CHAPTER 2

REVIEW OF LITERATURE

2.1. INTRODUCTION

Tourism and its related aspects have become an important field of study of late among academics, researchers, various governmental and non-governmental agencies and other stakeholders. An in-depth review of text books on tourism brings out the fact that some of the very early of them can be dated to the early 1970's with a second wave being produced in the late 1980's and 1990's as tourism education and training expanded world wide. The earlier years of 2000's witnessed the flooding of a sizeable number of both Indian and foreign books on tourism containing divergent aspects of impacts and implications. It is to be noted that every aspect of tourism transcends the boundaries of many disciplines which make it rather a complex subject of study. As regards tourism research in the country, a number of research works touching varied aspects have come out recently. In Kerala too, it is observed that with the emergence of tourism as the State’s core competency, active research works are being undertaken on both at the micro as well as macro levels encompassing different aspects of this industry. Here in the following paragraphs an attempt is made to review the existing literature on the subject.

2.2. THESES

Sudheer S.V.,1 (1992) in his research study entitled “Tourism in Kerala – Problems and Prospects” pointed out that the lack of professionalism among its staff is one of the important problems faced by the Department of Tourism in Kerala. He holds the opinion that the tourism development in Kerala should take into account the socio economic background of the State and try to sell its natural beauty in a judicious way. The study pointed out that developing the essential physical infrastructure for promoting tourism is of utmost importance.

Soundra Rajan A.,2 (1993) in his Ph.D. thesis “Commercial Viability of the Tourist Infrastructure of the Tamil Nadu Tourism Development Corporation” remarked that the development of tourism infrastructure would bring in multiple benefits to a nation’s economy. He agrees to the view that building up of tourism infrastructure will also help to extend interregional economic ties.
Bijender K. Punia (1994) of Kurukshetra University in his research work on “Problems and Prospects of Tourism in Haryana” comments that identification of tourist resources is undoubtedly the first step while dealing with the planning and development of tourism at any given area. He is of the view that close coordination between private and public sector tourism organisations at different levels is the key to success in tourism development where state department of tourism must play a central role.

Vijayakumar B., (1995) in his research thesis stated that ecotourism implies an enjoyment of nature’s bounty as well as understanding of culture and natural history of the environment. He stressed the need of the promotion of ecotourism in Kerala as it cares the conservation of the ecosystem while respecting the environment.

Kamalakshy M.V., (1996) in her Ph.D. thesis “Hotel Industry in Kerala with Special Reference to Tourism” reveals her findings that tourist guidance facilities, tourist information centres, transport facilities and various hotel facilities remain much below the average satisfaction of the tourists.

Ajith Kumar M.K., (1998) in his research work concluded that demographic profiles and lifestyle characteristics of foreign tourists affect their spending pattern in India and Kerala. He remarked that two important motivating factors for the tourists to visit Kerala are to see things such as heritage and culture and to go for a mountain holiday.

Muraleedhara Menon K., (1999) in his research study recommended the setting up of a new model organisation for Kerala designated as Kerala Tourism Board (KTB) for the speedy promotion of tourism in the State. He suggests the need of segregation of the hospitality section from the present Department of Tourism. He is of the opinion that investment in tourism industry does not involve huge costs, but only rational planning, strategy and imagination. At the same time he remarked that excessive political interference in the administration is to be curbed.

George P.O., (2003) in his research thesis “Management of Tourism Industry in Kerala” suggested ways and means of integrating the functions of the Department of Tourism, other governmental agencies, local self governments and private entrepreneurs for the promotion of tourism in Kerala. He also formulated a strategic management model for the promotion of tourism in Kerala.
Suresh A.,^9 (2003) in his Ph.D. thesis “A Study of the Hotel Industry and Tourism in Kerala” pointed out the inadequacy of accommodation facilities for tourists and the right type of hotels needed for the State of Kerala. He also stressed the need of improving the existing hotel facilities in the State by suggesting suitable methods for it.

2.3. BOOKS

Discussing both positive as well as negative aspects of tourism, Alister Matheson and Geoffrey Wall,^10 (1982) opined that tourism can also contribute to the maintenance and improvement of public health facilities in destination areas because it provides additional sources of revenue which can be invested in their upgrading. However, tourism also induces pollution which may be conducive to the development of diseases. They also clarify that when tourists purchase a vacation as a package they also buy culture as a package.

S.M. Jha^11 (1995) commenting on the promotion strategy, opined that much communication about tourism products actually takes place by word-of-mouth information which in a true sense is word-of-mouth recommendation. In the tourism industry, it is found to be an important sensitive and effective tool of promotion.

Highlighting the significance of accommodation in tourism industry, Pushpinder S. Gill^12 (1996) comments that an adequate supply of accommodation suitably tailored to the requirements of the tourist market is one of the basic conditions of tourism development. He further adds that many governments have recognised the vital importance of accommodation industry in relation to tourism and their governments have coordinated their activities with the industry by providing big incentives and concessions to hoteliers, which have resulted in the building up of a large number of hotels, and other types of accommodation.

In their outstanding work “Tourism in Developing Countries”, Martin Oppermann and Kye-Sung Chon,^13 (1997) highlighted the importance of health and safety in tourism. They remarked that regional conflicts often have an impact on the tourism industry beyond that immediate conflict area, particularly in cases where countries depend on other countries for passage of tourists. The Iran-Iraq war terminated the popular land route from Europe to Pakistan and India.

Describing the social effects of tourism, James Elliot^14 (1997) opines that tourism is more than an industry and an economic activity; it is a universal social phenomenon touching most countries of the world and affecting their people. The
social effects of tourism can be profound especially in developing countries; local communities can be transformed for good or ill. According to him, living standards and quality of life can be raised by the inflow of finance, new employment and educational opportunities and the revitalization of local traditions and cultures.

On tourism and international understanding, Bhatia A.K. (1997) expressed the view that tourism helps to break prejudices, barriers and suspicions that exist between nations. The very best of way of getting to know another country is to go there, and when vast numbers travel, the narrow, rigid boundaries that keep people in compartments tend to shrink and a positive move towards better international understanding begins to operate.

Malhotra R.K. (1997) is of the view that sacrificing any part for a short-range tourism gains leads 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. But the tourism literature of late has shown latent or actual hostility in destination areas where the indigenous people “the hosts”, are confronted with comparatively wealthy and culturally different visitors.

Jagmohan Negi (1997) gives a precise definition to tourist product. According to him, tourist products are those which attract the tourists to a place. They include the primary elements such as historic buildings, urban landscapes, museums and art galleries, theatres, sports and events. He also identifies such other facilities which are important for the experience of the tourist, viz. hotels, food and beverage facilities, shops and other services. He puts these facilities and services in the second category of elements.

Expressing their views on the future of tourism in the changed globalised scenario, Martin Mowforth and Ian Munt (1998) point out that global tourism is expected to continue to expand because people are becoming to discover more and more new destinations and the travel industry is becoming more and more organised.

Yashodhara Jain (1998) underlined the need of giving tourist priorities in India to make tourism a foreign exchange earner. The author stressed the necessity of:

- Development of selected tourist circuits or centres which are popular with tourists;
• Diversification of tourism from the traditional sight seeing tours to the more rapidly growing holiday tourism;
• Development of nontraditional pursuits for tourists such as trekking, winter sports, wildlife safaris and beach resorts;
• Launching of a national image building and marketing plan in key markets by pooling resources of various public and private agencies instead of independent and disjointed efforts undertaken by the public sector alone; and
• Conservation, preservation and restoration of cultural heritage of India for tourism.

Regarding consumer brochures in tourism industry, Gordfrey Harris and Kenneth M. Katz, 20 (1999) made it clear that they tend to be the real calling cards of the international tourist promotion business. They are the one item that signals to travel professionals and foreign travellers alike that a community or business is actively in the tourism business and ready to welcome visitors.

Tourism research has typically centered around topics related to the social, ecological, and economic impacts of the tourism industry. Social impacts studies, according to David A. Fennell, 21 (1999) have involved an analysis of how the industry has affected local people and their lifestyles, whereas ecological studies have tended to emphasize how the industry has transformed the physical nature of local and regional landscapes. According to his view, such studies are in contrast to tourism economic research which in most cases tends to illustrate the income generating power of the industry within the community, region or country.

Gulab Nabi 22 (2000) is of the view that 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 as industry.

Key-Sung (Kaye) Chon and Raymond T. Sparrowe 23 (2000) make it clear that although travel encompasses all movement or displacement of people, not all travel involves tourism. Refugees, migrants, explorers, nomads, soldiers and commuters certainly travel, but they are not tourists. Tourism related travel involves the movement of visitors to a place to enjoy its attractions, special events, hospitality, lodging, food and entertainment.

About Government's involvement in tourism, Krishan K. Kamra 24 (2001) is of the view that the government should be implicated in tourism in terms of four
functions namely, coordinating, legislative, planning and financing. Describing the relationship between community and tourism, he opines that the marriage between the community and tourism developments normally born out of affection for the economic benefits. On developing tourism he remarks that it is like the two blades of a scissor; on the one hand, it is identified as an economic saviour while on the other, it is characterized as a pariah.

Mohammed Zulfikar (2002)\textsuperscript{25} describing the significance of tourism in the socio-economic development of the country adds that tourism tends to give support to local handicrafts and cultural activities, both in urban and rural areas. Expenditure by tourists has a multiplier effect, also generates considerable tax revenue for government both in the Central and State sectors.

A definite meaning to information in tourism is given by Clare A. Gunn and Turgut Var\textsuperscript{26} (2002). According to them, many public tourism agencies still confuse information with promotion. They clarify that advertising is intended to attract whereas information is to describe - maps, guidebooks, videos, magazine articles, tour guide narratives, brochures, and internet and travel anecdotes. Advocating the necessity of promoting tourism in modern times, the authors comment that tourism promotion is a major policy and programme activity of many nations, states, governmental developments and businesses. According to them, tourism promotion generally encompasses four activities, viz. (i) advertising (paid), (ii) publicity (unpaid), (iii) public relations, and (iv) incentives (gifts and discounts).

According to John Urry\textsuperscript{27} (2002), the development of mass tourism was an aspect of the separation of work and leisure that characterized social development in the 19\textsuperscript{th} century, as both work and leisure became characterized by increasing rationalization. The emergence of mass tourism at the end of the century was a further aspect of this separation. According to his view, it was antithesis of work and of education and learning.

Yorghos, Stella et al\textsuperscript{28} (2002) remark that mass tourism and travel is a quintessentially modern capitalist industry and socio-cultural phenomenon. In the advanced societies it encompasses the large sub-sectors of business travel and of socially motivated travel (e.g. visiting friends and relatives) as well as all of the various forms of holiday making and travel-for-pleasure. They also comment that sex tourism is one of the most emotive and sensationalized issues in the study of
tourism. According to them, the main purpose or motivation behind sex tourism is consummate commercial sexual relations.

Pran Nath Seth and Sushma Seth Bhatt\(^2\) (2003) comment that travel and leisure being a labour intensive industry, has numerous job opportunities for educated young Indians – and it is one industry which does not go into recession even in the recessionary time. People normally do not miss holidays and entertainment. At the same time, tourism has the potential to do damage to the ecosystem of the host community or change the cultural pattern of the host communities if allowed to develop unplanned and unregulated. Therefore, they stressed the need of taking keen interest in the planned and harmonious development of tourism by governments.

In the current global environment, the relationship between food and tourism represents a significant opportunity for product development as well as a means to rural development. In this context, Michael C. Hall \(et \ al\)\(^9\) (2003) are of the view that specialized products offer the opportunity for the development of visitor product through rural tours, direct purchasing from the farm, specialized restaurant menus with an emphasis on local food and home stays on such properties. Therefore, it is apparent that from the seeds of globalisation, the development of strong local food identities and sustainable food systems has substantial potential to grow, with tourism playing a significant role in this process.

Discussing the impact of tourism on local residents, Romila Chawla\(^1\) (2003), expresses her view that local population may experience a broad range of both positive and negative impacts from tourism development. Tourism development may provide increased employment and income for the community. Although tourism jobs are primarily in the service sectors and are often seasonal, part time and low-paying, these characteristics are neither universal nor always undesirable.

Explaining the sustainable aspects in tourism, Agarwal S. B.\(^2\) (2003) opines that tourism growth coincides with the destination’s prevailing value system and cultural integrity and satisfy the needs of its local population.

S. Balachandran (2004)\(^3\) has given a concrete meaning to a tourism destination. He says that a destination is a place which offers complex of activities that comprise the tourism experience. According to him, a destination

- has more attractions on offer than what a tourist requires; so there is plenty of choice,
• is a product itself as well as a container of products, and
• is bought by different people for different reasons like convention, shopping and culture.

Pruthi R.K.\(^{34}\) (2004) narrating the customer satisfaction in tourism industry describes that this industry consists of a number of different sectors including the travel, hospitality and visitor services sector. Within each of these sectors there are a number of individual enterprises that provide a range of services to people who are travelling away from their home environment.

Highlighting the impact of international terrorism on tourism, Tapan K. Panda \(\textit{et al.}\)\(^{35}\) (2004) observed that Jammu and Kashmir attracted a lot of tourists from different parts of the world. But terrorism has stemmed the flow of visitors to the State.

According to Shashi Prabha Sharma,\(^{36}\) (2004) mass tourism is the product of mass leisure, i.e. rest from work. He says that mass tourism depends not only on the growth of leisure time, but also the structure of free time and on the economics of tourism industry. He further elaborates that the ageing of the population and the growth of active groups with disposable income has added to the demand for tourism.

Sharma K.K.\(^{37}\) (2004) explains the impact of IT on tourism in his book "World Tourism Today". According to him, recent developments in Information Technologies and in particular the introduction of the Internet and the World Wide Web in the early 1990s introduced a new era in human communication and revolutionized the entire range of business transactions. The Internet is particularly relevant to tourism as it facilitates interactivity between the enterprises and the external world, however distant.

In the opinion of Narasaiah M.L.\(^{38}\) (2004) instead of using the illusionary term 'Sustainable Tourism', it is most appropriate to use 'Responsible Tourism'. He elaborates that people try to keep the negative and cultural impacts of tourism at a minimum while making sure that benefits go to the poor, especially in developing countries. Responsible tourism has the advantage that corresponds both to the wishes of most tourists – who want to stay in a clean environment with a clean conscience and the interests of the local people who derive jobs and incomes from it.

Another book brought out by Marianna Sigala and David Lesli\(^{39}\) (2005) throws light on international cultural tourism. According to the authors, pressure arising
from visitors may negatively affect the quality of life of residents, owing to pollution, noise and litter, and/or increased cost of living and property prices. Further more, tourists may compete with residents for the use of facilities and infrastructure, and increase crowding - inducing irritation of the local population, which may affect the visitor experience, possibly damaging the destination’s image and consequently tourism in the long run.

Dealing with the same topic of cultural tourism in another book written by Vishwas Mehta,40 (2005) it is remarked that the process of globalization has resulted in considerable stresses and tensions due to competitive lifestyles, breakneck speed of change and ever-growing need to excel. There is a tremendous need of tourists the world over to go to exotic and unexplored places just to relax and run away from their monotonous, mechanical and routine lifestyles.

Dallen J.Thimothy41 (2005) commenting on different aspects of tourism describes shopping is among 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 a field to shop.

In their book “A Companion to Tourism”, Alan A. Lew et al42 (2005) describes that nature based Tourism has multiple origins. Probably, the most significant have been romanticism, the springs tradition, seaside tradition, nature in religion, the exploration theme, the parks and recreation and movement, hunting and fishing, curiosity about animals and the search for the perfect climate. They also asserted that at the beginning of the twenty-first century, tourism as an industry achieved a higher profile in the public consciousness of the developed world than ever before. According to them, the critical reasons for such situation were the impact of international tourism of:

- The terrorist attacks of September 11, 2001,
- The American led invasion of Iraq,
- Airline financial failures, and
- Government and traveller responses to the SARS virus.

According to them, destinations and tourism-related businesses around the world experienced a profound shift in consumer confidence and travel behaviour.
Praveen Sethi\(^{43}\) (2005) who has authored a number of books touching divergent aspects of tourism, anticipates that the rapid growth of multimedia technology which combines time-based media such as voice animation and video – along with space-based media such as text, graphics and images – provides the opportunity for interaction between the system and the user and this will have radical effects on the tourism industry.

On IT Enabled Tourism Management, Sarngadharan M. and Raju G.\(^{44}\) (2005) are of the view that it has become the basis and most desirable human activity deserving the praise and encouragement of all people and all governments. IT Enabled Tourism is also called E-tourism. It has different aspects such as E-commerce, Customer Relationships Management and Value Chain Integration Tourism.

Analysing benefits of Cultural Heritage Tourism, Ravee Chauhan\(^{45}\) (2006) says that Cultural heritage tourism is not magic bullet. It takes time, commitment, a desire to share assets and most of all the ability to work with non-traditional patterns. When done right, the community and the resources would benefit. By its very nature, cultural heritage tourism protects historic, cultural and natural resources in villages, towns and cities.

Commenting on the commercial aspects of tourism, Manohar Puri and Gian Chand,\(^{46}\) (2006) discloses in their book "Tourism Management" that in the 21\(^{st}\) century the global economy will be driven by three major service industries – Technology, Telecommunication and Tourism. The economic potential of tourism development is almost unlimited and tourism is becoming an increasingly important industry on a worldwide scale.

2.4. JOURNALS AND PERIODICALS

The benefits derived from tourism are many and varied. The economic benefits obtained are the most important among them. Britton\(^{47}\) (1982) observes that Third World countries have great economic advantages by developing tourism as an industry.

The Master Plan for the development of tourism in Kerala\(^{48}\) (1986) states that the State has been attracting tourists from abroad largely for the fame of its scenic beauty.

K. Jayakumar\(^{49}\) (1993) expressing his views of comparison between tourism and any export item, said like this: “While we export a commodity or a product,
some material wealth of the country, no doubt goes out in return for the foreign exchange we earn. But when a foreign tourist encashes his foreign money, what he gets in exchange is only his subjective satisfaction, or the value of his experience." He also agrees upon the view that tourist is not an all-out evil; nor is it all good. He says that it has the perils of any development activity. But it is in the interest of a developing country to minimize its damage and maximize its benefits.

As per an observation made by the ‘The Sunday Telegraph’,^50(1998) the built environment of historic towns and cities can be degraded by unregulated excess tourism. Similarly, mass tourism can damage local culture and economies. In East Africa, for example, the magazine observed that Moasic tribal people were moved from some of their traditional areas to make way for new national parks – a key attraction for tourists wanting to see the region’s famous wildlife. In Thailand and the Philippines tens of thousands of young girls – and some boys too – have been caught up in the prostitution which initially sprung up to cater for American troops during the Vietnam War, but which is now part of a ‘sex tourism’ industry, often controlled by criminal gangs.

Mohanlal K.G.^51 (2001) has opined that ecotourism programme encompasses education, sustainable development, respect for the fragile environments, and people with whom the traveller is interacting at the core. The main difference is that the traveller, tour operators and all others are responsible, respectful, reasonable and rational. These four R’s are elemental, but very difficult to attain.

The Course Team consisting of Kapil Kumar et al of the IGNOU,^52 New Delhi (2001) asserted that tourism, as a significant social phenomenon, involves a temporary break with normal routine to engage with experiences that contrast with everyday life, with the mundane. They further opine that almost all travel types – the explorer, the pilgrim, the monk, the merchant, the student, the missionary, the hermit, the refugee, the conqueror, the cure seeker etc. – can be cited as prototypes of the modern tourist.

Cyriac Mathews^53 (2003) is of the view that tourism is after all symbolic of friendship and co-operation. According to him, the first step towards international tourism that symbolizes love and friendship is to at least acknowledge that we share the planet with other nations, with other human beings who have loves, grieves, stories, songs, sorrows and above all rights.
As per the views expressed by the experts and participants at the Workshop on Product Development jointly organised by the Kerala Department of Tourism and KITTS,\textsuperscript{54} (2003) Kerala Tourism is struggling with the harshest physical environment in the country. Kerala has the highest taxation on travel and also the State suffers from high alcohol taxation possibly the highest in the world.

The Report of the State Level Seminar on Kerala Tourism\textsuperscript{55} (2004) expresses the view that tourism is an environment dependent industry. When environment deteriorates, options for tourism also decline. The report further makes it clear that being the leader in innovative tourism initiatives Kerala Tourism is now poised to convert the entire tourism industry in the State into eco-friendly mode.

Highlighting the significance of rural tourism, Vivek and Nita\textsuperscript{56} (2004) express their view that rural tourism could be very fascinating for the foreign as well as domestic tourists as villages present an interesting site because of their unique life styles, fresh environment and splendid beauty. In their opinion the villages, if located within motorable distance from the metropolitan cities and towns would be a substantial attraction for the urban people who are getting suffocated in the congested, noisy and polluted cities. For such people, according to the authors, there is an inner urge to get away from the daily routine and enjoy nature in its actual setting at least once in a while particularly during weekends and holidays.

According to the editorial summing up of the Green Portal,\textsuperscript{57} (2004) tourism is among the largest industries on the internet. The internet is assumed to be an effective channel for bookings in the tourism industry. Therefore the internet as a sales channel is assumed to increase dramatically within the next few years.

On tourism and culture, Arja Srikanth\textsuperscript{58} (2004) opines that there is a dynamic interaction between tourism and cultural heritage. This interaction needs to be harnessed and nurtured carefully to achieve a balance and positive results. The author further remarks that the natural and cultural heritage, diversities and living cultures are major tourism attractions. Tourism can capture the economic characteristics of the heritage and harness these for protection, conservations and rehabilitations of cultural resources.

As per the Report released by the Department of Sustainable Development of Tourism, WTO\textsuperscript{59} (2004) Tourism is not merely a major economic sector and one of the mainstays of the international trade. Its role is environmental protection in
preserving biodiversity, in conserving cultural heritage, in promoting mutual understanding among peoples and peace among nations is highly significant.

Regarding waste management in a tourist destination, Jayakumar (2004) opines that the increase in environmental impacts along with growth of tourism has raised many eyebrows. It is argued that tourism is preserving the nature also by which tourism and environment exist together in harmony. He further explains that issues come when tourism and environment exist together in ‘conflict’ when tourism damages the environment.

In their article “Ecotourism and Rural Development” Binu and Sasikumar(2004) attempted to give a precise meaning to ecotourism. According to the authors, ecotourism is a purposeful travel to natural areas to understand their natural and cultural history. Care is taken not to alter the integrity of the ecosystem, while producing economic opportunities, that making conservation of natural resources beneficial to the local people. It has grown as a consequence of the dissatisfaction, which arise on account of the inappropriate implementation of mass tourism. They further clarify that ecotourism is the management of ecology in such as way as to obtain maximum pleasure with an eye on conservation needs. The tourists are ‘responsible’ in the sense that they never try to alter the integrity of the ecosystem and are ‘respectful’ to the fragile environment.

K.G.Mohan Pillai (2004) is of the view that sustainable development of tourism aims at the continuous maintenance of outstanding natural features and unique cultural aspects along with equitable destination of socio-economic benefits of tourism to the resident population at the destination.

According to the background paper released in connection with the National Training Programme on Sustainable Eco-Friendly Tourism, (2004) 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. The concept of carrying capacity has its base in resources and resources management.

As viewed by Babu and Jayabal (2004), India is unique as it offers holistic medicinal services. With yoga, meditation, Ayurveda, allopathy, and other systems of medicines, India offers a unique basket of services to an individual that is difficult to match by other countries. According to the authors, clinical outcomes in India are at
par with the world’s best centres, besides having internationally qualified and experienced specialists.

Asif and Hussain\(^{(2004)}\) remark that there is an immediate need to overcome the loopholes in India’s tourism sector and such contradictions. Conflicts between various agencies involved are to be minimized. The establishment of a National Tourism Board can only overcome this lacuna. They opine that this National Tourism Board can work on pattern of Railway Board with the establishment of different tourism zones.

Putting forward a strategy for rural tourism marketing, Ganesan and Rao\(^{(2005)}\) asserted that in the era of all pervading globalisation, competition and core competence and outsourcing, for many developing countries, tourism has many potential benefits for rural areas also since jobs in the tourism industry often do not require advanced training. Local men with few skills can readily work as food servers, retail clerks and hospitality workers. They are also of the view that farmers growing fresh produce can take advantage of tourism to establish direct marketing channels for ready-to-eat products, which may also serve as outlets for processed foods such as jams, jellies, breads and preserves.

The most recent trend in privatization of health services is medical tourism, which is gaining prominence in developing countries. As per the views expressed by Amit Sen Gupta\(^{(2005)}\), medical tourism can be broadly defined as provision of ‘cost effective’ private medical care in collaboration with the tourism industry for patients needing surgical and other forms of specialized treatment. This process is being facilitated by the corporate sector involved in medical care as well as the tourism industry – both private and public.

In tourism, it is the market that gives the attractions their economic value. Potential visitors decide on a specific travel destination. The experts who presented their papers in the Seminar “The Future of City Tourism in Europe” organised by the WTO\(^{(2005)}\) opined that the decision of the visitors is based on its uniqueness and a certain ‘something special’. The more unique and special the attractions the greater will be the visitors’ readiness to pay. According to them, it is the willingness to pay of potential visitors that give the cities their value as tourism destinations.

Tourism impact can bring about cultural pollution; it can injure social, cultural and spiritual values. It can cause disintegration of communities, bringing greed, envy and jealousy into the community. However, analysing the impact of the spiritual
factor in tourism Jim Elliott\textsuperscript{69} (2005) remarks that tourism impact can be positive spiritually and otherwise. It can lead to a demand for local products including local music, dance and handicrafts. This can lead to a reinvigoration and revival of cultural and religious beliefs and practices. Thus, tourism is about more than economics and entertainment. It is about living life to the full for the individual, community and society. In the opinion of Elliott, successful and sustainable tourism is about the enrichment of body, mind and spirit.

Puneet Aneja\textsuperscript{70} (2005) asserts that tourism industry has the potential to assist significant number of people, especially the unskilled labour force. It plays an important role in sustaining national economy. He further comments that during the economic crises in South East Asia, it was demonstrated that tourism helped these countries to survive during crisis.

Vyas Sivanand\textsuperscript{71} (2005) is of the opinion that the importance of the Information Technology in tourism, especially of the World Wide Web, has increased tremendously. Today, tourism organizations can no longer afford to simply put their brochures on the web. He further explains that though technology itself is now available to almost everyone, its use alone does not necessarily bring the desired competitive advantage. The integration of IT into the organizational fabric is the key to success.

According to the background paper\textsuperscript{72} (2005) released in connection with the National Conference on Tourism, while tourism has a positive impact on economic growth and overall development of societies, it also has an effect on regional development and helps even out imbalances arising out of inequitable distribution of natural and industrial resources. Tourism provides the highest employment per unit of money invested, and therefore also reduces migration. The paper further comments that with low investments required to set up tourism establishments, it results in providing encouragement to entrepreneurship and development of small businesses. Such activities can range from providing tour and guidance services to setting up of hotels, restaurants, souvenir shops and local handicraft developments.

The year 2005 was observed the International Year of Micro credit. In this connection the WTO\textsuperscript{73} (2005) reports that the Small and Medium Sized Enterprises (SMEs) and micro entrepreneurs form the basis of tourism development in most countries in which tourism is developed, as in Western and Southern Europe. Such enterprises, both tour operators and suppliers of tourism services create an extensive network which helps to distribute the economic returns of tourism over a
broad area. The report further adds that it is therefore, important to determine practical means of developing similar SMEs and micro enterprises in developing countries including least developed countries in order to efficiently fight poverty.

Discussing the key issues of tourism development in North Eastern states in India, Prasanta Bhattacharya\(^7\) (2005) comments that emerging trend of tourism opens door for many, especially in the developing world. The author says that tourism industry needing comparatively lesser import content can bear promise to the countries and regions of the world, which are otherwise economically backward to afford large scale investment in other capital-intensive industrial sector.

Rao and Shailesh Sikha\(^7\) (2005) see the Bollywood as an important tool for promotion of Indian tourism industry. Indian ‘global ecumenicity’ acknowledges affinity or connection with elements related to the Indian Culture, a popular element being ‘Bollywood’ which accounts for 27 percent of the total global film production. They further remark that considering the popularity and the reach, countries have targeted Bollywood as an alternative channel for promotion of their destinations, thereby cutting their own costs on promotion; create business opportunities within the destinations through film shoots; create employment and improve facilities at destinations.

Evaluating various aspects of cultural yield of tourism Wenjun Li\(^7\) (2006) writes that tourism can contribute to the cultural identity of an attraction/destination, providing residents with a sense of pride in their area whether in terms of its heritage value, its natural features (such as beaches, rainforests, and waterways), its way of life, or its identity.

The highlights of the WTO’s Compendium of Tourism Statistics Data 2000-04\(^7\) reads like this: “Tourism is a particularly powerful tool for achieving our goals because it has become one of the largest – if not the largest – single industries in the world. It has grown rapidly and almost continuously over the last 20 years and the WTO reports it to be one of the world’s most important sources of employment and of GDP.”

Evaluating the performance of Tamil Nadu tourism industry, Ganesan and Rao\(^7\) (2006) remark that many of the economies are successful in marketing their country as destinations and generating a substantial amount of foreign exchange from tourism sector. According to them, technology is also playing a big role in the changing dynamics of travel and tourism. Internet has enabled worldwide reach for host of facilities, and enabled rise of new segments such as Free Independent
Travellers (FIT), who shun mass tourism packages and set out to explore on their own.

According to Eugeni and Jaume\textsuperscript{79} (2006), from globalisation perspectives tourism has become a significant tool in regional development processes and increasing interest has turned toward making it sustainable especially in main destination areas. They are also of the view that transportation, energy, industry and tourism are the key effective sectors for the quality of urban development and sustainable development.

Emphasizing the priority of tourism for peace and National Integration, Bharti Gupta\textsuperscript{80} opined that the tourism product design for the purpose of bringing National Integration can be done on the basis of points of diversities. He remarks that the apparent points of diversities like cuisines, crafts, languages, dances, custom and traditions, religion etc. can be turned into opportunities which bring in cohesion.

2.5. CONCLUSION

Having carried out a review of theses, books, journals and periodicals on the related literature in the present chapter, the chapter which follows is fully devoted to analyse the present scenario of tourism in Kerala comprising of the tourism achievements of Kerala, tourism trends in the past few years, tourism in State Five Year Plans, State and Central plan allocations for tourism, employment and investment opportunities in tourism in Kerala and also tourism incentives and subsidies available in the State.

REFERENCES


41. Thimothy, Dallen J. (2005), Shopping Tourism, Retailing and Leisure, Ontario, Canada, p. 42.
52. Kumar, Kapil, Khan, Kumar, Ravindra, and Mahurkar, Ajay (2001), Tourism Phenomenon, Foundation Course in Tourism, TS – 1, Indira Gandhi National Open University, New Delhi, p. 6.
53. Mathews, Cyriac P, Future of Tourism: Call for New Initiatives, Kerala Calling, Vol. 23, No. 6, April 2003, p. 27.
60. Jayakumar (2004), Proceedings of the National Training Programme on Sustainable Eco-friendly tourism organised by the IITM, Gwalior and KITTS, Thiruvananthapuram, p. 43.
63. National Training Programme on Sustainable Eco-friendly Tourism organised by the Indian Institute of Tourism Travel Management (IITTM) and Kerala Institute of Tourism and Travel Management (KITTS), Thiruvananthapuram, 16-20 July 2004, p. 8.
71. Sivanand, Vyas, Incorporating IT into Tourism, Express Travel and Tourism, Vol. 8, No. 6, June 2005, p. 20.
72. Background Paper published in connection with National Conference on Tourism: The Monsoon India held on 16th July 2005, New Delhi, pp. 4-5.


Tourist map of Kerala