CHAPTER - 2

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Tourism and its related aspects has become an important field of study among academics, researchers, various Governmental, Non-Governmental agencies and other stakeholders. An in-depth review of text books on tourism brings out the fact, that every aspect of tourism transcends the boundaries of many disciplines which makes it rather a complex subject of steady from a sizeable number of both Indian and foreign books on tourism containing divergent aspects of impacts and implications.

As regards tourism research in the country, a number of research works touching varied aspects have come out recently and same with respect to Karnataka State and Mysore district.

Here in the following paragraphs an attempt is made to review the existing literature on the subject tourism.

Sudheer S.V. (1991) examined the projection and problems of tourism in Kerala. The purpose of this study is to review the status of tourism in Kerala, to determine the amenities accessible to tourists visiting and review the financial profit obtained by the industry people in the tourist centre. The study recognized factors that fascinated tourists to Kerala such as natural beauty, beaches, favorable climate, historic value etc. The suggestion is to increase the special offer at the peak duration to attract more tourists. He highly praised that the unevenness cause can be reduced by focusing more on the expansion of probable areas in those districts. In order to encourage tourism, a very clean restaurants and hotels are to be maintained, reasonably comfortable and most excellent service should be provided in the locality of the centers.

Geoffrey I Crouch (1992) explains about the effect on price and income with reference to international tourism and demand. The study reveals the estimated demand in tourism income varies a lot but the price elasticity will not provide complete information about tourism.
Witt S F, Witt C A, (1992) highlights the modeling and forecasting demand in international tourism which is now the second next to oil business, but few countries also have the knowledge of tourist declines from year to year at certain period. Thus, planning or forecasting under such situation is extremely difficult and equally significant. Adding up, the econometric models expected allow an evaluation of the different variables for the demand of tourism. The main reason for the flow of tourists depends on the factors such as prices, income, currency limits and exchanges rates are also been evaluated.

Selam M. (1993) considered the prediction of producing large foreign exchange income through tourism. He feels that the financial implication of tourism lies in its capacity to produce foreign exchange to get together the growing importance of the nation. Overseas and domestic tourism jointly donate to our GDP significantly. He disclosed that tourism is sixty five percent more encouraged than other industries. He also puts importance on the community significance of tourism. Tourism provides certain valuable social outcomes both to the host country and also at the international level. They are: analyzing the representation of the host country with other countries, protection of enriching inheritance, promotion of nationwide incorporation, development in standard of living, expansion of people's knowledge, exchange of artistic ethics, protection of flora and fauna, promotion of games and daring activities with the adolescence and so on.

Frangialli Francisco (1994) explains about achieving a quick and stable expansion in tourism, by proving its ability and talent of demographic factors encouraging global tourism by including hi-tech changes that promote expansion. The study also tries to understand the behavior that varies from one customer to another customer in today's trend and gain advantage by choosing a strategy of sustainable improvement by improving human resources.

Chul-Min Mo, et al., (1994) speaks about the attempts made for segmenting the travel markets. It illustrates the International Tourism Role (ITR), to have segmentation of international market for tourist. But, the results cannot be generalized, because it holds good only in the population studied with ITR scale.
Vijaya Kumar B (1995) considers tourism as a mediator of communal transform in bridging gap among countries, regions, public and serving them to release with wider deliberation of venture throughout the globe. Tourism is considered as the supporter of expansion of both micro and macro level. India is a vast country with a variety of tourist destination but the number of tourist is very less. The study identifies the reasons for poor performance such as site at remoteness far away from the main tourist place, insufficiency of tourism infrastructure, attentiveness of tourist inflows into some places only, short tourist season in India, terrorist activities, continued regional conflicts, health and security concerns, high cost of capital for developing tourism infrastructure and rising tax burden on tourism industry. He recommended that proper strategies should be framed for promoting tourism.

Ameen A.M. Al-Momani (1995) explains tourism industry as extremely complex out of many classifications of firms that provide dissimilar services and products to the visitors. At the central part of the industry are food and beverages, transportation, financial services plus attractions, accommodation and traveler – oriented related products. Added to this, taxis, motels, service stations, banking, retail stores etc., are also equally contributing to the development of tourism. He has also tried to address the threats from tourism such as environmental problems and more number of tourists visiting may damage many aspects of the destination. He recommends that a correct measure and normal monitoring of the various sectors of the industry might provide protection against the likely sick effects of tourism.

Costa, Jorge (1995) highlights the significant area of possible opportunities for making a trip and a developed tourism industry. He exposed that tourism industry is fetching more importance in the economic development of an economy. He opined that both government and private have to join hands in order to attain a maximum development of tourism in a country. He suggested that protection of the culture, heritage and monuments should be planned properly. He also has identified the problems in the maintenance of human resources related to tourism development. Thus, training program should be given to develop the skills of laborers and reduce the labor turnover. Promotion of the destination should be very high, holiday packages should be suggested where the tour operators would also take part in working efficiently.
Satya, Sundaram I (1995) has planned with few steps, which should be taken immediately in order to enlarge the inflow of tourists and earn precious foreign exchange. They are: waiting time for the permission of customs should be condensed, good condition of sufficient means of transport, staying facilities at places of visit, engaging the relevant number of authoritative guides in order to avoid wrong and misrepresentation of particulars, enhancement in the infrastructure amenities for tourism and better advertising to our tourist places at global level. He also opined that a practical policy on the part of the government is immediately necessary for tourism promotion.

Jha S M, (1995) commenting on the promotion strategy, opined that much communication about tourism products actually takes place by word-of-mouth communication which in a true sense is word-of-mouth recommendation. In the tourism industry it is found to be an important and effective tool of promotion.

Martin, Oppermann and Chen, kye-Sung (1997) highlighted the importance of health and safety in tourism. They remarked that regional conflicts often have an impact on tourism industry beyond that immediate conflict area, because countries depend on the other countries for tourists.

Bhatia A K. (1997) on tourism and international understanding expressed the view that tourism helps to break prejudices, barriers and suspicions that exist between nations. The best to understand an another country is to go there, and when those country people visit our home country they try to shrink and a positive move towards better understanding of international tourism is possible.

Malhotra R.K. (1997) is of the view that sacrificing any part for a short–range tourism gains to long range degradation of resources. Many people expected tourism would help to foster a climate of peace and prosperity by bringing together people of different cultures and nationalities.

Jagmohan Negi (1997) explains more about the tourist product which attract the tourists to a place. A detail explanation of primary elements and secondary elements are mentioned. Museums, art galleries, theatres, sports events, urban landscape, historic building etc as one category and other services such as hotel, good and beverage facilities, shops etc are highlighted as separate category.
Sundaram, Satya I. (1997) identifies the major problems in developing the tourism industry such as rising of funds, no proper hotels and accommodation facilities, no proper communication by travel agents, lack of harmonization between the Department of Tourism and private sector. These are the serious problems faced by tourism sector. The study disclosed that the Indian tourism industry has to realize its full potential and make the possible changes to improve tourism in the country. It needs the equal participation of government and the other concerned authority to join hands and work on developing tourism. The local people should also be involved and create awareness about the benefits of tourism among them such as excellence of being, caring the surroundings and provide employment even to unqualified labor in country like India.

Martin Mowforth and Ian Munt (1998) views that global tourism is expected to continue and expand because people like to discover more and more new destinations.

Yashodhara Jain (1998) underlined the need of giving tourist priorities in India to make tourism foreign exchange earner. The importance been explained are the diversified tourism from the conventional sightseeing tours to growing holiday tourism and few popular centers or circuits of tourist. The development of tourism in India is also discussed with respect to the growth of science and technology, economic abundance and revolutionary. The change taking place in the field of transport and communication has contributed massively to the development of tourist industry all over the world. The reasons for India failing to attract large number of foreign tourist is been studied. The major problem is then highlighted and mainly centered on the negative Governmental policies to improve and develop the tourist attractions.

Jha S M (1999) in the book, “Service Marketing” has explained the tourism product planning development, marketing information systems and research and also strategies for tourism promotion.

Gordfrey Harris and Kenneth M. Katz (1999) made it clear that they tend to be real calling cards of the international tourist promotion business. They are the one item that signals to travel professionals and foreign travelers and ready to welcome them.
Menon Muraleedharan K (1999) performed a investigation that paid attention on tourism management and managerial problems in Kerala. He explains about the present managerial arrangement required in tourism management that lacks incorporation, unity of command and harmonization. The tourism with all its unbending routine policy, procedures, monetary constraints, lack of professionalism is yet planning to structure a healthy tourism action. To tackle these issues he plans the association of a tourism board having self-governing judgment making power, proficiently expert managers and monetary autonomy.

Habil Ruhi Yaman(2000) refers to the process of knowledge acquisition and utilization through marketing research in tourism. The factors that lead to a marketing research orientation in tourism organization is been determined and different models used are explained in detail with respect of Tourism development and its assessment.

Gulab Nabi (2000) says tourism is economically important as it provides a source of income, it provides employment, it brings infrastructural improvements and it may help regional development. In his opinion that is the reason why most of the states in India have declared tourism an industry.

Jayapalan N. (2001) highlights the importance of tourism and clearly explains the concept of tourism with its marketing concept and the promotional activities that help the tourism sector to be developed. The significance of economics, social and cultural factors are been discussed.

Bisht S S (2002) visualizes the marketing concept such as marketing of Tourism marketing policy, its application, its peculiarities and also different tourist marketing mix. Finally the important of communication in tourism is been highlighted.

Chowdaiah C (2002) brief about Mysore City and its surrounding tourist centers as a place of heaven for the foreign tourists. The Government. must make sincere efforts to improve the atmosphere that could encourage the tourism. The role of private organizations too is discussed in improving the tourism in city joining hands together to enhance the historical and geographical significance of Mysore as a tourist centre.
Mohammed Zulfikar (2002) describes the importance of tourism in the socio-economic development of the country and adds by saying tourism tends to give support to local handicrafts and cultural activities, both in urban and rural areas. Thus, tourist expenditure has a multiple effect and also generates tax revenue for Government.

Clare A Gunn and Turgut Var (2002) clearly differentiate between information and promotion. They say advertising is for attracting customers (Tourist) whereas information is to describe – Maps, Videos, Magazine, Guide books, Brochures etc.

Stewart Moore, et al (2002) a template of new model for tourism destination using public private partnership is found. The researcher runs through a detail literature of tourism in both the national and international tourism development. The summary of importance is been done relevant to the current study. Literature review used is a strong base to the research on public and private partnership in development of tourism Industry.

Pran Nath Seth and Sushma Seth Bhatt (2003) comments that travel and leisure being a labor intensive industry, has numerous job opportunities for educated young Indians – reason behind is very simple as people do not miss holidays and entertainment. Therefore, they stressed the need of taking keen interest in planning and development of tourism by the Government.

Romila Chawla (2003) discuss about the impact of tourism on local residents, tells that local populations has a broad range of both positive and negative impact from tourism development. Development of tourism does create job opportunity and higher the income level but it is a service sector which may be seasonal, part time and low paying.

Suresh A (2003) discusses about the importance of hotel industry and tourism in the state of Karnataka and reveals the inadequacy of facilities related to accommodation for tourists. Thus, what types of hotel is required in the destination and the necessary actions to be taken for improving the accommodation for developing tourism is highlighted.
George P.O (2003) speaks about the collaboration of the functions of private entrepreneur, Department of Tourism, self-government, and other related persons who has the authority for improving tourism in Kerala, through developing a strategic management model.

Sebastian Vengesayi (2003) speaks about the conceptual model of tourism destination competitiveness and the paper proposes the evaluation of tourism destinations approached by conceptualizing the attractions and competitiveness as related and complementary dimension and also studies the comparison between what the destination invest in and what customers are looking for in a destination.

Cyriac Mathew (2003) is of the view that tourism is after all symbolic friendship and co-operation. He speaks that the first step international tourism that symbolizes love and friendship that share the planet with other nations with other human beings etc.

Vivek and Nita (2004) highlights the significance of rural tourism and express their view that rural tourism could be very fascinating for foreign as well as domestic tourists because villages present an interesting site because of their unique life style, fresh environment and its wonderful beauty.

Green Portal (2004) Tourism is based on internet and it’s utility. The internet is assumed to be an effective channel and a report released by Department of Sustainable development of tourism.

WTO (2004) explains the biodiversity and maintaining cultural aspects in promoting tourism for mutual understanding among people and peace by nations is mentioned as highly significant.

National Training program on Sustainable Eco-friendly Tourism, (2004) according to the paper released in this connection the term carrying capacity in tourism is referred to as the maximum number of people that can use an area without there being an unacceptable decline in the quality of the visitor experience or the environment.

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Babu T D and Jayabal G (2004) says India is unique as it offers holistic
medicinal services with Yoga, Meditation, Ayurveda, Unani and other systems
medicines where a unique services has been provided when compared with other
countries. Thus, India is the place of medical tourism and the right strategy and policy
should be framed to attract more number of international tourists.

describes that this industry consists of a number of different sectors including the
travel, hospitality and visitor services sector.

Tapan. K. Panda et al., (2004) highlight the impact of international terrorism
on tourism and observed that Jammu and Kashmir attracted a lot of tourists from
different parts of the world but terrorism has avoided the flow of visitors to the state.

Tourism Today.” He speaks about the recent developments in Information
Technologies and in particular the introduction of the internet and World Wide Web
(www) in the early 1990s introduced a new era in human communication and
revolutionized the entire range of business transactions. Thus, IT plays a vital role in
tourism sector.

Narasaiah M. L. (2004) instead of using the term ‘Sustainable Tourism’, it is
most appropriate to use ‘Responsible Tourism’. He speaks about the advantage of
both tourist as well as the local by staying in a clean environment and the interest of
local deriving jobs and generating income from tourism

prospects of tourism industry in Gujarat” highlights the problems that occur in
tourism sector such as inadequate airline capacity, bad conditions of airports,
appalling conditions of travelling by trains, lack of hygienic and comfortable
accommodation for the tourists, lack of an integrated tourism promotional program
during five-year plan periods etc. Taking these factors into consideration the
measures taken to promote tourism is been discussed and try to overcome the
problems of tourism in Gujarat. (Indian Institute of Tourism and Travel Management).

Dritsakis N (2004) empirically studies the force of tourism on the long run economic development of Greece through causality analysis of gross domestic product and successful exchange rate with global earning through tourism. The result of co-integration analysis recommends a strong relationship between the economic growth of a country and revenue through international tourism.

Sasankan (2004) explains the importance of human resource development in tourism sector. Human resource plays a major role in tourism sector by giving significance to improve the strength in communication, maintaining customer relationship and reducing conflict and its management.

Jacqueline M Hamilton et al, (2005) explains the impact of change in climate on international tourism and the variation of flow of tourist across the country. The foreign tourist arrival and departure model is used for a particular period with an emphasis on change in climate. The study reveals that, more climatic change will decrease the inflow of tourist to any particular destination but, its effects are very small because of the increasing in population and growth of economy.

Sajna S. Shenoy (2005) in the thesis “Food tourism and the Culinary tourist” viewed the importance of food tourism with respect to participation of tourist in activities related to food at the destination, which involves dinning and purchasing local food, dining at high quality restaurants, consuming local beverages, etc. Thus, the essence of food tourism lies in experiencing the destination’s culinary culture, food products and its dining establishments, with specific focus on the local aspect.

Vishwas Mehta (2005) tells about cultural tourism. The process of globalization has resulted in considerable stresses and tensions due to competitive lifestyles, speedup change and ever – growing need to excel. Therefore, there is a need for tourists to go all around the world to visit the unexplored places just to relax and run away from their monotonous, mechanical and routine life styles.

Dallen J Thimothy (2005) commenting on different aspects of tourism describes shopping is one of the most common and enjoyable activities undertaken by people on holiday and in many case, it provides a major attraction and basic
motivation for travel. He further makes it clear that with the recent growth of more efficient transportation system, increased technology, and widespread use of credit cards people have been able to travel further afield to shop.

Praveen Sethi (2005) speaks about the detergent aspects of tourism, anticipates the rapid growth of multimedia technology that combines the time-based media such as voice animation and video along with space-based media such as text, graphics and images and provide the opportunity for interaction between the system and the user and this will have radical effects on the tourism industry.

Sangadharan. M and Raju G. (2005) are of the view that the IT enables tourism Management to become the basis and most desirable human activity by knowing as E-tourism. It covers the different activity such as E-commerce, CRM and value chain integration Tourism.

Demiroz, et al., (2005) studies the collision of International tourism revenue on the economic growth of Turkey. For this reason, the tourism-led growth rate is tested by hypothesis using co-integration testing. The testing of the study suggests that tourism contributes to the economic development of a country and country's economic development help the development of the tourism sector.

Willem Naude A., et al., (2005) used the data of both cross section and panel for the period 1996-2000 to recognize the determinants of tourist arrivals in 43 African countries, origin of tourist's country. The consequences recommend that stability of political parties, infrastructure for tourism, marketing related information and the stage of development at the tourist sites are the key factors of travel to Africa. Typically, developed country factors' of tourism demands, such as the high level of income in their home country, the cost of travel along with relative prices are not so major in the demand of African country as a tourism spot. Thus it can be recommended to pay attention for improvement of the overall constancy the country and ease of use by good infrastructure facilities.

Gooroochurn N., et al., (2005) discusses an modern approach for evaluating tourism aggressiveness using few main signs such as human resources, social development, environment, human tourism, infrastructure, price, and openness for each of them are resulting using factor analysis in order to calculate an collective
indicator and identified that societal and expertise indicators have more value whereas the human tourism and environment indicators have the lowest. Using cluster analysis the performance of destination is measured. The USA, Australia, Finland, Norway and Sweden, are found to be most aggressive destinations, while Burkina Faso, Benin, Ethiopia and Cambodia are the least aggressive.

Kastenholz E. (2005) identifies if and to what degree socio-demographics variables related to travel decide the individual and overall expenditure of a tourist staying in the rural areas of North Portugal. This study helps to know the all different tourist segments and travel factors that play an important role in increasing the economic development of such areas. The important variable such as time, local versus foreign markets, number of days of stay and benefits are considered in the study.

Ramon Benedicto A, (2005) Tourism industry knows about the cause and cost associated with it. Thus, it should come up with environmental friendly tourism products and adopt new approaches with research policies and technology for the development of sustainable tourism in Philippines. The quality of worker performance is considered and other relevant industry is also involved in the study to ensure the economic development of that particular destination.

Amit Sen Gupta (2005) views that medical tourism has a wide scope in developing countries. Medical Tourism is defined as provision of effective' private medical care in collaboration with the tourism industry for patients needing most expensive treatment. This process should be made available by the Corporate Sector involved in medical care as well as the tourism industry both Private and Public.

WTO (2005) the expert enlightened that the decision of the visitor is based on its uniqueness and a certain ‘Special'. The most unique and special the attractions the greater will be the Visitors' readiness to pay. Thus, it is the value of the tourists willing to pay for the tourism destination. In tourism, potential visitors decide on a specific travel destination. Thus, destinations should be given more significant and well developed.
Puneet Aneja (2005) tells that tourism industry has the potential to assist significant number of people, especially the unskilled labor force who plays an important role in the sustaining national economy.

National Conference on Tourism (2005) tourism has positive impact on economic growth in the overall development of societies. Tourism provided employment opportunities and therefore, also reduces migration. Tourism also encourages to entrepreneurship and development of small businesses. Such activities can range from providing tour and guidance services to setting up hotels, souvenir shops and local handicraft etc., which plays a major role in developing the tourism and economy.

The eleventh five year plan by steering committee on tourism 2007-2010 (2006) with ‘Incredible India’ campaign, India is planning to build a brand position the sources such as prices, health, quality and information etc, to analyze and respond immediately to improve tourism in India.

Manohar Puri and Gian Chand (2006) speak about the global economy in the book “Tourism Management” which would be driven by 3 major service industries – Technology, Telecommunication and Tourism. The development of tourism is almost unlimited and becoming an increasingly growing industry on a world wide scale.

Adele Ladkin (2006) in the book “Tourism Business Frontiers” speaks about the issue MICE tourism and its future. Meetings, Incentives, conference or convention and exhibitions (MICE) industry is extensive and rapidly growing and largely associated with travel for business proposes. Thus, it is explained that travel and tourism sector is developed not only for the reason of leisure and entertainment, but it is also for the reason of business i.e., one of the purpose of visit.

Dorota Ujma (2006) in the book “Tourism Business frontiers”, views that technological turbulence re-engineers the distribution and intermediation of tourism products and services. The role of both the tour operators and tour agencies, along with its importance and responsibilities are discussed. The author views intermediaries exist to improve distribution by bringing buyers and sellers together and improving the growth of tourism sector.
Pierre Benckendorff (2006) in the book, “Tourism Business frontiers” speaks about the tourist attractions as tourist mega trends because it has two key functions in tourism: one major as a destination place which attracts the customers (Tourist) and another they provide tourist satisfaction. Thus, tourist attractions have to be proliferating in terms of form, location, scale and style.

Yefeng Sun (2006) in the Ph.D. thesis, “Understanding the Chinese Tourist – Intrinsic and Extrinsic reasons of Travelling to Europe,” identifies the tourism development and social – cultural transformation have very strong link, especially the economical situation changes fund the basis accessibility for the outbound travel of Chinese resident, and privatization and diversification of economy also generate more income for the inhabitants.

Engeni and A Jaume Rosello (2006) informs that due to globalization era the tourism is proved to be an important tool in developing economy of a country and in improving the different destinations which attract a good number of tourists from both national and international level.

Rajasekharan Pillai K (2006) studied about the arrangement of employee market in the tourism sector of Kerala and opinioned that the government should encourage an ideal employee and employer association that is favorable to the industry by making the employees sticks on to existing labor legislative framework. It is suggested that the Department of Tourism and the Department of Labor should join hands to develop the tourism sector and improve the economic condition of any state.

Dileep.M.R (2006) studies the information that there is an immediate need for good communication systems, especially at the tourist sites. The application of IT at the tourist site in developing countries is not up to mark. The idea here is to include an expert group of IT, tourism and management professionals to remove the gap between know-how evolution and understanding the needs of the market in the destination as well as the stage of Government in maintaining the growth of tourism. Further, the Government should initiate the small and medium agencies in tourism to adapt itself to the recent changes in the field of IT that helps the growth of tourism both directly as well as indirectly.
Ganesan G and Chandrasekar Rao K (2006) tries with Tamil Nadu tourism in order to know the current status of the tourism sector and further improve the tourism in the state. It is identified that both the domestic and international tourists have increased and foreign exchange earnings is also high along with heritage and medical tourism which is equally developing. Added to this, the other industries such as hotels, restaurants are also improving.

T.P. Mamoothy (2007) in his Ph.D. thesis “problems, prospects and potentialities of tourism industry in Kerala with special reference to Malabar Region” remarks that the authorities, stakeholders and the entrepreneurs associated with the tourism industry in the region have to realize that the destination or product has a unique flavor and the sum total of the flavors would be able to create the differentiation. In order to realize the economic benefits in a concrete way, the mindset of the society has to be changed as to create a better atmosphere paving the way for the development of tourism industry and the betterment of the region.

Fayissa B et al. (2007) studies the impact of international tourism on the economic growth and development of sub-Saharan African countries. The results show that the amount spent by the tourist will definitely increase the economic condition of a country. A valuable suggestion according to the study is that African countries can pick up their economic growth presentation, not only by putting more emphasis on the conventional sources of growth such as speculation in trade, capital, physical, human capital and Foreign Direct Investment (FDI) but can also deliberately improve the performance of the tourism industry.

Atiya Thabet (2007) says in the high competitive tourism market the best practices are to be followed and those should be met by framing very strong strategy for improving the tourism in the country.


Basil Hans (2008) speaks about the growth made by India's tourism industry in planning period, and the budding issues (like substitute tourism) under globalization. It studies the effect and hurdles posed by GATS and the service sector of the country as well as the drawbacks in tourism planning in India. It also identifies some
constraints in promoting tourism in India and suggests few measures to overcome those.

Lee C. and Chien M. (2008) try to analyze the movements and the causal relationships among the Gross Domestic Product and tourism expansion in a multivariate model. They use two different tourism variables such as receipts and number of arrivals. There is a relationship between the two factors. Lastly, the political change, and the relaxing of some tourism command and policy would disturb the constancy of the relationships between economy and tourism development. Overall, there is a need to match the political, economical factors along with the tourism sector.

Reddy A.K.V.S (2008) feels that rightly soughed out tourism problems will help in developing nation, providing employment opportunity and equal distribution of wealth for all sectors of economy. Thus, the positive impact of proper planning of tourism would help to build not only the particular tourist destination but also to the development of the whole nation.

Prasad Purna (2008) identified the problems and prospects of tourism in Kerala and suggests few effective measures in tourism by adopting the new strategies in tourism management. It was found that the tourist information centres in Kerala are well maintained but basic amenities are to be made active in tourism centres, tourists guides should be more professionalized, more hygiene to be maintained in the tourists sites, local people must be very caring and pleasant etc. The recommendations included are such as feedback from the tourist, proper sign boards and hand outs for tourists for publicity, airports, so on.

Seyed Mahdi Herdarabadi (2008) in the thesis “Strategies for planning Domestic and International tourism development of Qom province with emphasis on religious Tourism”, views that tourism will not develop in particular place of study (Iran) and also in general, if responsible people in Government and private sector, do not learn this science and techniques academically. Government should support travel agencies and tour guides. To get new marketing strategies for tourism the scientific principle studies and regional research which are base on economy and international commerce has to be properly planned, predict the future and suggest necessary action for improvement.
Suddhendu Narayan Misra and Sapan Kumar Sadual (2008) explains the key elements of tourism such as tourism industry, destination, product and its importance in global business and its effects on our day to day activity. Along with the key elements the emerging sector of tourism such as sustainable tourism, responsible tourism and Information Technology tourism is also been assessed in detail.

Geoffrey Lipman (2008) during the period of worldwide economic ambiguity it is difficult to have cooperation across the globe, thus a proper planning has to be executed. It is sector that will be used and dependable by more number of people for their development and the economic development of a country.

Vannarith Chheang (2008) Tourism plays an important role in determining the economic and social development of a country. The tourism has to attract more number of tourists to its destination with a lot of initiatives by both private and public sector.

Yvette Reisinger (2009) alerts with the fact that individual behavior is culturally bound. Culture and cultural values influence how individuals act and react. Cultural variables will explain the aspects of objective in a much better way of tourist behavior such as the preferences for specific product and destinations and as well as subjective aspects of tourist behavior, such as the influence of emotions, beliefs or customs on these preferences.

Bhatia A K (2009) highlights the tourism development planning is not static but dynamic and guides future action. Tourism planning process involves creating a future that is acceptable to the host community as well as the tourist who visit the place for a short period of time. Since tourism involves hospitality, the planning for various tourism facilities must be based on the needs of the tourist and hence develop the tourism sector.

Reza Abyareh (2009) in his Ph.D thesis “Tourism attractions and their influence on Handicraft employment in Isfahan (Iran)”. The study views the importance of tourist attractions and their influence on handicraft employment in Isfahan. It also reveals the effectiveness of tourism attraction on handicrafts, development of occupations in handicrafts section and on increasing job opportunities in handicrafts section.
Cecil A. Miller (2009) suggests the benefits from social background environment and economic conditions for long-run development of country. Department of Tourism, Government of Karnataka and Karnataka Tourism Policy is always looking forward to increase the number of both national and international tourist to visit and extend their stay by increasing the revenue and suggests few strategies for the development of the state.

DHAN (2009) the objective of any nation is to increase the benefit of tourism more extensively. It requires active participation of both private and public sector. UNWTO put forth the government to play a major role in tourism, in partnership with the NGO's, local authorities and private sector. Tourism is a very important key area of developing a nation, thus the tourism should be given more weightage.

Jon Devine, (2009) speaks about the benefits and the expenditure of tourism that vary from one destination to another destination. The study reveals that there is a lot of differences found across the different community and destinations that support for tourism and the residents indicates the less support and have differed attitudes on developing the tourism.

Flix-Angel Grande et al., (2009) speaks about the opportunities created in tourism industry with a strong competition also. Thus, strategies are to be developed to encourage the entrepreneurial activities that are designed to improve the tourism competitiveness.

Marek M. Nowacki (2009) attempt to verify a model of relationship between motivation, quality of product of attraction, benefits, satisfaction level and behavioral intentions of tourists visiting different places. It was noted that the effect of performance of service provider on behavioral intentions takes the route through benefits gained by the visitors. Benefits have a stronger total effect on behavioral intentions than visitors' satisfaction.

Vikram Madhok, (2010) India is filled with all that a traveler needs and therefore, we should be able to attract the different tourist segment. It is time that we endorse different tourism products from the usual ones and provide at different approach towards tourism. A lot has happened in terms of promoting various facts of
India and now private people should play a major role in giving unique travel products that forces the outside tourists to stay for more time in India.

Bholantath Dutta (2010) speaks about international tourism and its role in the economic development of many parts of the country and world. The link among the hospitality industry of a country and many parts of the world, is the travel business which leads the hotel industry and in order to cater to the people traveling away from home for their comfortable stay, food and beverage etc., all over the world is discussed in detail.

Aniah, et. al., (2010) identifies the socio-economic activities within the place and involvement of tourism in achieving the developmental objectives. The role of Government to diversify the economy of a country by tourism and its benefits to the state particularly within the communities are been highlighted.

Ashish Gupta (2010) Tourism needs a strategy for its development and there should be segregation in the sector depending on the price preferences. A brand should be created for Indian tourism to increase the flow of international tourists into the country.

Rakesh Mathur (2010) speaks about Promoting a sustainable and responsible tourism in the magazine “India foremost travel”.

Sheng-Hshiung, et. al., (2010) examines about the different roles of travel agencies by comparing both job characteristic and the creativity of an employee at different jobs and resulting in differing employee creativity along with the characteristics of a job depending on roles of travel agencies. Thus, the research directions are been studied to know the existing relationship among these two variables when compared to travel agencies.

Peter Schofield (2011) tries to know about the community with rural background in developing countries and urban areas of developed countries and if any pre-development activities which are neglected in England. The author speaks more about the attitudes of the residents towards tourism improvement and their perception and its impact on the particular tourism site. The study reveals that the community is divided on the two concepts such as positive feeling about the support of tourism improvement and costs of tourism and its negative impact on ecological consequences.
that plays a major powerful role. The city resident pays more value to the negative consequences and the related authority has to work on it.

Li Sheng (2011) explains the foreign investors versus local businesses: an urban economics model for tourist cities which is the money matters and prose focuses on the economic aspects of foreign investors' impact on cities and defends their constructive role in city development. This takes a unlike move toward by upward an urban economics model for tourist cities that illustrates how, when there is local underinvestment and a large arrival of foreign employment, international enterprises may make their profits at the expense of local businesses. Therefore, he concludes as it is the Government's accountability to control foreign speculation in a way that is conducive to sustainable growth.

Bob Mc Kercher, et al., (2011) observed the inter-relationship between the gender attitudes with tourism and the environment. The nationality attitudes among the women were much more when compared to men.

Ministry of Tourism, (2011) Tourism have to make way for its improvement by both physical and financial resources from Central and State institutions for its infrastructure development of tourist sites. It should also try to understand the inter connections that it has among the other sector of the economy and its development. Usage of IT should be high for attracting more number of tourists.

Das Gupta Devashish (2011) explains the constituents of tourism market environment in “Tourism Marketing”. The two types of constituents are Tourism Micro Environment (Porter’s five forces Model) and the other Tourism Macro environment (PEST analysis) that focus more on tourism and its development with an environmental background.

Nadia Franceschetti (2011) in his research study “Place marketing and place making: TORONTO, TOURISM and the Fractured Gaze” explores the influence that new media, particularly social media, may have on many individuals’ tourism practices and behaviors. Independent blogs and websites have risen in prominence as credible sources for the discovery of things to do and see in a particular place but, still a challenge to the official city website promoting the place.
Ching Fen Pan (2011) in the thesis “Customer participation in Tourism Marketing” confirms that communication between customers and service providers relates positively to customer participation. Tourism product is a product primarily based on psychological feelings. This mental state can be easily influenced through interaction with others and thus customer generates biased evaluation towards the service providers or makes inappropriate purchase decision.

Antccia Correia, (2011) discusses on the impact of culture in making decision by a tourist and has revealed that culture definitely effects the tourist decision. The decision to visit any destination it depends on its quality, price and brand. Thus, few suggestions for future research are also discussed.

Stefan Franz et al., (2011) studied the demand of international tourism and its impact on economic growth of an economy. The model proves that growth in tourism leads to gradual increase in revenue and increase tourism activities. A few theoretical findings are discussed.

Aarti Aggarwal (2011) in the Ph.D. thesis “A study on perception of tourist satisfaction in Bundelhand Region”, highlights the level of satisfaction of tourist in the particular region with the available facilities. Along with the facilities the overall factors that affects the perception of tourist satisfaction is been studied in detail. The problems faced in the tourism sector in the study highlights the poor performance which is most important factor due to the lack of awareness about the region because of inappropriate tourism planning.

Adam Blake, et al., (2011) tests the reason of visit and nationality resulting from demand of tourism model. The demand modelers spend more effort in using econometric techniques using the relevant data. Thus, it is proved less aggregate levels of modeling should be taken more routinely for modeling of demand.

Brent Ritchie J R, et al., (2011) highlights the essence of tourism in the development and delivery of travel and visitation experiences. They try to provide a quantitative and qualitative assessment in order to enhance our understanding of the experience, with a special emphasis on the management issues associated with delivering these experiences to destination visitors. Understanding the nature of
tourism experiences is of significant value thus, providing tourists with high-quality, memorable experiences constitute the essence of tourism and tourism management.

Poolad Deneshvar and H.N. Ramesh (2012) try to explain service quality and demonstrate the surface gaps as tourism belongs to service marketing. The similarities in tourists attribute evaluation and customer satisfaction has been highlighted. Hospitality factor is the most influential in determining the satisfaction level for both Indian and International travelers that will lead to revisit.

Ramakrishna H. (2012) reviews the tourism policy and tries to explain the initiatives taken by the Government to defend the concern of the stakeholders related to the tourism sector by the concept of pro-poor tourism from the period of 2009-2011. This paper discusses about the invisible exports in tourism with respect to its "prospects and problems of tourism". Next to readymade, gems and jewelers, tourism is the largest export item in terms of its earnings. Thus, it explains the services rendered to foreign tourist during their stay in India.

Lorenzo Masiero, et al., (2012) studies whether the tourist segments have a strong relationship between prices and its effect with the tourism choices activities such as revenue by using all marketing mix and the factors that determine the tourist choice. Thus, the sensitivity to price of different degree to design a right activity in every destination is to attract all segment of tourist. But, yet price has its own influence in choosing the destination by a tourist is been proved.

Nagapathi K.S (2012) talks about the importance of other sources required to be improved for the development of tourism such as building materials, food, trained workforce etc., any of these facilities not properly made up it would affect the growth of tourism. Thus, certain measures are suggested to improve tourism through other sectors such as strengthening the backward linkages such as air transport procedures and capacity etc.

Luiz Moutinho (2012) focuses about the perceived value, behavioral intension, customer satisfaction and the quality of service. The author highlights the overall quality of service and its impact on the perceived value and satisfaction of customer with using certain modeling techniques. Strategic Management in Tourism links the strategic thinking and actions that provides analytical evaluation of the most
important global trends in tourism and analysis the impact of crucial environmental issues and their implications along with the major factors affecting international tourism management and serve the professionals working in the tourism sector.

Stephen F Witt, et.al., (2013) explains about tourism as one of the fast growing service sector which needs more concentration by government and private sector people so that revenue can be increased and attract more number of tourists to any destination. With the special reference to economic development of a particular destination, it provides an overview of oversees tourism and techniques that can be adopted for managing tourism activities.

Ramachandran D. et.al (2013) speaks about tourism as the most important business in the service sector of the Indian financial system. It is one of the world's fastest growing businesses and it plays a major role in accelerating the economic development of the country. It has generated a number of social and economic benefits that promotes national incorporation and global perceptive, creates employment opportunities to a large number of people and overseas swap earnings. Tourism also supports local handicrafts and cultural activities for many developing countries, particularly the small countries. They are mainly reliant upon tourism; this tourism offers a more dependable cause of returns. Number of factors, such as, people development, shorter working days larger paid holidays, raise in general awareness among people for traveling and the need for recovery from tensions of modern life, have created encouraging situation for the growth of tourism. So this business has registered an incredible increase all over the world during the last few years. Over the years, tourism has emerged as a major segment of the Indian financial system, causal substantially to the foreign swap earnings and creating large-scale employment opportunities.

Vijaya Babu K (2014) speaks about the problems of tourism industry with regard to foreign tourists such as Safety and Security to the tourist, infrastructure development and the Government initiative for providing better services to the foreign tourist. Government must be very humble to the tourist and provide professional tourist guides and also introduce special schemes to attract more foreign tourist to the country.
Jo-Hui Lin, et al., (2014) studies and focuses on the social support by the employee working at tourism centers. Research reveals that there is a positive relationship between work and leisure. The implication of stress and job design of employees should and taken care by the Department of human resources.

Anna Leask, et al., (2014) talks about the management highlighting to attract tourists belonging with specific to Generation Y. The study is on the profile and consumption experiences and role of communication which always tries to attract the visitors to the destination.

Lan-Lan chang et al., (2014) explains the relationship between tourist perception, motivation, experience and idea of revisiting in creating the destination as tourism site. It also tries to emphasis on psychological context of tourism to improve a particular destination and attract more number of tourists.

Shuang Cang (2014) discusses about Individual, Linear Combination and Non-linear Combination investigates the combination of individual forecasting models and their roles in improving forecasting accuracy and proposes two non-linear combination forecasting models using Radial Basis Function and Support Vector Regression neural networks. These two non-linear combination models plus the standard Multi-layer neural network-based non-linear combination model are examined and compared with the linear combination models.

Thippeswamy G (2014) explains the importance of tourism in Karnataka and tries to explore the experience of international travelers about the Indian diverse culture. The study highlights the globalization and open economy of the tourism for the economic development of a country. It also talks about tourism as the highest foreign earning sector and make ways to improve the infrastructural facilities. The other backward linkages for developing industry are possible by improving the tourism sector.

Defang Zhao et al., (2014) studies about the major factors such as affective, situation, cultural and cognitive that has the greater impact and effects the evaluation and perception of intercultural tourists in detail.

Salih Turan Katircioglu (2014) tries to explain the relationship of International Tourism, pollution related to environment and consumption of energy with a special
reference to Turkey. The study reveals that tourism is developed and considerably increased in consumption of energy whereas the environment pollution should be taken care of for the purpose of developing tourism.

Carol Lu, et al., (2015) tries to understand the relationship of customers and hotel managers with satisfaction level in the service offered and how do the customers (tourists) actually feels about it. The study reveals that there is a difference of opinion in satisfaction level for luxury hotels which highly impacts on tourism experience in any particular destination because hotel plays a major role in tourism sector.

Slocum Susan et al., (2015) significantly reviews and debates on the tourism as the emerging area of business and classifies into different sections such as discourse of scientific research on tourism, important stakeholders such as scholarly staff, Non-Government organization and Government and the case studies relating to travelers in particular tourism locations. This tries to explain the relationship of the tourism sector and its role in developing the tourism sites and economic development of a country.

Girish Prayag, et al., (2015) says market segmentation is very difficult task but yet few important methods are used to segment the tourism market. The study consists of bagged clustering for overcoming the limitations of socio-economic demographics and the characteristics of travelers. A few managerial implication on outbound travel market is been offered for marketing in Western Europe to young Chinese.

**RESEARCH GAP**

Developing tourism as one of the major service sector for an economic development of a state is very important. Due to this reason a lot of studies have been conducted on tourism but few other factors which are not studied with Mysore city for the development of tourism are been identified as the gap and thus, the researcher attempts to fill the following gaps:

1. Exclusively international tourists and their opinion are collected to know their requirement and satisfaction so as to take the relevant necessary actions in Mysore city.
2. Mysore city and cluster is the exclusive place been selected as it is known for tourist spots with respect to culture, heritage etc.

3. Few factors such as tourist spots, facilities, travel, accommodation within Mysore and its cluster is done where there is no exclusive study been made.