sagar was positive and provided a large number of economical and developmental benefits to the local people.

Kumar (2007) studied to evaluate impact of Tsunami on beach tourism. He discovered surprising figures that about 3 lac people were killed due to Tsunami in 12 countries. Additionally, most of the survivors suffered from numerous psychological problems. Cyclones, floods, Tsunami and earthquakes adversely affected beach tourism both in the developed and developing countries. The study recommended several measures like setting up of advance warning system, coastal zone management, community awareness and disaster training programmes to reduce the impact of Tsunami.

Motiram (2007) described how globalization has affected the mass tourism in India especially Beach Tourism, Mountain Tourism and Religious Tourism. The paper focused that due to globalization the tourism industry should generate more employment avenues, and more foreign exchange earnings. Moreover, it eased
infrastructure development in the country. The author proposed that India must set-up tourism infrastructure to attract international tourists in large numbers.

Rishi and Giridhar (2007) SWOT analyzed tourism industry at Himachal Pradesh. It emphasized the distinctive natural offerings of Himachal Pradesh which it could not be cashed due to lack of various facilities like food, transportation, water and accommodation etc. The researcher observed that to encourage tourism potential it was necessary to analyse the needs of the tourists, their perceptions, tourists preferences and satisfaction level of tourists. The study established that Himachal Pradesh had vast potential of attracting one of the world’s destinations as long as they developed the infrastructure facilities and endorsed its contributions suitably.

Patnaik (2007) in his paper emphasized that Shree Jagannath Dham was among the 1000 most preferred destinations visited by pilgrims seeking salvation and have second place in case of religious tourism in India. Additionally, he discovered that the birth place of goddess Laxmi - Mahodadhi was another important place in Puri which attracted both foreign and domestic tourists and they take holy bath or dip at this place during GangaSagar Mela. The author recommended that religious places in India attract millions of devotees annually and tap the tourism prospects, suitable policies for religious tourism must be framed and executed.

Singh (2007) in his study analyzed Buddhist tourism its scope and development in India. He focused mainly in four Buddhist pilgrimage places in India having their significance at both national also international level. The study also showed that different sites like Sri Lanka, Myanmar and South-East Asia claimed that Buddha also visited these sites. Additionally, these countries have developed themselves as Buddhist pilgrimage centres mainly to attract foreign tourism. The author pronounced that to survive in such a competitive market and to be able attract more tourists, India must adopt suitable tourism planning and its apt strategies.

Winter (2007) in his study argued the current situation of tourism in Asia. It emphasized that within a decade Asia will be one of the fastest growing global tourist population. In spite of this very little consideration was given to Asian tourists in Asian countries. The author emphasized that the Asian countries mostly under attack
by Western countries for tourism and put into words tourism policies accordingly. Furthermore, they disregarded the needs of Asian tourists. The study optional that a balanced approach which measured both Asian and Western tourists equally must be adopted by Asian countries while formulating tourism policy.

Chadha and Singh (2008) studied the needs as well as expectations of religious tourists in the state of Punjab. The study emphasized the problems of pilgrims related to transport, lodging, food, shopping and the hospitality offered. The scholars found that railways and airways dominated all other forms of travel. They showed that most of the pilgrims liked to stay near sacred places because of convenience factor. It was also experienced that problems faced like that of price discrimination in some products, scarcity of parking space and unsuitable signboards required instantaneous attention. The study determined that a combined approach by the Punjab Government and the State Tourism Department must be implemented to recognize tourist tours and to develop tour packages to attract more tourists to the state of Punjab.

Libison and Muralledharan (2008) studied the economical gains of pilgrimage tourism in Subrimala to the localities. The paper emphasizes that the number of pilgrims stayed Subrimala temple was almost equivalent to the population of Kerala state. The author discovered that during pilgrimage season, economic activities including minor trade, lodge and dormitory facilities, food and tea shops, transport etc. took place in Subrimala provides number of socio-economic benefit to the region. During pilgrimage season, the standard of living of families of localities based on food eating habits, their clothing and their saving pattern improved. The author recommended that a development committee including officials from Gram Panchayat and local people must be formed for development of long as well as short term plans to gain maximum benefits from pilgrimage season.

Sinha (2008) in his study made an effort to assess the influence of religious tourism on Gir National Park. The study focused to generate consciousness about visitors’ need management in protected areas like Gir National Park. Author discovered that religious tourists in large number and wildlife tourists who visited the region lead to complications like overcrowding, of non-biodegradable garbage and human waste elimination etc. They also emphasized the conflicts in river system due to washing of
clothes, utensils and vehicles by the pilgrims. The researcher recommended that efforts should be made to protect the plant life and wildlife in Gir forests by resounding the temple authorities and by enlightening the pilgrims regarding the abovementioned aspects.

Wichasin (2008) in his study demonstrated the relationship between pilgrimage and tourism with respect to Stupa worship. He focused that pilgrimage included three essential phases i.e. journey to the sacred places, routine of ritual performances and finally returning home with sense of restoration. Moreover, tourism shared similarity with the pilgrimage but over and above included sightseeing, travelling and visiting different sites.

Cooper C. (1999) in his research study chalked a certain highlights of this industry. He emphasized theories and models to gauge tourist demands. He also lay stress on financial, ecological and social as well as ethical influence on growth of travel industry. The author highpoints problems appropriate to the forthcoming of growth of travel.

Chawla (2003) accentuated the features imperative for the tourism industry, how it adds to the national amalgamation and creates pleasant societal and ethnic situation. Advancement in the field of fine art, craftsmanship, ethos and proceeds around prosperity and progress which is maintainable. The modern era is the era influenced by the advance communication systems and plays a crucial role in shaping tourism too. The author speaks of the various facets and experiments in the modern era seen in tourism.

Sharma (2000) attempts to study the fundamentals of strategy responsible for the growth of travel industry. It supplies engineers, organizers with the fact planner of the future of tourism industry. He positions the model of tourism planning, its methods, their procedures and their philosophies related to different intensities. The author focuses over combined methodology along with incremental increase in quality of tourism services and effective management of tourism. The author gives of the culture and environment and how it attracts tourist to the location. Emphasizing on the service parameter which plays a vital role for the growth of travel industry in the
particular destination. The author brings forward several plans. Launching innovative
techniques and chalking out different ideas. It is important from the point of view of
carrying out tourism for a long period of time. In addition to this the author endorses
some assumptions features responsible for the growth of travel industry.

Kandari (2004) noted that for sustainable development of tourism planning and
assessment are the essentials. He highlighted on the challenges responsible for the
growth of travel industry. His study was primarily on the financial issues, ecological
and cultural issues. He also mentioned the objectives and the methodologies for active
and efficient travel programs. He also focused on the important features responsible
for the ability and the contribution of the local residents the author mentions that the
growth of remote interior areas have a severe impact of travel industry.

Khan (2005) deals with couple of important areas of recent segments his book deals
with the two important areas of present segments of current day financial status which
are hotel industry along with tourism. The tourists are the customers to the hotel and
tourism industry. Hence they need to be revered and provided the best and only the
best. IT also known as information technology is a platform to fulfill many demands
and make life easier for the tourism industry.

Manish Ratti (2007) in his study contracts with the tourism industry also offers a
numerous job predictions to the localities, its contrary consequence on the visitors
preferred locations; His study focusses on dynamic strategy on tourism forecasting
and administration.

Pathania (2008) concentrated on all features connected to the travel and tourism
industry and out-of-doors recreations as resources established are advantageous for
the expansion of any traveler destination in India.

Khan (2009) in his work highlighted on hypothetical background of tourism
development such as indispensable characteristics, its significant structures and
various establishments.
The author highlights the contribution of the institutions engaged in the business of tourism at global and domestic platform. For the development and advancement of the industry.

He detailed the source of tourism, categories of procedures of excursion, group of social establishments, different postulates of erroneous liability, correlation between travel and hospitality industry. The basic features of reservation at national and international level the status of reservation of airlines, railways, waterways and terrestrial transport for movement.

Potdar (2003) in her research reveals how tourism is a real wealth. India and its shining and wavey beaches, the picturesque beauty, its historic memorials, the shrines and churches, the local folk talents, its skills, its flora and fauna, and the lifestyle of localities being assets freely accessible for ideal tourism in the Southern part of the Konkan. Accordingly at present there is incredible scope for tourism development in South Konkan of Maharashtra. The author financial and social as well as cultural impression of tourism on localities by bearing in mind the previous study in the region. In her exploration effort, she rationalised on some problems and recommended counteractive procedures aimed at improvement of the industry in Southern Konkan of Maharashtra.

Nikam (2003), endeavored to comprehend the tourism development by bearing in mind his research work and deduced the forthcoming as well as the likelihoods in this field of plan making at dissimilar locations in the district. Sharing one of the most valued recommendations with regard to industry advancement at Nashik (A district of Maharashtra).

Becken, S. (2005) scrutinized alteration of weather conditions at Fuji and its effect on visitors of the resorts based in Fuji and their prospective to reduce climatic changes through declines in carbon dioxide emissions. Three sources i.e. stakeholders, visitor operators’ interviews, and an accommodation survey. The stakeholders’ opinion in form of easy transcripts were jotted. The non-governmental interviews were directed at the resorts. Schedules administrated aimed to boost or approve knowledge expanded in the accommodation survey. The interviews answered the operators’ attitudes towards climate change, reworking, and mitigation measures currently in
place. The questions were drafted to extract the material on the utility of energy and the impact on weather due to human activities. The research was backed-up by the administrative authorities of energy and MOT.

Bigano (2008) has revealed in his studies the co-relation between the climatic conditions, topography of location and its effects on the migration of the people. He also highlights the financial status of different locations facing different environmental conditions. It also studies the economic assessment and accentuates the initial shocks generated by economic modifications, substantial drivers of the final result.

Burgh (2009) this paper establishes long-term trend of the coastal system. This study links human impacts to natural coastal dynamics in time and space. In this concern the paper pooled the use of numerical representations and strati-graphic information for valuing sediment budget for predicting coastal development for the supportable coastal zone management. The paper stressed the social and natural constituents of sustainable cohesive coastal zone management.

Chan, W.W. and L.M. Mak, Y.M. (2008) the main objectives of this study was to analyze the amount of energy saved, assess the reduction in emissions and appraise the investment in the use of solar control film for hotels. The paper examines show to save solar energy in the fast growing hotel sector. The study conducted in a subtropical summer climate, in monsoonal humidity and with cool winters and plentiful rainfall. The authors discovered that given the rapid tourism and hotel development, this study could have wide implications for energy saving and sustainable development.

Coombes and W.L. Southerland (2008) highlights the implications of biodiversity on tourism due to climate change. The climate change influences on tourism will intensify due to weakening of coastal undergrowth and disruption of nested birds. This study discoveries that significant levels of plant life and diversity are likely to decline; even though only by a small amount, if future tourist numbers increase due to warmer and drier weather conditions.
Daniel, S., J. Dawson and B. Jones (2008) in their paper study the objective which is to provide a broad viewpoint on the possible exposure of the Northeast winter recreation and tourism sector to climate change by investigating whether are liable snow recreation product remained feasible under a range of climate change situations. It examined the susceptibility of the two largest winter recreation industries, snowmobiling and alpine skiing, in four climate change scenarios in the twenty-first century. The study focused only on the supply side impacts of climate change and the suggestions for winter recreation.

De Freitas, C. R. (2003) this paper reviewed the present state of knowledge on tourism climatology and explores areas and priorities for future research. It recommends that a fundamental “driver” of tourism climatology is knowing and evaluating of ecological information for business planning and decision-making in the leisure and tourism industry. This paper discovers the distinction between the impression of climate on tourists and tourism industry, setting benchmark to tourism climate assessment.

Dr. D M. K. Patel (2006) in his book titled ‘HRD Practices in Service Industry’. A book published in 2006 attempts to focus and covered the area of HRM (HRP, Recruitment, Placement, Employee Training, and Performance Evaluation) in tourism as well as hotels in India. The researcher has identifies hotels and government of tourism offices for the study. The author concluded that this industry needs proper HRP, the recruitment system does not attract large number of candidates, placement system is not well, training programs work well then other system, performance appraisal system needs more importance.

Bhardwaj, and Mishra (2002), the study focuses on the power of humans and insistence of crafting a learning organization through growth of organizational proficiencies all the time, makes out a strong case for the appraisal of HRD climate in organizations. Numerous studies disclose that the HRD climate gives to the organization’s overall health and self-reviewing capabilities which increase the capabilities of individual, of dyads, of team and of the entire organizations. Authors conducted a study on the existence of good HRD climate in the organization. The
managers generally showed a favorable attitude towards HRD policies and practices of the organization.

Atul Srivastava (2010) attempts to study how economic globalization, readily available markets, traffic its development and advancements in information and other technologies have all caused an increase in the number of tourist, business thus deeply inducing the alterations of hotel business. One of the most important characteristic of business transactions in hotel is included in business incorporations and connections as well as regional expansion. High concentration of housing capacities in certain parts of the world force hotel chains to explore new destinations for their expansion and regional expansion.

Rao, T.V. (1982) conducted a systematic study of the human resource development practices which are used in the Indian industries. The research study disclosed that only a trifle number about 17 out of 53 companies had written policy engaged/focused on human resource development. Human resource development hence appeared to becoming an important asset in aspect of work life in many organizations.

Rao, P. Punna and Reddy M. Sudarshan (2001) declared in their study revealed the prominence of Human Resource Development for Agricultural science division. They comprehended the requirement for fresh look at the purpose to shape the capacity and competence for Human Resource Development in the emerging areas.

Agarwal, (2004) studied how to integrate new visions from human resource management and behavioral disciplines into traditional theories. In order to create this supplementary thought-provoking, the author has applied the concept of dividing the book contents into small units. Efforts have been taken to stress empirically to the applied difficulties.

S.K. Singh in his study covered aspects like Operation in Hotel Management, Hotel Management and Advertising, Hotel Food and Beverage Facilities, Housekeeping Operations, Housekeeping and Homeland Security, Hotel Administration. Demand for trained manpower in this industry is huge. Star hotels required trained staff for its departments. Being a service industry, the right attitude is most important in a hotel.
The employees must have an outward-bound and agreeable personality, volume for hard work and a penchant for intermingling with people. The ability to keep the circumstances under control during any disaster, punishment, promise and keenness is a must.

Prasad, L.M. (2003) thorough his work highlights on the development and training of human resources of the organization. He speaks of the various expansions which have taken place in the field in keeping with the context. He attempts to re-count how these progresses are relevant to Indian Companies. He integrates the HRM being charted by the leading Indian Companies in their specific arenas.

Ravindra Verma (2010) studied the hotel industry in terms of service quality, as an extremely individual class, crucial to the satisfaction of the client. It is therefore imperious for managers in hotel industry to apply the servqual model for the measurement of service quality in their own hotel company, in order to satisfy the expectations of the guests and ensuring a position in growing global tourist market. The result of the quantitative presentation of servqual instrument shows that this model provides managers useful information for the assessment of expectations and perception of hotel guests, aiming to learn about gaps in individual service quality dimensions. This article clarifies the servqual model as not only provider to the managers with a clear picture of the quality of the provided service, but also helps in discovering the needs, as well as expectations of the guests. It can be said that it helps managers in setting the standards for the provision of services in the hospitality industry.

G. Raveendrant states significance of confirming high standards of quality and competence in tourism services to develop international tourism as well recognized. It is particularly important in case of developing countries proposing to promote tourism as a tool for economic development. It can, however, be achieved only by introducing detailed measures for human resource development in various segments of the tourism industry.

Elsevier (2007) reviews the tourism and hospitality industries by observing the specific employment practices of these businesses, example how to be able to manage
tour representatives or other workers in the flight carrier industry. It broadly reviews
the sign of HRM practice within the tourism and hospitality industries. A variety of
HR policies and practices such as: recruitment and selection, skills required specific
for the industry, illegal discrimination and how to manage diversity, staff health and
welfare: workplace violence, work time guidelines, smoking and consumption of
intoxication substances, compensation policies in the industry: minimum wages and
tipping systems in Human Resource Management for the Hospitality and Tourism
Industries.

Taylor & Francis (2000), this study reveals the paradigm shift within the world of
work over the last decade especially in human resource management. This book
examines and assesses the impact of HRM within a highly unexplored division of the
service sector, namely the United Kingdom hotel industry. Common management
practices in the hotel industry characteristically include work amplification, high
labour turnover, lack of training and poor career prospects, and casual terms and
conditions of employment. It is seen that primary effects on managerial decision-
making in the hotel industry are no different from the primary effects affecting
decision-making in other sectors elsewhere.

Gnoth, Juergen (2012) in this study makes known to a model of tourism motivation
and expectation formation. Moreover while satisfaction of innate values and
motivations depends on classes of things, outer-directed values are target oriented.
Coordinators need to follow specific parameters in product designing and
management of resources as they express tourists' motivations, whereas with the
satisfaction of innate values, organizers can choose from substitutable products and
product configurations. The clear relationship between expectations and motivations
is shed light on.

Ravichandran K (2008) studied the dissemination of internet in travel and tourism
industry and recognized that the present attitude for travel industry is one of adoption
of modernization, ensuring high rate of occupancy as well as healthy competition at a
higher rate. This study highlights a need for change into the technological savvy sense
where the consumers have different choices for personalized customization of their
own product without any direct face to face contact with an intermediary.
Furthermore the major aspect of concern for tourists is to seek faster and precise information, which offer more options and choices that suits varied budget and settle transactions online through the internet.

S. A. Mufeed and S. N. Rafai (2005-06) studied substantial decisions like workers involvement in management decisions, policies focusing on human resources and other important matters. This will ensure increase in communication between management and non-managerial staff and in turn increase productivity leading to greater effectiveness. Subsequently, top managers are key performers they should manage resource especially human resource with extreme care inspiring employees, motivating them, encouraging employees as well as driving them to give their maximum for the attainment of organizational and individual objectives which create overall favorable HRD climate and overall HRD practices in sample study organizations.

Salih Kusluvan (2003) Hospitality industry is the core element of tourism industry, which is amongst the largest and the fastest growing industries around the globe. World Tourism Organization forecasts that the industry will remain growing and will employ more people in the twenty-first century. By means of the global advancement of the tourism and hospitality industry, consumer anticipations and demands for quality are rising although consumer tastes are changing on the one hand, and struggle among the firms, both in national and international markets, is intensifying. This business environment of sensitive consumer expectations, niche market segments that call for unique products and services, and cut-throat competition, tourism and hospitality organizations are looking to excel in quality of service, satisfaction of customers, decreasing competition and performance enhancement.

John C. Crotts, Dimitrios Buhalis, Roger March (2000) stated that business strategies must be designed to fit in specific tourist cultures. Thomas Cook offered first tour package in 1841, hospitality and tourism enterprises since then have copied long-term agreements with one another. So far research suggests that most such agreements fail eventually. What exactly goes wrong and where? Can tourism professional’s benefits of international cooperation while curtailing the potentially tragic risks of failure? Global Agreements in Tourism and Hospitality Management provides research, case
studies, and theory to help make the right decisions regarding potentially high-profit strategy. For competing in the world travel market, firms must increase their ability to reach, assist, and gratify its target markets, at lower costs. Alliance is thus the most efficient and effective way to reach these goals.

Sampad Kumar Swain & Jitendra Mohan Mishra (2011) has in their work studied every aspect of the tourism trade. The concepts, its history, how to motivate, and tourism impacts. Basic tourism services like transport of passenger, their hospitality, the travel agency, its tour operations, and the other ancillary tourism sector. Tourism shows the demand and supply of components of the tourism business. It also studies the economic as well as the environmental impact of tourist. Modern tourism business deals with national and international tourism organizations, tourism marketing as well as research, e-tourism and present-day trends and practices.

Sunetra Roday, Archana Biwal & Vandana Joshi(2009)in their study focus on various types of tourism, infrastructure for tourism, telecommunications, transport of tourist and national and international tourism organizations. The also explain how travel agencies and tour operations and their part in the tourism industry. Fundamental topics like tourism product, marketing of tourism, customer handling skills, economic impact, environmental impact, sociocultural as well as political impacts of tourism and forecasting, management, and development of a tourist attraction are discussed. The emerging trends in tourism, like, e-ticketing and marketing on web are also studied. Practical aspects of operations are those associated to travel recommendations, airline characteristics, and planning of itinerary are also discussed.

Amitabh Devendra (2013) studied the various laws related to the hotel industry. Such as labour laws, law of wrongful act, act for the preservation of food quality, act for maintaining food standards of India and licensing of liquor. The influence of the environment on hotel operations is discussed with a special emphasis on management of waste in various departments of a hotel. Essential operational aspects like doing business in India, contracts in business, licenses and permission of hotels, and insurance are studied.
Darren Lee-Ross, Josephine Pryce (2010) studied the tourism industry which provides employment for millions of humans. In spite of global recessions, innumerous terrorist attacks and other disasters this industry is likely to remain unchanged. Elasticity of this type helps tourism maintain position of a major global employer in both developed as well as emerging economies. The significant role played by tourism workers cannot be exaggerated. Mediocre or poor performer gives rise to an inconspicuous service experience or like a one to which customers would not like to return enthusiastically. The complicated link between the competence and presentation of staff and service distribution is a key concern for human resources management.

Craig Webster, James Leigh, Stanislaw Ivanovo (2013) studies the crucial political, social, and economic challenges that threaten society and tourism. It refers at what is threatening the society, while suggesting the impact on how tourism will change to assimilate with the new socio-economics of a newly developing society with its unusual abnormal challenges and opportunities. The study also views tourism and considers a gamut of issues from multidisciplinary viewpoints confronting the tourism industry for the first time like declining energy resource, new technology, safety from war and terrorism, political economy, long term sustainability and human resources. By judgmentally revising these social and economic challenges on a global level creates a complete futuristic view of tourism in the recounting and stimulating society of the third millennium.

Kim Hoque (2002) in this studies reveals how over the last decade, human resource management has been viewed as the principal model which examines of the world of work have located. The assessment of the impact of HRM inside a highly under-researched division of the service sector, specifically the hotel industry of UK. Common management practices observed in the hotel industry normally include work amplification, turnover of high labour, absence of training and poor future career prospects, and casually defined terms and conditions of employment. About 200 hotels were studied, about the challenges and experiments with new methods to HRM as in the manufacturing industry. It proposes that chief impacts on managerial decision-making in the hotel industry are the same as decision-making elsewhere, contradicting the argument that conventional management theories are inappropriate
within the hotel industry. Additionally, where hotels emphasis the importance of service quality improvement and they introduce HRM as an assimilated, mutually supporting package of practices, a strong relationship between HRM and organizational performance is proposed.

Praveen Sethi (1999) in his book Tourism in the Twenty-First Century focuses on the Future marked by Shifting Global Relationships and Social Structures, Technical Innovations, and increasing spatial awareness as well as concern for environment. Extreme shifts in the nature and scale of tourism have shown how the industry responds to a gamut of work forces. Change and its agents which are involved are powerful as well as positive forces if coupled beneficially. The present work studies tourism today and tomorrow, tourism and its environment; gender proportions of tourism; tourism petition; timeshare tourism; tourism the next generation; tourism planning and expansion; global tourism; handling human resources development; supervising public awareness programme; global organizations and tourism.

Rosemary Lucas (2004) studies combining employment of employees and the hospitality and tourism fields. The traditional assessment of employment relations by incorporating new topics like the role of customers and the effect of gender at work. It explores issues of permanency and alteration which is sector specific, by inspecting the industry by workplace extent and sub-sector. This study also consider present-day issues such as shortage of skills, turnover of labour and training, alterations in employment protection law in different parts of the hospitality industry.

M. J. Boella (2000) this study is recognized by the Hotel and Catering International Management Association (HCIMA).Comprises in-depth information of new human resources inventiveness like the IIP scheme as well as the British Hospitality Association's Excellence through People Scheme.

David K. Hayes(2008) this research methodologies of hospitality human resource (HR) management as a decision-making exercise that disturbs the presentation, quality, and legal agreement of the hospitality business in totality. Starting with introduction in the hospitality industry, service law and HR policies, the report highlights in the process of recruitment and selection, the process of training and
development, process of compensation, process of performance appraisal, process environmental and safety concerns, process ethics and corporate social responsibility and special concerns.

Norman G. Cournoyer, Anthony G. Marshall, Karen Morris (2004) studied the Travel and Hospitality industry from the managerial perspective or legal professional. Their study identifies steps and safety measures which could shun or even help in dropping the legalities, here the true cases are cited whereby hotels were sued for their decisions, as well as what legal examples are quoted.

L.K. Singh (2008) studied the concept of how to manage travel agency. It familiarizes one with numerous concepts, like promotion and marketing of new tourism and travel destinations, events and regulations of travel agency, supporting and advertising and supervisory laws governing tourism business in India. Deals with diverse issues of marketing in tourism and tourism related fields including employment in airlines and hotel and other relatively peripheral but considerably important areas. An invaluable guide for students as now marketing plays a significant role in the rapidly growing industry of travel and tourism.

Eric Laws (2004) this research investigates the nature and quality of service capabilities for the tourism and hospitality industry. It studies conditions that have initiated problems subsequent in customer disappointment. Other instances demonstration how the industry's most effective organizations flourish in providing lucrative services that their clients appreciate. Also deliberated the implication of the promotion purpose in hospitality and tourism industry, predominantly as it narrates to client prospects of service principles and consumer buying choices.

Sheela Agarwal, Gareth (2007) this research work helps to develop an international view on the management matter front of coastline resorts. It does so by elucidating examples from a variety of markets and situations by key professionals. The major management themes highlighted include the processes of reorganization, attempts to develop sustainable programmes and ecological problems of evolving resorts in delicate zones.
Clare A. Gunn Rutledge, (2002) Tourism Planning: Basics, Concepts, and Cases - Business & Economics: Tourism is a fast growing economic sector. It is a very complicated phenomenon. Tourism has impacted negatively the pressure on economic, social, environment and has given rise to many issues. Long term planning will help sort this situation. Planned approach to tourism will help it grow in all facets.

Colin Michael Hall, Michael Hall (1999) in their studies Tourism Planning its Policies, Processes as well as Relationships: Planned Tourism explains a very fresh and motivating method to study the foremost areas of tourism studies, scrutinizing the key concepts of tourism planning. It accentuates the core themes of tourism planning, investigating the global, regional and local forces which drive planning, and explains how tourism is incorporated into the current economic environment, social scenario, natural environment, business as well as political environment.

Leela Shelley (1991) in her study on the development stage of tourism industry in India focusing on the study of the hospitality side of the Industry canvasses a wide-ranging outline of the industry of hospitality. She considered various personnel’s 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. It is further reported that the hospitality industry should be increased to cope with the demand for it in the modern world.

The study of Dennis L Foster (1992) studied the practical job related skills as well as the common and technical knowledge that are compulsory for the personnel in 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 (1993) 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. In this study it was analyzed that it is also hotel’s responsibility to provide a fair and meaningful work environment for its employees. Another aspect to be 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. Collecting data from the diverse stakeholders like from managers, the employees, the tourists, etc.

The study by Nancy M Dixon titled (1995) “Evaluation: A Tool for Improving HRD Quality” proceeds the method of relating the quality processes to training and marks a clear cut situation for the importance of evaluation. Today’s business world is concerned with data and result. Evaluation is most important in this context. The study includes studies on 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 based approach were used in the study.

Primary and secondary data were also analyzed. B.L. Mathur (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 (1996) studies different personnel management characteristics in the modern world. This study aims to understand developing areas like personnel audit and various information systems. The role of bureaucratic
management is measured in an organization. Participation is given due importance. Participation means sharing of decision making in power of 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 organization. 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. Questionnaires were used to ascertain attitudes of the employees. The study determines 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 restricted time. For this they must be given some sort of fringe benefits like free food, accommodation, etc. A well-managed organization 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 central point of this research study is to inspect 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. 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” states importance of professionalism in tourism management. The study focusses in detail about various modes of transport available for the tourist. Tourism and travel go hand in hand. The study covers the importance and problems of the roadways, railways 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.

The book titled “Human Resource Management” edited by G.S. Batra and R.C. Dangwal (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 globalization. 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 themulti – 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.

G.S.Batia and A.S.Chawla (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. They conducted a number of research studies with respect to the various 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 (1998) in his study titled “Human Resource Management” tried to analyse Indian context of human resource management. 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 behavior and inters group behavior in an organization. He says that the behavior of employees can show a significant part in the improvement of an industry. So the administration/ supervision have to consider their problems in the group. The study includes the concept of compensation management while deciding the wages and other compensation, etc. Another aspect included in this study is performance appraisal. This aspect is important to analyse the employee’s performance as they are compensated for their work.

Dr.S.M.Jha (1998) in his study titled “Hotel Marketing” analyses the application of marketing principles in the hotel industry. The studies highlight components which either directly or indirectly influence the commercial value of hotels. It recognizes various methods of market segmentation belonging in the hotel industry and deals with the marketing mix applicable of the hotel industry. The promotion strategies that could be adopted in hotel industry are explained very clearly in this study. The study accomplishes the policies to be adopted by the hotel industry in the changing world.

Prasad, L.M. (2003) has incorporated highstress on the human resources of the organization. Human Resource Management plays a dynamic role in the organization. The most recent developments in the field of Human Resource and attempts to relate how such developments are applicable to Indian Companies. It integrates the human resource management practices being surveyed by the leading Indian Companies in their relevant fields. It has unsuccessful to focus on the various aspects of HRD and tourism.

Agarwal, Nair Banerjee (2004) has intentionally brought out in depth the purpose of this research is to incorporate new theories from human resource management and behavioral sciences into recognizable conceptions which would be useful for all the industries at large.

Kaushal, H(2004) has studied Human Resource Development its vital shortage of case studies in management which are workable. All aspects of HRD theory are studied in depth through these case studies and it is not directly involved in tourism industry. The
study focuses on the developing Human Resource and how their shortage leads to slow and unsteady growth.

Ratandeep Singh (1996)Tourism Development of tourism in India has also sheds light on the various problems related to tourism advertising and promotion in background of the Dynamics of Tourism in today’s modern world.

M. M. Anand in Tourism and Hotel Industry in India (1976) has critically evaluated the tourism industry in India. The rapid successful growth seen in the last decade and half the mad rush to Indian business opportunities has led to a rapid increase in the room rates and occupancy levels in India. 'Hotel Industry in India' is very successful ranking seconds only to China in the whole of Asia Pacific. The Hotel Industry is indistinguishably related to the tourism industry and the growth in the Indian tourism industry has powered the growth of Indian hotel industry. The flourishing economy and increased business opportunities in India have acted as a boon for Indian hotel industry. The appearance of low cost airlines and the related price wars have given domestic tourists a host of options. The ' Incredible India' destination campaign and the recently launched 'Atithi Devo Bhavah' (ADB) campaign have also helped in the growth of domestic and international tourism and resultantly the hotel industry by large.

According to Villas (2002), service sector of tourism has a composite financial activity which have numerous connections to a wide range of other economic sectors and activities, thus having positive compounded result and prospective to act as a catalytic agent for monetary advancement.

Yvonne Guerrier (1999) in this study on Organizational Behaviour in Hotels and Restaurants: An International Perspective states that the hospitality sector is one of the fastest growing industries in the world. This is clearly seen in the growing number of academic courses available on the subject. The crucial elements of hospitality management are direct and indirect interaction between the people who work in the industry and the environment in which they work.

Philip Pearce (2005) in this study of Tourist Behavior studies tourism as an fundamentally collective occurrence with tourists travel and others. It also studies the
various experience locations and values through cooperating with both famous as well as unidentified population. This study presents an exhaustive appreciation of the tour of the social mental methods. The charming spectacle of traveler behaviour pacts with features like motivation, destination choice, travelers’ on hand familiarities, satisfaction and education.

Peter Mason (2008) in their research Tourism impacts, its planning and its management. Covers many areas and hence are difficult to plan for and manage. Considering a number of tactics and performances for successfully managing tourism. Examples of various places of tourism like Canada, Dubai, Thailand and Sri Lanka are covered as cases.

J. Mitchell, C. Ashley Earthscan, (2010) through the study Tourism and poverty reduction: Pathways to prosperity encourages tourism in poor countries. Inclusive economic growth helps to reduce poverty. Sometimes international tourism development does not help built the local economy and the enhance their livelihoods.

Colin Michael Hall (2007) states how Pro-poor tourism is presently receiving huge attention from the World Tourism Organization, government, industry, and NGOs. Based on many cases and reviews this study delivers single first-hand information about intentions of the efficiency of pro-poor tourism used as an expansion policy and challenges the problem of who conducts welfare from tourism's probable role in paucity lessening.

Betty Weiler, Colin Michael Hall (1993) in their study of Special Interest Tourism gives in-depth understanding of the most rapidly-growing sector of the tourism which market provides for special-interest or activity, gamut starts from educational, arts and culture, their heritage, to sports and outdoor hobbies. An exact piece is the detailed case-studies by familiar specialists, combined with the general discussions.

Erve Chambers (2009) in their study delivers a much-needed outline and examination of anthropology assistances to tourism as an emerging field of study. From the cultural view point well-lit key thoughts nearby worldwide host guest relationships
and their impacts, from both negative as well as positive of tourism as one of the world’s largest industries. He recognizes innovative or modernized styles such as green tourism, localities involvement tourism, travel of culture and philosophy and domestic tourism in underdeveloped and developed nations. This study shows local prejudgments effect and habitually alter interpretations of tourism.

Colin Michael Hall, Michael Hall (1999) in their research Tourism Planning: Policies, Processes and Relationships, gives fresh insights and a stimulating method to the most important area of tourism studies, exploratory the key concepts of tourism planning. It emphasizes on the prime tunes of tourism planning, tentative the forces at a global, regional and local level which drives planning, and how tourism is incorporated into the existing economic, their social, their nature, their business and political environments.

C.Michael Hall (2005) in his study challenges and complete textbook that addresses tourism from a social science perspective. Hall’s critique of tourism studies as little ‘more than an applied business discipline’ (p. 353). Tourism and tourism studies: Understanding mobility covers three chapters, an introduction, one on globalization and the other on mobility, the latter with a heavy dose of systems theory; that last word is significant. Hall explains in an extensive and informed discussion of theoretical issues.

Dimitrios Buhalis and Simon Darcy (2010) have studied how tourism and the inclusion of various secluded groups like that of the handicapped, senior citizens is of increasingly important areas of study due to their concerns for both tourism demand and its consequent supply. Their research hence sets out to discover and manuscript the current hypothetical methods, fundamentals and problems in the study of accessible tourism.

A.J. Veal (2011), through their study Research Methods for Leisure and Tourism have covered Research ethics involved in the application of fundamentals of ethical principles to a variety of topics which involves scientific research. These contain the designing as well as implementing research involving humans, animals, various
aspects of academic scandal, which includes scientific misconduct like frauds, data fabrications and its plagiarism.

John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill, (2013) in their research Tourism Principles and Practice speaks about the changing and tempestuous environment for tourism, it covers the fundamental and basic principles with which to approach the study of tourism, as a contributing framework that effectively balances and incorporates both theory and practice. Various aspects have been covered in the study which includes aspects of tourism of business, Events and sports management, use of mobiles and technology in tourism as well as in social tourism.

Manohar Puri Gian Chand (2006) in their study Tourism Management covers Management and coordination in the tourism industry is critical. This book mentions the major aspects of modern Tourism Management. It also discusses the major hurdles or issues faced by the tourism industry. The industry makes a way for all cultural heritages and lifestyles in the nations.

A K Bhatia (2012) in his research study Tourism Development Principles and Practices covers the basic sections like economics, tourism sociology, tourism psychology, tourism environment and geography related to tourism. The research is divided into two parts. Initial part covers dimensions like the historical perspective, economic perspective, organizational as well as international perspective. This study deals with management of tourism activities with in-depth knowledge.

Alistair Goldsmith, Mohd Salehuddin Mohd Zahari, (1994) speak about the fresh developments of the tourist market based in Malaysia has showed an urgent need to supply sufficient numbers of skilled manpower in the hotel sector. It discusses recent developments and incentives and initiatives by the Government as well as the private sector to come together develop a feasible strategy to meet this huge demand. It describes the involvement of government agencies in using training as an effort towards legitimate teaching at all levels which is a benchmark for all employers. These results, in quality standards that are seen to be improving, along with job opportunities are wider, and, it hopes, for a stable highly mobile manpower achievement.
Dr. Sunil Karve in his studies emphasizes on the service sector and its importance in shaping Indian economy. Within the broader frame of Service sector tourism and hospitality play an important role in generating employment as well as generating foreign exchange. The GDP grows providing a platform for growth of other industries too. Between 2011 and 2019 travel and tourism industry is expected to grow by 8.2%. Hence India will now rank third in Travel and tourism industry. He also emphasizes strongly on the trained and motivated staff and its impact on revenue. India still lacks this kind of manpower.

Vinnie Jauhari, (2012) conducted a study to discover the tactical experiments for development in the hospitality industry in India. In the budding phase of tourism industry both at Indian and international firms come across novel challenges which need to be focused. The most important tasks are in the parts of human resources with special reference to skill and knowledge base), obtaining land, skill dissemination as a strategic instrument and accepting the subtleness of new age tourists.

Amsterdam (2008) Indian Industries especially at managerial level supply of proficient and providing skilled human resource. Situation in Tourism and Hospitality industry is not a merry scenario. Standard HR practices, unclear career path, and unattractive salary as well as lack of attractive Government incentives cause dissatisfaction among the youth. Coursework too is note updated and hence not being able to meet international standards. It is time these issues are tackled on time and with care.

Shri Pankaj Naithani on manpower issues, there was unanimity of views that additional manpower needed to be provided for statistical activities, especially at the primary level. Some suggestions that came up were to utilize the services of local educated persons to assist in primary reporting by paying honorarium for their services. People those are working to execute the assignments given to them and are contributing for the development and growth of any organization constitute the “Manpower” of that organization.
Akhilesh Sharma (2012) tourism being a part of tourist industry it is often endorsed as recruitment hub. Directly working at a hotel/restaurants which contributes to more than 2% of total number of jobs throughout the world. The contribution in the remote pockets is more with an optional chances of jobs. This also holds true in the tiny landmass i.e. Mauritius and Barbados. The direct employment in the tourism industry is roughly contributes 10% of the overall job scenario globally. Simultaneously the job profile and influence towards the financial improvement is uncertain due to the impact of seasons and its inability to produce efficient employees. The remuneration given to the workforce at the grassroot level remains unsolved. i.e the average remuneration of 20% was made by ILO.

Dr. Rupal Patel, Service sector of tourism is a huge foreign exchange winner in India, yet the business still is hindered by numerous complications like –
Underprivileged transport facilities
• Lack of hygienic facilities at resting place
• Huge differential prices tickets and travel fares
• Absence of comprehensive promotion and campaigning strategies
• Low conservation of heritage buildings
• Concerns related to social security and against nuisance
• Deficiency of zealous and qualified and trained specialists
• Insufficient volume of rooms at hotels
• Expensive tourism – rising fuel prices, poor flying management etc.
• Deficiency of understanding set-up – unscrupulous roads, unsuitable health and hygiene in public transports, communication gaps, etc.
• Huge gap existing between the demand and supply of manpower
• Intervals in safe keeping and protection – events of vendor and annoyance of tourists in some remote interior places
• Unequal progression – leisurely development of rural community tourism, absence of facts about traveler profile etc. Amateur Guides (lack of professional support)
• Tourism expansion schemes are commonly established by Indian Government without any dialogue with public heads and they are forsaken to trail the unproductive schemes
Thoughtlessly.
• Poor Government & supervision.
• Nonexistence of substitute location neighboring and events and festivals create a blockage issue in mass controlling.
• Participation of numerous representatives and tour operators also creates the price of tourism package to sour high in India.
• Deficiency of free enterprise prospects also confine teenagers to follow a career in Tourism. Such as hotel/restaurant/resort or marketing channel or handiwork business to attend Tourism Industry in India.
• Political interferences from the Indian leaders are the interferences in the enlargement of tourism in India; their Strategies unswervingly can impact the tourism industry.

Ashish K. Mishra Vocational skills: Several service sectors today are facing a huge shortage of skilled manpower. For instance, the hospitality and automotive industries suffer this problem. This gives rise to the need of training schools that can churn out manpower which is capable of working in hotels and restaurants, as well as trained automotive technicians and drivers. The situation is so grave that companies themselves are setting up training schools.

Parasuraman (1988) in their study, mentions that managers of the hotel industry based in China know what tourists expect completely but are still not able to set the systems and the resources in a way that the tourists’ expectations are met. The gap which is seen existing between them is known as the Service standard gap.

Wei (1989) their research focusses on the hotel industry of China concludes that they did not have sensitivity to understand the tourists and their expectations as they have very different customs and lifestyle in their own region. This sheds light on how the unique culture of the land is acting as a hiatus to an industry which could develop by leaps and bounds.

Nightingale (1986) studied and proved that the way management looks at service and its quality depends on how the customers perceive it, and also on how the staff and colleagues look at things.

Lewis (1987) through his study tried to gauge the gap which exists in service quality the hotel industry. He also conducted a comparative study of the comparing various
perceptions, especially the expectation of the management of the hotel and the guest of the hotel. He found the expectations of the guest and compared it with their perceptions well as their real expectations. The gap suggested that perceptual expectations of the guest and the true expectations of the guest exists. It was also evident that expectations of the guests and the true expectations that the management’s perceived expectations were lesser in reality of the guests’ expectations.

Nel (1993) conducted his study independently but his study also had a similar result as Lewis, and also found that management clearly understood their customers’ needs and their expectations had a reasonably good understanding of true customer expectations. This was not very easy to separate the wheat from the chaff. A lot of handwork and other inputs were necessary to make it successful.

Cai and Woods (1993) studied and concluded that the hotels in China are still not in par with the standards expected at the international level they are way lesser in terms of service quality and quality of the service provided. The various problems which hinder progress of this industry are inability to communicate and articulate well, inability to maintain property and a system of reservation which is yet unreliable. The sanitation too is still less developed. All these and some more factors are hindering the progress of this industry at the pinnacle.

Yu (1995) in this research addressed the opinion that service did not really exist in the ancient days during the regime of the Mao Zedong who ruled China. International tourists have a varied platter. Attending the whims and fancies of the international tourists of such varied needs has received wrath in the form of complaints problems and various problems related to the service attitude of the employees.

Zhang (1987) also emphasized on the core issues related with this industry. They being lesser emphasis paid to the educations and tourism related training for the employees of this industry acting as a barrier in causing stumbles to the smooth flow of service in the hotels in China. The hotel industry being a service industry relies on the human resource to make it rise upto standards.

Pan (2004) focused on how the development based on knowledge in the 21st century arose the need to revolutionize the higher education, this would allow social progress
and economic development to take place and grow by applying knowledge management and controlling its application.

Ladkin (2005) is a research which studies the higher education in tourism. Higher education is a tool which can help develop and channelize the tourism in the country. Economic development has very intimate relationship with the human resource capital of the country. It has been seen that the economic development of the tourism industry solely depends on the quality of human resource and their skill set which they possess. Hotel industry being a service industry completely relies on the quality of human resource it possess.

A research conducted by Airey, 2005 brings out the true picture of the higher education the field of tourism seen in China. Rapid progress is evident in the field of higher education since 40 years. But still the uncertainties arise in terms of the pattern course and its content, the degree to be awarded in tourism. These factors constrict the growth and prospective employment for all the seekers of higher education. He studied and evaluated the way managers perceive tourism along with the faculties of higher education providers in Australia. This preset level required takes place requiring the identified factors provided by the fore bingers of the research. Providing skilled talent pool on regular basis helps the industry to grow as per its ongoing need.

Edgell (2006) speaks about tourism being a huge business. Travel expenses are very high in the present time. Tourism acts a major source of income and employment for many nations. Hence this huge potential for growth cannot be unavoidable. This industry needs to tap all the resources available and give its wholehearted contribution so that the progress of the industry is ensured.

Brackenbury, (2002) researched how the tourism industry presently shares the industry and gives importance to and also has contributed significantly to employment. Globally tourism in the present day forms the employment provider for more than 222 million worldwide which forms almost approximately 1 in every 12 workers, worldwide. It is widely accepted believed that service industries have a major growth potential of post-industrial societies.

According to the study conducted by TTF, (2004) reports that the Australian tourism industry’s contribution is significant to the overall employment, provided at the
national level is cumulatively higher than the direct employment that the mining industry, agriculture, forest produce, and fishing industries all put together. This proves that the industry adds to the overall economy of the country. This proves how important is the tourism industry to Australia and how if it is developed to the fullest potential it can be seen as a multiplier effect.

Another significant research has been seen by The Department of Industry, Tourism and Resources (DITR) (2002). This research indicates that despite the rapid growth, the current numbers seen to match the needs are insufficient while trying to meet the increased demand for skilled personnel in the tourism sector.

Richardson (1999) highlights how the research focusses on the uniqueness of the course at not just for Australia but also worldwide. The unique course attracts and retains the apt talent but also creates a platform for their growth and progress.

King and Craig-Smith, (2005) at the start of the mid-1980s, spoke about how the developing tourism education self-possessed the usage of profitable tourism infrastructure as well as its services. A major chunk of the tourists who visited Australia were related to business, having relatives and family friends based in Australia.

McKercher, (2002) studied the tourism education based in Australia. A reformation is needed in the tourism industry and many of the specialty courses were branded aggressively. Australia has a national policy of for promoting post graduate tourism courses as part of its national policy. They are pioneers in the field of tourism education in doing so. The tourism industry has a shown continuing negligence for recognizing the importance of university graduates. A degree in tourism management is not and a degree in tourism management doesn’t translate into professional success in tourism. Australian tourism has experienced rapid expansion in terms of tourism education especially in the late 1980s. This was possible as due recognition was given to due to rapid growth of the industry as well as the need recognition of the continuous flow of skilled tourism and labour force.

Cooper (2002) spoke about the growth of tourism education it has been driven not only by the demand from the students and the aligned industry, but also ensured sustenance from public sector funding sponsorship which recognizes that a highly
professional, well-trained workforce ensures delivery of a competitive advantage and increases productivity. In context of Australia, tourism syllabus has not kept pace with developments in quality education, it has not even sufficiently served the needs of the tourism sector.

Lo (2005) in his study inferred that competitive advantage in the tourism sector can be achieved if the tourism curriculum be customized keeping in mind the need of the tourism industry. A special focus has to be on the professional skill needed in order to meet the special need of the industry.

Ladkin (2005) pointed out that the tourism industry give due recognition to the tourism education. The core reason for this is that the employers are themselves not aware and are rather perplexed about the tourism education and the relevance and importance of the syllabus and the importance of the course to professional front.

Wells (1996) reviewed Australian tourism education and studied the various tourism syllabi. Almost after a period of more than 10 years, not many have been able to critically evaluate the tourism syllabi in context of Australian higher education. Most of the research study has closely evaluated the magnitude to which tourism higher education meets the needs of the Australian context, even though it is a pressing issue.

Pearce, (2005) emphasized that the tourism higher education is undergoing a sea of change. Now the emphasis is not only on the syllabi of tourism but keen attention is paid to the number of students and whether they are groomed to possess the right skill. The gamut ranges from ensuring a graduate possesses skills and abilities, aka the generic skills but also the graduate attributes.

Sola (2002) drives home the point that tourism one-to-one i.e. it completely depends on the human interactions in the given social setup. The quality depends on the educational level and motivational level of its employees. Education focused on tourism imparts skills necessary to alleviate the employees’ abilities skills and knowledge thus resulting in promoting the overall competencies of tourism industry.

Ladkin (2005) Tourism education is at the threshold of developing talent of employees working in this industry. This training not only improves quality of employees, raises their morale, equips them to face their daily chores with confidence
but acts as a platform through which tourism can be sustained. Talent of the Localities
talent can be utilized adding to a sustained manpower option for the years to come.

A study conducted by Peacock and Ladkin, 2002 reflects that the employees of the
tourism education are working hand in hand with the industry to improve the current
scenario of the industry. The research also gives an idea to structure relevant
curriculum for the development of tourism industry. The updated curriculum in the
universities will provide the graduates with efficient skills and knowledge, required to
maintain a status quo and for long term sustance in the tourism industry.
Consequently this will contribute to economy and growth of the country and to the
human resource development of the country.

Ladkin, (2005) reflected that a high correlation exists between tourism education and
the tourism industry. According to individual point of view tourism education should
provide employment and the organizational goal tourism education should provide
supply efficient and skilled labours supply.

Deardorff (2006) speaks how the inculcation of proper education, training and
experience is a medium to produce efficient skilled experienced employees in the
tourism industry. In other words tt is a reflection of desired productivity as per the
industry standards from the employees embedded in tourism industry. This enables
the human resource to contribute towards the economy of the country.

Mallon and Walton (2005) suggested that education can be defined as the practical
and theoretical knowledge imparted to an individual which is experienced by the
organisation.

Koh (1995) suggested in his research that the industry based course curriculum is
mutually beneficial for all organisations. Such type of syllabus will produce skilled
manpower instead of recruiting the employees who will deliver their productivity
based on their assumptions and rather than using scientific methods.

Ayres (2006), the quantum leap of tourism industry has created numerous
employment opportunities. Tourism industry contributes significantly in developing
the countries economy hence, this gives rise to analyse the tourism education. As it
has been seen that education plays critical role in the employment in the tourism
industry. Tourism is a cumulative of many fields, and a large number of varied
businesses are involved the making tourism successful at any destination.
Vaughan (2004) speaks about that every tourist destination has its own unique culture there are certain similarities seen in terms of the features related to the industry like it is very seasonal, females find it difficult to find a safe job environment, the economy fluctuating.

Ayres (2006) mentioned in his study that the job responsibilities related to tourism has created a negative impact on the overall tourism industry. The recent studies have analyzed that this impact has resulted into significantly high turnover.

Ladkin (2005) suggested that it is a tourism is an interactive system, i.e. all its parts are in sync with each other. But its unique feature is that one feature related to the tourism employment is which are a direct result of tourism get affected while the indirect tourism doesn’t get affected by the same features.

Cooper (1998) tourism being a service industry is driven by labour. This industry is both praised and condemned on how it affects employment. The feature or characteristic of employment generation in the underdeveloped nations has given this industry a positive image while the flip side being it has attracted wrath in developed nation as it creates high levels of unemployment.

Ladkin (2005), refers very strongly that the type of job the quality of job and positions which do not materialize into higher positions eventually are high profile materializing jobs. Hence making tourism industry unattractive option for many.

Ross (1997) studied the works of various academicians related to tourism employment. He studied the gamut of issues in the tourism and hospitality employment. His prime interest was in the research related to motivation at work, perception of success and job retention strategies.

Jolliffe (2003), the manpower supply studied the professional life in tourism employment, labour turnover by attracting the right candidates and ensuring they are satisfied with their job. Dealing with the industry being highly seasonal in nature the demand and supply of manpower and the avenues for gaining the timely supply of talented and labour into tourism in relation of fascination to and fulfillment with the industry and seasonality problems as being challenging in relation of manpower supply have been scrutinized respectively.

Ayres (2006) proposed that in spite of the fast growth of the tourism industry, which has resulted in the rise of jobs, undertaking theoretical courses, and rise in number of specialized courses is fairly a new trend. In fact, not much research is carried out to study the educational need to tourism. Not much information is available to the Human resource managers of this field focused on the tourism industry.

Liu (2002) studied the plenty of opportunities which the tourism industry creates and the growth being stunted due to the absence of trained manpower. This has been a major barrier in reducing the overall positive effect created by the country’s economy. Hence this factor needs urgent attention.
Ladkin (2005) highlighted in his study that considering tourism education as the dawn of creating manpower which is talented and equipped with the right skill set along with the attitude suitable for the industry need. He suggested that a clear channel and medium of communication would ensure the industry and education is mutually benefitted in the long run.

Riley et al., (2002) Tourism education is highly related to providing employment as well as to the careers in the tourism industry. A common feature seen in many vocational training programs is that a balance has to be struck between the triad of needs of i) individual development 2) advancement of knowledge and 3) practical and industry -oriented.

Rosenman (1996) specifically laid emphasis on the various stakeholders like the universities to employable graduates and the other educated. Knowledge-driven economy results in the development employability of people. The universities have now envisioned to work and improvise the ability of graduates and enabling them to be proactive and keep abreast with the changes possible to them at their level so that the future professionals now work with the zeal to meet the various social needs.

Cooper (2006) the Ex – Principle of the former head of the School of Tourism Queensland had mentioned that the problems which Australia deals with now was of manpower shortage. This gap could be filled up if the Australian tourism and hospitality industry along with the various educational centers worked smart moves ensuring the updates from the industry was delivered and incorporated in the university curriculum. Special emphasis was to ensure that the graduates and post graduates receive these skills just in time.

Pearce (2005), pondered attention on a grave issue the quality of graduates has to be looked into not just the degrees they possess. Both the generic skills and graduate attributes have to be referred. In Australia, The Commonwealth provided the much needed platform to be able to polish and pay close attention to the content of tourism degrees or reviewing the curriculum and also the qualities the graduates should possess the generic skills were polished here. Whereas many tourism organizations also have developed industry oriented courses focused on the field-specific features for tourism and travel students. However, Pearce did not stop here he studied to understand what students need to focus on, or rather the employable parameters much sought after by the employers in the tourism sector.

Tribe (1999) defines tourism as the accumulative of numerous associations which arise as a result of the interface from the host destination localities, tourists who visit, the economy in which the tourism is taking place, laws of the government and lastly the various environmental factors in which it operates.”

In a study conducted by Morris (2007) the US ITC 2004 has recognized certain factors like skilled labour and management as critical factors in ensuring that gain
success or basically the factors which provide countries an competitive advantage, the resultant being clear that no absolute effort is needed in developing the skills in the textiles and clothing industry.

Thoburn (2002) has mentioned the about the trend seen worldwide. Unskilled and jobs needing lesser skill has been shifted to locations which are less costly. The higher value and skill jobs are retained at prime locations in the developed countries. Outsourcing is a widely seen phenomenon. A lesson to be learnt by the developing economies is to focus on improving the manufacturing and technical process so that the quality design standards and delivery could all be used as an elevate rather than just negotiating on a single factor called price.

Daniels (2007) reviewed the South Africa’s approach on integrating on the necessary skills needed in production in which very few employees were seen with apt skill set or a complete cross of the needed skill structure was observed in the demand and supply possible.

Johnson (2007) studied the South African market and the various problems it faces along with the number of challenges if comes across and the skill gap which is ever growing. The world manpower sector is now into fierce competition. Britain and Australia was eventually being able to convert his as a competitive advantage, S. Africa is yet being exploited to the core and it still functions very defenselessly. In S.Africa tourism is perceived as a threat rather than an opportunity. Hence it has to be kept in mind that if the localities cannot be a part of the tourism sector atleast they should be harmed in any way of they will be completely aversive to the very idea of tourism and will never support the idea of any sort of development for tourism. A biasness on the bases of skin colour should also be avoided. Policy makers should keep in mind that the said policies should be formulated in such a way that misleading and skill set should not be wasted in any context.

Gary Becker (1964), has studied the UK market of labour supply and demand and proposed the Theory of Human Capital. This theory goes a long way in creating an influence on studying how the skill supply or the talent supply policies are formulated in the US labour market. The crux of the theory being every person individually chooses how much effort he/she desires to put in terms of their education. Education in this context refers to the individual’s own level of productive work of the labour market and the employers in turn share their appreciation to this education through grant of appropriate compensation.

Makhlouf (2012) has referred the works of various other authors and had realized that in the current times International tourism is one of the 4th largest player in the world in terms of being positioned as a global top leader. Energy, chemicals and automotive are the other three lead industries of the world. At present, international tourism occupies fourth place among the world’s leading industries.
Honey and Golpin (2009) remarked that without policies which support tourism’s constant growth and without effective leadership from the Government in par no sustained growth can be observed in this sector. Many other Governments of various countries could not benefit from tourism because of poor planning, lack of goal-oriented strategy, along with policies which are not shaped to match the International tourism standards keeping in view the international tourists.

Astaja (2013) stated that the T&T industry is one of the essential businesses around the globe. The various research studies carried out during the 29th century around the Globe have focused and limited their research to knowing the gain of the financial benefits which are related to the tourism in various countries. But have failed to study or lay emphasis on the social and environmental effect of tourism to that extent. It needs to be realized that just as economic activity is crucial in a similar fashion studying the environmental impact of tourism too is essential in shaping the tools for tourism development.

Wells (2012) in his research work focused on the important green profiles of jobs along with the other skills required in context of using the green technologies, its applications and/or processes. An approach which will change the way the world looks would be needed. This can be achieved through using new technology which is innovative, and also remolding the profiles to suit these positions. Despite all this the core problem yet remains is to, increase options for training to be offered, upgrading of jobs to suit future needs, maintaining the gamut of jobs which are currently available in a learning organizational set up.

Chlaidze, V. (2008) studied the tourism of Latvia and its growth strategy both horizontally and vertically. The education of manpower as well as focused training will be helping making the industry successful competitive and grow. Many institutions are seen offering various professional courses to suffice the industry needs of tourism and hospitality sector. A gap evidently exists which is unable to guide the administration bridging gap between the syllabi offered and the real expectation of the industry and its needs. This clearly emphasizes the importance of creating standards of industry which ensure that quality is maintained in tourism education as well as its training.

Telfer (2002) in this research lays emphasis on the increased urban population trying hard to move away from their routine rat-run and live a life of solace for a few days. Rural tourism offers all these comforts at their own home. Rural tourism is supported by localities. It is a platform to highlight local effort, localities panchayats and their various governments operating at local levels. It emphasis on using local culture. Local development of various regions can be easily achieved through paying close attention to the localities and their culture.

Sharpley and Sharpley (1997) defined rural tourism all the factors it encompasses and how it is being used for growing in various other sectors and social as well as
development of the economic condition of the localities. Sharpley and Sharpley did not restrict their study to just one place they have their to incorporate the definition of rural tourism as tourism which focuses on the use of land and/or as well as looking way beyond cities towns, national international boundaries and centers which can be seen under the preview of being specific urban centers.

Lane (1994) attempts to define rural tourism and mention in details the activities it encompasses as even under the flagship of rural tourism not every tourism which takes place on the farm-house comes under the preview of rural tourism. According to his perspective mentioned Lane mentions how rural tourism is something which extends way beyond farm and farm life. It deals with Nature walks, Ecotourism which are customized to cater to niche tourist demands, adventure sports holidays, studying arts, heritage study, it also focuses on hunting, studying the varied ethnic backgrounds, spa visits and other health and traditional rejuvenation centers, Rappelling, educational tours.

Champion (2004), suggested that keeping in view the various research conducted having a thought understanding of the true expectations of both the tourists and residents and their perceived values of knowing what is really their expectations will help gauge the clear picture of how rural tourism should actually be carried out. This is especially true in cases where the Government or localities intent to take imitative and start the development of rural destinations.

Gannon (1994) rapid development of tourism industry can be observed and it can help combat several underling issues through a study of: a) Growth of the economic through tourism development, how to diversify it as well as how it can be stabilized. b) Creating various employment opportunities at various levels. This means focusing not only on primary employment creation but also the secondary sources of employment. c) Reducing and combating migration and its accompanied issues as well as curbing possibilities of re-population. d) Increasing the service offering of public services along with maintaining apt infrastructure.

Wiggins (2001) reflects on the immense potential the manufacturing units hold. They are seen to develop in the fields where good infrastructural facilities, excellent transport facilities and which are associated with commercial activities. Rural areas are seen to be devoid of such facilities hence they fail to attract and create job opportunities for many. Rural occupations hence relies on forestry and mining being its core economic activity or focused on agriculture and other allied industries.

Baloglu (2002) have referred many studies and found that localities depending on tourism for the livelihood or those who have to think about as a means of sustenance from tourism tend to share a very positive view about tourism than the localities who do not receive any economic benefits.

Wickens (2004) emphasized on the facts and figures stating that the government has done very little in increasing the rural tourism in Kenya or the regions close to it and
for its development. These regions have been studied as a site for either mining forestry or as a site solely reserved for activities related to agriculture and production related activities. Because of the reduction in agricultural produce, unstable rural industrialization, brain-drain of the youth, has its effects on every economic activity. Hence to stabilize this situation development of rural tourism will boost socio-economic position of the region and help in development of the rural areas by empowering the youth and making them productive in their very own region. It has further studied that rural areas have not yet being able to bring out and gain economic progress upto a level which is worth speaking about. This would be possible only if hope interest and economic activities of the localities are met in every field.

Timothy and Wall (1997) many of the problems which are faced by entrepreneurs’ are focused around management issues like creating the organizational structure which is appropriate, inability of managers to be ready to delegate, showing disregard for operations and other controls, presence of decision-making which is not very formal. For an organisation to be successful and function beyond merely surviving it must possess management skills which are very beyond the natural course of action. Tourism acts a platform to entrepreneurs to tap the gain which tourism offers. These opportunities may be observed in formal and informal sectors but the true picture lies in knowing that they are not different or not very distinct from each other.

Bobek (2010) remarked in his studies that the behaviour of tourists is supposed to be that which is accountable for all they do and undertake. But, this doesn’t remove the onus from all other stakeholders. Rather all the stakeholders are equally responsible for sustained tourism program. This setup is very much like the Total responsibility management system. Rural tourism can benefit from this system which is borrowed from the corporates. Rural tourism will benefit from it keeping in mind the vision or goals, how it can be improved and how newer innovation can be incorporated in the rural tourism management.

Bobek (2010) discusses how little/no knowledge of language can act as a hurdle for effective communication among the employees within the employees own country as well as in other country employees and tourists. The skill knowledge and thought delivery is important in day-to-day activities of a layman. If both the parameters the adequate knowledge and efficient conveyance of the language is carried out the tourism business will benefit immensely.

Louis (1999) mentions that English is a language which is accepted worldwide but there are few countries across the globe where employees’ communication in English with the tourist is still a big challenge. Some research studies conducted haves revealed that Hong Kong is one of the countries where communication in English is a challenge.

According to a research conducted by Choi, 1999 shows that the flow of money in a country plays a vital role in developing the country’s economy. Shopping is a crucial
tool where tourists are attracted to buy items which are specialties of the country. The research studies have revealed more than half the money is spent by tourist in buying mementos and other token of remembrances of their visits.

Carson Jenkins (1995) points out that tourism is service dependent industry and it completely depends of the quality of people engaged in the industry. Hence tourism can be said to be a labour driven industry. The countries having developing economies can greatly benefit from tourism as a source of income and tourism helps to generate a lot of employment opportunities.

Bezbaruah M.P. (1999) has mentioned that the Father of IT sector Mr. Bill Gates has hypothecated that tourism will stand as the top three major industries responsible for the growth and development of the country’s economy. In addition to this Bill gates also stated that the Indian tourism industry will be at par with the international standards.

Manohar Sajnani (1999) has recommended that tourism stands on the second position worldwide with regards to oil. He further mentioned that tourism industry ranks next to Gem and Jewelry and Clothing sector which hold the first and second position respectively. Tourism can mean diverse explanations to diverse individuals. To an investor it means money minting while to a nature lover it means conserving nature. To a person integrating the system tourism will be bringing everything together. Each one carries his perspective.

Wickens (2004) discusses how rural tourism can offer many solutions to the issues faced by many countries. The countries like Sub Sahara are seen to poverty stricken especially in the rural areas. For such countries rural tourism seems to be a perfect solution to the above mentioned scenario.

Ray (2005) speaks out that a proper reason is to be found out for the stunted growth of tourism industry in the northern states of our country. Even though the Northern states of our country are well ebbed with a rich flora and fauna which has the potential of attracting tourists. He also mentions that awareness about this area as a tourist destination can be a relevant solution for the same. Tourism acts as a source of developing the economy of the country.

Pond (1993) remarks that the tourists are ignorant about the geographical and historical importance of any tourist destination. Therefore to gain some knowledge a tourist needs efficient guides. The bureaucrats engaged in the tourism business have a mindset that satisfaction of the tourism from all the perspectives i.e. from the logistics towards the efficient management of the tourists will increase the profit margin.

Dritsas (2006) the profession of a tourist guide is not an easy task. To satisfy the tourist is the primary objective of the guide. However to meet this objective a tourist guide has to face various huddles. In addition to this the guide may possess inadequate communication skills. Moreover the guide has to work in the periphery
drawn by the employers and clients. Hence this poses as a major setback in the operations.

Pongsapich (1982) speaks though his research that the job profile of a tourist guide had a higher status as compared to other job responsibilities. This status of a tourist guide is due to the eligibility criteria of Fluent English being requisite as a guide. He also stated that Thailand is a country where the profession of tourist guides is accepted by the youth, as tourist guide earns handsome salary and other perks.

Swarbroke (1999) suggests that the notorious behaviour of tourists is one of the major challenges faced by the local residents of a respective tourist destination. Moreover, huge number of tourist footfall at the same destination at the same time may put pressure on the available resources.

Ashley (1998) recommended that vito power and proper planning are the two vital factors responsible for the growth and development of the tourist destination. Localities play a crucial role in bringing together all the factors of the said industry.

Keyser (2002) in his study mentions about the transfer of people from their habitat to distant location to accommodate space for building up a national park. The researcher also mentions that South Africa is such a land where such inhumane migration is observed under the name of development.

Tosun (2000) brings out through his study that at a tourist destination where the tourist business is highly influenced with their respective culture. The localities cover a major chunk in the participation of tourism business.

Hollenhorst (1989) refers to the adventure tourism as a very different platform. Tourists become more involved in adventure tourism and go to various lengths in pursuing their passion.

Hall (1989) significantly speaks about many countries which have promoted eco-tourism as they important characteristic. These countries are also involved in adventure tourism advertisements so that it together benefits both eco-tourism as well as for adventure tourisms.

Brinberg (1997) discusses that the tourist destination are planned according to the image created associated with that destination. Image creation and associating a particular image with a destination is a crucial decision which impresses the tourists to select that particular destination. Destinations and the experiences which one will encounter when one visits that place is something very fluid and open to one’s experience. Hence, tourist destination experience cannot be tried before one reaches there.

S.P Bansal (2007) highlights in his research that choosing a particular tourist destination reflects the behaviour of the individual, it also reflects the personality traits of the tourists. The researcher also adds that certain models are used to find a
correlation between the behaviour and choice of the tourist destination. Moreover the
demand theories also brings out the monetary supply play a role in choosing a
particular destination.

Adarsh Batra (2008) studies different behaviors exhibited by the tourists. Batra
mentions in his works about eco-tourism. He suggests that the perception of the
tourist and the localities lie on the same plane regarding eco-tourism. His suggestion
was a result of a sampling method through a questionnaire.

Falassi (1987) describes festivals has a major impact on the cultural sects of different
religions. Many tourists are attracted to certain destinations to celebrate the season. In
the modern terminology festivals could be now be deemed as events in other works
the researcher mentions that festivals is a major cultural medium to attract the tourists
at locations of such importance.

Zeppel (2010) suggested that the cross-cultural conflicts exists between the localities,
tourists and tour operators. She mentions that tangible values and intangible values
are responsible for various types of conflicts. She adds in her research that the
management of this conflicts between the localities, tourists and tour operators will
result in the sustainable tourism. There are various measures which could ensure a
harmonious life occurs between localities, tourists and tour operators visa: i)
impacting education to the localities about importance of tourism and its benefits ii)
Creating separate zones for both localities and tourists iii) ensuring the sanctity of the
sacred places is maintained.

Crouch (2003) focused on the issues of Human resource development. The human
resource development is solely responsible to polish the skills of all employees
pertaining to tourism industry. Crouch mentions in his work that DMO usually
doesn’t have a direct say to provide education and efficient training. The political
impact from the stakeholders makes sure that the proper education and efficient
training is imparted to the employees. Atleast taking care that the quality training is
impacted to meet the industry needs. He has observed that advertisements or ads uses
media in all its form for promotions. When creating ads for the layman various forms
like newspapers, magazines, TV, FM, outdoor billboard ads, as well as the recent
forms of media being internet. Keeping in mind the target audience the choice of
magazine or newspaper is selected. As compared to the above mentioned forms of
advertisement direct access to the tourism destination by the use of internet and
itineraries provide a huge platform for booking and reach the planned tourist
destinations in very short span of time and with ease.

Ritchie (2003) has mentioned that audit is an effective tool to check the monetary
worth of a tourist destination. In addition to this the author is of the opinion that audit
reflects the effectiveness of a tourist destination. The researcher mentions that through
audit one can get an idea to improve the economy of a specific tourist destination and
contribute towards a country’s economy.
Var (1984) suggested in his studies that the attitude of the localities towards the
development of tourism are culturally accustomed. The researcher observed a strong
correlation in the Northern Wales region. The researcher also recommended that the
localities of Northern Wales region are very sensitive towards their culture and tend to
protect it.

Liu and Var’s (1986) suggested in their research that the attitude of localities towards
the development of tourism bears no relevance with the duration of the inhabitants.

Mondy (2010) mentioned recruitment as a very expensive process. He also suggested
that to fulfill the gap between the employees who have left the organization and the
newly recruited employees is termed as turnover of the organization. More the
efficiency for recruitment more is the turnover of the organization. In other words
turnover can be defined as the effective replacement of the lost employees with the
newly recruited employees in their position. Sometimes it is difficult to fill in
positions where the manpower has left the organisation. This is not covered under
turnover.

Wang (2011) remarked that turnover can be both out of free will or forcful. In free-
willed turnover the employees leave the organization, irrespective of the underlying
reason. While on the other hand the author suggested that the forceful turnover occurs
when the employees are forced to quit the organization.

Richardson (2008) refers to the point that pay acts as a strong motivator in any sector.
This being the norm the poorly compensated sector was seen at a disadvantage and
this was thus known as the downside of the hospitality industry. His work focused on
compensation packages and advancement in career. They are areas where the
hospitality industry scores very low while choosing careers. Poor career advancement
stages causes frustration and tarnishes the overall image of the entire hospitality sector
on the whole.

Hinkin and Tracey (2000) suggested the opinion and views of customers’ plays a vital
role in the hospitality industry as tourism is a service oriented industry it depends on
the satisfaction level of the tourists. To provide the efficient service organisations
require skilled and well trained staff. But the process of recruitment of the skilled staff
is a costly affair. Although, the turnover reflects the efficiency of the organization the
higher the turnover the higher is the efficiency. However, the cost associated for
achieving this turnover cannot be neglected. In Addition to this high turnover also has
a negative impact as tourism is a labour intensive service oriented sector. As the
employees are involved in creating experience and this experience gets transformed
and reflected in the brand value of the tourist destination. The lost productivity is
another negative impacts of high employee turnover. This lost productivity is a result
of the difference between the productivity of efficient and skilled employees and the
productivity of newly recruited employees as they are at the start of their learning
curve.
Newman (2002) has studied the references of the previous research articles. These articles highlight that all the human resource functions can be managed efficiently and effectively when the compensation is high. Money truly acts as a motivator for many in the hospitality sector at large.

**Literature Gap**

The intensive review of literature reveals that there have been different studies on Tourism and employee engagement and level of satisfaction in tourism having different aspects of services. Although most of the employee engagement studies are found in the field of ecological studies it is seen that there is no dearth for studies on training and Organizational Performance related to the area of Tourism. There have been a few references in researches that trained Employees lead to customer satisfaction but it is very rare to come across studies which focus their attention on demand and supply of trained staff for tourism in Konkan areas of Maharashtra.

Moreover there have been no studies found on the aspect of trained manpower available and retention of the employees. Therefore the intention of the researcher is to find out how far the education and employment impact on growth of Tourism in Konkan Belt of Maharashtra.