CHAPTER - II

REVIEW OF LITERATURE

A substantial volume of literature both at the macro and micro levels, is easily available on the subject of tourism and its impacts. A thorough literature survey was conducted, especially in the context of Tamil Nadu for constructing a theoretical framework for this study. The literature survey helped to understand and appreciate the earlier studies conducted in the field of tourism. It provided a broad framework for this study.

The word ‘tour’ originated from Latin word ‘tornus’ that was later changed into ‘tourn’ meaning turner’s wheel. Hence the word ‘tornus’ or ‘tourn’ which meant a round / circulated journey. It means that a journey starting from one place and returning to the same place, i.e., a circular journey. The word ‘tour’ is defined by Webster’s dictionary as, “a circular trip usually for business, pleasure or education during which various places are visited and for which an itinerary is usually planned”. The Encyclopaedia of tourism has this to say: “A tour is now employed in two distinct senses; to describe either a day trip or excursion or any tourist journey involving a period of travel and overnight stay”.

The origin of the practice of tourism can be traced back to the very beginning of man’s history. However, as a regular and professionally meaningful practice, it has passed through many stages and cut across many facets of social organization resulting in different types of tourism.
Crampar L.T.(1963)\textsuperscript{25} has made an extensive study on tourism and felt that the infrastructure has been much congenial for its development. He has made an attempt to compare the main traits of tourism with those of other branches of the economy. He has been able to throw much light on the aspect of human resource in a significant manner.

Williams.E and Zelinsky.W(1970)\textsuperscript{26} in their work, “Some patterns of International Tourist flows” reveal that the international Tourist flows do not occur at a random manner, but are patterned, exhibiting considerable stability from year to year. They suggest that once the tourist pattern has been established, it has characteristics that will consume time. They suggest that once tourists visit an area, they feed that information to a tourist who in his turn visits the area.

Bhatia (1971)\textsuperscript{27} considers the economic benefits, for example, earning foreign exchange as the prime motive of various nations to promote tourism. Tourism is an important source for maximising foreign exchange for developing as well as developed countries of the world. He says: “Income from foreign exchange earnings adds to the national income and as an invisible export, may offset a loss on visible trading account and be of critical importance in the overall financial reckoning. Tourism is thus a very useful means of earning the much-needed

\textsuperscript{25}Crampar L.T., (1963), \textit{“The Development of Tourism”}, University of Colorado, Colorado, PP.74-89.


foreign currency. It is almost without a rival as an earning source for many developed as well as developing countries.

Greenwood D.J. (1972)\textsuperscript{28} in his study, “Tourism as an Agent of Changes” reveals that tourism proceeds through three stages. Stage I is 'discovery': Tourism has been recently introduced and the tourists are welcome. Stage II is local response and initiative: Tourists adapts to the host community to a degree that the host community accepts the innovations necessitated by the tourists. Stage III is institutionalization: The host community is taken over by tourism and the total economic growth is high but the investment and income are controlled by outside investors.

Medik S (1972)\textsuperscript{29} has observed in his work that the hotel industry should be given adequate importance in any purposeful strategy to develop tourism operations. He has stated the scientific methods and applications that could be introduced by the hospitality sector. The stress laid out by him on the several quantitative and qualitative aspects of the hotel industry would serve as a useful guide for any hotel owner with an interest in sophistication and modernization.

Grearing E.,(1974)\textsuperscript{30} in his study, “Establishing a Measure of Tourist Attractiveness”, found that the goods and services demanded by the tourists in the area of food, lodging, entertainment and sports activities vary according to the background, age, social and economic status and the place of origin of the tourists.

\textsuperscript{28} Greenwood D.J. (1972), “Tourism as an Agent of change”, \textit{A Spanish Basque Case Ethology II}, PP. 80-91.
\textsuperscript{29}Medik S., (1972),” Profile of the Hotel and Catering Industry”, \textit{University Survey}, PP.60-73.
The degree to which the tourist industries meet the demands of the different groups changes the character of the area too.

Packer, L.V (1974) in his study, “Tourism in the small community – A Cross Cultural Analysis of Developmental Changes”, pointed out that the positive impact of tourism includes employment opportunities, modernization of facilities and increased transportation access (Via plane and boat). The negative impacts pointed out are: loss of trust, catering to tourist, infusion of socially denounced activities and a general breakdown in traditional familial values.

“Tourism and Tourist Industry” by TejVir (1976) Singh is one of the pioneering works on tourism in India. The work falls into four sections. The first section deals with physical and cultural features, presenting a complete picture of Uttar Pradesh’s tourism potential and people. Section two describes historical approach tracing the evolution and development of tourism in the state. The third section deals with the status of tourism related sectors (accommodation, transport, Souvenir and recreation and entertainment) and the impact of tourism on the state’s economy. The concluding section is a study of nine major tourist centres of Uttar Pradesh. The conclusion is more than a traditional summing up providing an insight into the role of tourism, importance of market research, tourism education and training, tourism planning and their related aspects”.

Mc Cannel D., (1976)\textsuperscript{33} believes that all tourism is a cultural experience. Cultural heritage plays a major role in the tourism industry worldwide and the importance of cultural heritage to the tourism industry has increased as tourist search for postmodern tourist experiences, subsequently increasing the demands for cultural attractions.

Robinson H., (1976)\textsuperscript{34} has pointed out that tourism industry is affected by seasonality. Seasonality means that tourism plant is frequently used only for a limited part of the year and this clearly is uneconomic. WTO Secretary General, Francero Frangialli said, “The sustained growth that we have seen since the beginning of the decade and the new acceleration underway proves that tourism is one of the world’s most durable and dynamic economic sectors.

Roger Doswell (1978)\textsuperscript{35} remarks that the study of the economic impact is directed mostly to the aspect of how successfully controlling of a country’s economy in the context of an accepted political framework, and to the system of mechanisms of checks and balances to regulate the economy so as to achieve a desired and specified outcome.

William A (1979)\textsuperscript{36} in his study, “Impact of Domestic Tourist Host population” classified four major categories of components in tourism namely; stages of development of tourism, types of tourists, types of tourism and types of impacts. There is a strong positive correlation among these variables.


\textsuperscript{34}Robinson,H., (1976), \textit{A Geography of Tourism}, Mac Donald and Evans Ltd., Plymouth, P.61.


In the field of heritage factors in tourism, L.K.Bakhshi (1980)\textsuperscript{37} has made a comprehensive study on the heritage aspect of tourism industry. In his opinion, the heritage factor is central to Tourism. As he has put it, it is a major prerequisite for striking a balance between the environment and heritage consideration of the tourism industry in order to usher in an era of plenty and prosperity to the growing millions in countries like India.

The Manila Declaration of World Tourism at the World Tourism Conference (1980)\textsuperscript{38} considered the nature of tourism phenomenon in all its aspects, and highlighted the responsibility of the various stages of the development and enhancement of tourism as more than a purely economic activity. It stated that “the world tourism can contribute to the establishment of a new international economic order that will help to eliminate the widening economic gap between developed and developing countries and ensure the steady acceleration of economic and social development and progress, in particular, of the developing countries”.

Wilson P., (1980)\textsuperscript{39} in his article “Implications of Tourism in India” explains the implications of tourism in India and examines its effect on Indian economy. There are three kinds of implications: economic, social and environmental. Economic implication deals with tourism as a creator of jobs, balance of payment, multiplier effect and a creator of national income. Social implication of tourism brings together people belonging to different countries.

\textsuperscript{38}Manila Declaration on World Tourism. (1980) \textit{The World Tourism Conference} held at Manila, Philippines in October
practising different life styles and speaking different languages. There is a great mingling of cultures and this naturally has its effect. Ram Laxman(1980)\textsuperscript{40} also remarks that tourism is the second largest industry in the world, the first being oil industry.

Douglas, (1981)\textsuperscript{41} has opined that natural resources including climate are very good tourism assets. It is also stated that even though no conventional method is available for its measurement through logical techniques which can be applied in the area.

R.B.L. Garg, (1981)\textsuperscript{42} in his study on the ills of Indian tourism is of the opinion that the industry in India is confronted with certain very serious problems. Among the major problems listed, the growing insecurity to the lives of tourists occupies a place of predominant significance. In the course of his discussion on this point Garg makes an allusion to the scare among tourists who undertake rail travel. The incidents such as the looting of foreign tourists that occur in a train near Agra are still fresh in their memory. Then he goes on to deal with problems such as poor hygiene and sanitation in hotels and restaurants, the unscrupulous shop keepers, foreign exchange racketeers, dishonest tax collectors and sneers of religious fundamentalists and fanatics.

\textsuperscript{40} Ram Laxman, (1980), “No longer a bargain destination”, \textit{Capital} Vol. 85, 29\textsuperscript{th} September,P, 13-14.
Prakash Adnur (1981)\textsuperscript{43} has studied precisely the issues and problems involved in promoting tourism in an integrated manner. He has brought out the general potential and also discussed the measures to be adopted to reach the optimum travels in this intricate area with promising rewards. This work could be rated as a path breaking one in the sense that a number of dimensions of the tourism industry were examined from the demand side too.

The World Tourism organization, (1981)\textsuperscript{44} an inter-governmental set-up under the aegis of the United Nation has defined a tourist as a temporary visitor staying for atleast twenty four hours in the country visited where the purpose of the journey can be classified under any of the following headings:

(a) Leisure, recreation, holiday, health, study, religion and sports, or

(b) Business, family, mission and meetings.

Travellers staying less than twenty- four hours are called excursionists. WTO (1981)\textsuperscript{45} defined as, “tourism comprises the activities of persons travelling and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. The Hand book distinguishes the following types of tourism:

\begin{itemize}
  \item \textbf{Integrated Tourism Development}
  \item WTO (1981), Technical Hand book on the Collection and Presentation of Domestic and International Tourism”, Madrid
  \item Ibid
\end{itemize}
Domestic tourism - residents of a country visiting their own country
Inbound tourism - non-residents of a country visiting a country other than their own.
Outbound tourism - residents of a country visiting other countries

These three types of tourism can be sub-categorised into:

- Internal tourism, which comprises domestic tourism and inbound tourism
- National tourism, which comprises domestic tourism and outbound tourism
- International tourism, which comprises inbound and outbound tourism.

A lot of factors influence the growth of tourism, changing the lifestyle of the people, sudden increases in the income level of the people, opening up of the economy, flourishing of travel business, globalisation and liberalisation, all leading to a sudden growth of tourism industry.

Sosamma O.P. (1982) in her article, “Tourism at cross Roads” is of the opinion that tourism is at critical turning point in India. The importance of tourism as a primary activity in the economy of the nation can never be over emphasised. The parameter of growth points out that the 80’s were the deciding period and she suggests that we should consolidate and improve upon this single largest foreign exchange earner.

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Bhatia, A.K., (1982) in his book, “Tourism development: Principles and Practices” has carried out a study exploring some important concepts in tourism, what makes tourism possible and how tourism is an important factor in the prosperity of any nation and the early history and development of tourism; tourism psychology and motivation for travel, cultural tourism and social tourism; how tourism is planned, organized, developed and promoted; tourism research and benefits; international tourism organization, accommodation and travel agents. The study reveals that 54 percent of the tourists enjoyed their stay because of the “beautiful creations of manmade buildings, temples and churches”. Negi (1982) states that the economic benefit received from tourism has immense multiplier effect.

The cost benefit analysis and the multiplier effect of tourism industry were subjected to study by Robert Christy Mill and Alastire M. Morrison (1989). They made an elaborate study of the opportunity cost, socio-economic cost and benefits of tourism development. They found that tourism is more labour intensive than any other industry. They concluded that the marketing aspect of tourism is essential for the promotion of tourist products.

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Vivek Sharma (1985)\textsuperscript{50} makes a study about the socio economic importance of tourism. Notably, tourism which has come to be accepted as a catalyst to economic development and as a potential tool for social integration and generation of foreign exchange. The author stresses that economic importance of tourism can be studied in relation to its contribution to increase the income, foreign exchange earnings, employment, return on investment and conservation of resources.

Murphy, Peter E. (1985)\textsuperscript{51} points out that tourism is very profitable for both the industry and community. Business can attain better profit margins and more competitive prices if their committed capital investment is used over a longer period. Communities can benefit from larger sales tax and longer employment periods.

Vivek Sharma (1985)\textsuperscript{52} adds one more dimension to this analysis. In his opinion, apart from the advantages of better interaction with the people of other countries, tourism is beneficial as foreign tourists spend about 30 percent of their money on shopping. The tourist traffic gives a boost to the production of handicrafts product of Small scale and Village industry and has its spin of effects on all village industries. These ideas have been upheld by K.Shiva Shankar Bhat too. One of the most important economic impacts of tourism is the earnings of foreign exchange. It is a significant source of earnings for many developed and

\textsuperscript{50}Vivek Sharma (1985), “Tourism It’s Socio-Economic Importance; \textit{Southern Economists}\ Vol.24(18), November 15, P.11.

\textsuperscript{51}Murphy, Peter E., (1985), \textit{“Tourism A Community Approach"}, Methuen Inc, New York, P.104.

developing countries. Income from foreign tourism adds to the national income as an invisible export and may offset a loss on the visible trading account. As an invisible expert, tourist industry earns large amount of foreign exchange without actually exporting or sacrificing many material goods. Tourism is therefore a greater booster to the economic development of a country.

Rajiv Dube (1987)\textsuperscript{53} says, “It is rightly felt that a competitive tourist industry opens up chances to earn foreign exchange and besides its effects on the balance of payment, tourism undoubtedly creates additional employment apart from raising income. Tourism may also contribute to better income distribution. In a study conducted by ICCT (1987)\textsuperscript{54} for the Government of India, it is found that income creation and foreign exchange are the two major economic benefits.

Hilary Metcalf (1987)\textsuperscript{55} has gone through the employment generation aspects. He has tried to identify the various categories of temporary employees in tourism industry and their work responsibilities. According to him, part-time workers hold about 30\% of all permanent jobs in the field of tourism.

V.K. Gupta (1987)\textsuperscript{56} has produced a commendable work with details of places with tourists attraction and facilities in India in a region wise pattern. He has given useful tips to tourists and hotel services. The leading merits of a number of

\begin{footnotesize}
\begin{enumerate}
\item[53]\textsuperscript{RaiivDube, (1987), “Tourism in the Economy of Madhya Pradesh”, Daya Publishing House.}
\item[54]\textsuperscript{Department of Tourism (1987), Government of India, Economic Benefits of Tourism (Prepared by ICCT for National Committee on Tourism), New Delhi, P.113.}
\end{enumerate}
\end{footnotesize}
places in India have been listed by this author. He has also provided in his work useful suggestion to tourists. Tourism today is a great economic force. It contributes to the economic development of the locality, creates huge employment opportunities, provides equitable distribution of wealth, helps to acquire the much-needed foreign exchange, brings out a speedy development and improvement of infrastructural facilities, improves international understanding by bringing diverse people face to face, and, above all, helps to create a social, cultural, political and educational understanding among the people. Gunn (1988)\textsuperscript{57} says that tourism has become a vital economic force throughout the world. It is a significant contributor to the economy and the developing countries foster tourism for their economic development. Tourism is a multi-dimensional phenomenon with different activities like accommodation, transportation, food, beverages, travel, financial services, taxies, service stations, telecommunications, retail shops, industry supplies and so on.

Gunn (1988)\textsuperscript{58} narrates the positive and negative impacts of tourism. The positive impacts of tourism are primary and secondary. The primary or direct impacts include business receipts, income, private and public employment and government receipts. The secondary effects are indirect benefits from primary business outlays by spending of primary income, the social and personal values derived from tourism, improvement from natural and artificially created environment, etc. The negative impacts may be economic, social or personal. In the economic side, there are displacements of the local people, demoralization,

\textsuperscript{57}Gunn, A.Clare, (1988), \textit{“Tourism planning”}, Taylor and Francis, New York.

\textsuperscript{58} Ibid.
growth in prostitution and crime, conflict in values, loss of local culture and ecological and environmental problems.

Selvam’s (1988)\textsuperscript{59} Tourism Industry in India: A study of its Growth and Development Needs, evaluates the present status and the needs of tourism industry in India. According to him, the foreign exchange earnings from tourism sectors have contributed much for the economic growth of the country. To earn more and more foreign exchange, tourism is to be developed to attract more foreigners to the country.

According to K. Shiv Shankar Bhat (1990)\textsuperscript{60} tourism is a major foreign exchange earner and hence the industry can make a very strong case that it should be treated on par with export oriented industries and so the same benefits should be extended to it. The prospects for tourism will be brighter if the central and state governments decide to give helping hand to the industry so that it grows by leaps and bounds. Bhat thinks of some ways to promote tourism in India. It is necessary to create a new environment. In addition to this, he believes that a new package of infrastructure facilities should be devised.

While evaluating the tourism and its development in India, S.P Ahuja and S.R. Sharma, (1990)\textsuperscript{61} feel that developing countries should give immediate attention to identify the important geographical zones and assign special


\textsuperscript{61}Ahuja, S.P and Sharma, S.R., (1990), “Tourism in India-a Perspective to 1990”, The Institute of Economic and Market Research, New Delhi, PP.1-20.
importance to tourism product development. They also suggest that proper consideration must be given to pilgrim centres, places of scenic beauty and centers of historical and cultural importance. They also advocate both luxury and economic class amenities for the future growth of tourism.

Javid Akthar (1990)\textsuperscript{62} in his book, “Tourism Management in India” has studied the importance of the management principles in tourism organizations which specialise in inbound tourism. He has made a detailed study of the planning, organizing, staffing, controlling, motivating, and leadership procedure.

Water and Somerset (1990)\textsuperscript{63} describe that tourism appears to be becoming an acceptable term to describe the activity of people making trips away from home and the industry which has developed in response to this activity.

Sinha S.L.N., (1990)\textsuperscript{64} in his article “Tourism Industry Needs Revamp” estimates that tourism industry needs revamping. The steps taken so far include creation of new tourist destinations, simplification of visa procedures, promotion of adventure tourism, creation of separate cadre of immigration officials and liberalization of air charters guidelines.


\textsuperscript{63}Water and Somerset. (1990), “The U.S Travel Industry; Where We are Going”, The Cornell Hotel Restaurant Administration, Quarterly, February, PP.26-33.

The book, “Tourism in India: Policy perspectives” by Usha Balan (1990) has been found to be quite informative and enlightening as the author has extensively dealt with planning and policy perspectives in the sphere of human resource development (HRD), provision of fiscal and non-fiscal incentives, policies regarding the involvement of NRI’s and multinationals, existing status and targeted addition in accommodation and transport facilities, thrust areas for tourism development and present and prospective marketing strategies.

Jegmohan Negi (1990) emphasizes the importance of tourism resources and identifies the easily accessible resources. He particularly points out that in order to capture the Market of the originating countries; several attractions should be provided by the host countries. He specifically points out that the spiritual value of tourism in Indian sub-continent needs to be preserved and given publicity.

Suhita Chopra (1991) in his book, “Tourism and development in India” has emphasized economic, social, physical, and cultural impact on tourism in Khajuraho. The study shows that tourism has opened new employment opportunities in Khajuraho. He has discussed the tourist characteristics, particularly their spending patterns; identified the needs of the different groups of tourists and examined tourist profile as it relates to destination impacts.

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Hunt J.D., and Layne D., (1991) note, the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs.

L.P. Singh (1991) comments on the problem and prospectus of tourism marketing in India. The author explains the problems of tourism in the following series of questions: Why is it that we do not have a fair share in the overall tourist spectrum? Why is it that only one out of every 250 tourists worldwide wants to visit India despite her enormous tourism potential whether there is something fundamentally wrong with our tourism development programme. The author makes some suggestion of special significance in this regard. Considering India’s vast potential in tourism industry, the government should accord a high priority to the tourist sector. Second factor that deserves attention is developing our beach, hill, and other resorts of sort to encourage a balanced development of all regions. Due stress must be exerted on the development of infrastructural facilities for promoting tourism in the country. For this we require a substantial injection of funds which may be obtained through local borrowings at concessional rates of interest, from financial institutions. Apart from understanding vigorous and effective publicity campaigns, efforts must be made to create a favorable impression in the minds of all the tourists landing at our airport and make them feel more at home.

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A.K. Bhatia (1991) \(^{70}\) has made an elaborate study on the economics of hotel industry. In his opinion the hotel industry which provides facilities for boarding and lodging to the local and foreign tourists is absolutely essential to promote the growth of tourism industry. He goes on to add that an adequate provision for accommodation suitably tailored to the requirements of the tourist market is one of the basic conditions of tourism development.

Problems and prospects of Tourism Marketing in India have been traced by Singh L.P., (1991) \(^{71}\). Most of the tourists in India arrive by air and travel by other modes, especially rail and road, which are in a very bad shape. Indian Airlines is still not in a position to take the tourists to most of our Hill stations. Efforts should be directed towards tapping the market through tour operators, travel agents and airlines. Another problem is caused by acute shortage of accommodation, chaos at airports and poor travel facilities. Attention must also be drawn towards existing tourist facility, most prominently hotel accommodation. Hotels must be encouraged with more incentives to keep pace with tourist traffic among the traditional circuit popularly known as the ‘GOLDEN TRIANGLE’: Delhi, Jaipur and Agra. Attention has to be in paid developing beach resorts, hill resorts and resorts at other way out places to encourage balanced development of all regions.


The tourism policy of the government of Kerala (1991)\textsuperscript{72} states that, “Tourism today is an economic activity of immense global importance. Perhaps there is hardly any other field of activity where so many are involved directly or indirectly. Needless to say, tourism has found a niche for itself as a very effective instrument for generating employment, earning foreign exchange and thereby facilitating overall development. We cannot afford to overlook the capacity of tourism to generate employment. We should also be able to take maximum advantage of the possibilities of tourism, aptly described as “invisible export” to bring in foreign exchange”.

Poornima Sastry (1991)\textsuperscript{73} Deputy Director General, Ministry of Tourism, described the different types of attractions in India and indicates the zonal and region wise importance of these attractions. She feels that for the proper management of the tourism attractions, and to achieve effective returns on investment, up to date market research is essential. One of the findings of her study is that the preservation of the archeological monuments and temples can be done for the development of tourism industry. While concluding her paper she emphasizes the significance of preservation of flora and fauna and also the need for appropriate market techniques for the improvement of tourism attractions in India.

\textsuperscript{72} “Tourism Policy Kerala, (1991), Kerala Tourism Place View, Thiruvananthapuram, P.23.

Richter (1992)<sup>74</sup> finds three reasons that may have negative impact on tourism. For developing national, instability in a region may negatively affect neighboring nations due to interruption of air, sea or overland routes and also publicity about instability makes the whole region appear volatile. Internal upheavals with in a country may be far from tourist areas or close enough to spill over into areas frequently visited by tourists. Sometimes foreign tourists are deliberately targeted by anti- government forces to embarrass the government, weaken it economically, and to draw international attention to the political condition in the country.

Kumar B Dass and Mohanty P.M., (1992) <sup>75</sup> in their article a “Profile of International Tourism in India” have pointed out that tourism is the second largest industry of the world and sixth largest in India. Its cultural and historic mosaic presented to the foreign tourists is indeed unique. There are abundance of fairs and festivals in India. Tourism product in India boasts of being unique and exceptional in many ways. In developing countries tourism involves a wide range of activities and services. Tourism is an industry with great employment potential.

Thirumalai Kumarasami E.(1993) <sup>76</sup> in his “ Role of Boarding and Lodging Sector of Tirunelveli Kattabomman District in Tourism” has studied the importance of tourism and the boarding and lodging sector with reference to

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Tirunelveli Kattabomman District. He has brought out the features, standards and role of the boarding and lodging sector to estimate the possible growth of a few key variables of the boarding and lodging sector in AD 2000. He has provided some useful suggestions for the improvement in the functioning of the boarding and lodging sector of this district with respect to tourism.

The tourism industry is noted for its tremendous social impact. According to M Selvam (1993)77 promotion of national integration is possible through tourism development. As tourists, people forget their own creed, caste, community and religion and increasingly tend to mix with all. Standard of living improves with the development of tourism. Foreign tourism brings precious foreign exchange into the nation. Domestic tourism also results in income transfer. There is a faster rate of growth of employment generation. Tourism promotes many wage goods industries and lower strata of people get additional income transferred to them. People’s enhanced knowledge about a region is a social benefit. International understanding is promoted through tourism. Exchange of cultural values and protection of flora and fauna are a few other social benefits of tourism. Tourism involves grooming of the youth, harnessing their talents and channelling their energy in the right directions. Youth tourism, sport tourism, adventure tourism: all will encourages the youth to come closer and contribute the common good. Ecological degradation results from un planned tourism.

Veera Sekharan R., (1993)\(^\text{78}\) in his article, ‘Significance of Tourism in India’ advocates development through tourism sector. According to him, tourism has become a major global activity, especially after the countries like Philippines, Hong Kong, Singapore and Malaysia. All these countries have considerably enhanced their economic development through tourism. The planning of tourism is emerging as a specialized type of development. As a result, tourism has emerged as a special branch of knowledge generating more direct and indirect employment opportunities.

Rob Davidson (1993)\(^\text{79}\) in his book, ‘Tourism’ has produced a good work with details of places of tourist attractions and facilities in Britain and the skills and attitudes of those directly employed in all sectors of tourism, the major part of what visitors notice and what they remember when they return home. He has given useful tips to tourists regarding transport networks and accommodation and catering services. The leading importance of English as a common language of communication in tourism as well as other fields has been listed in the book.

Ezhil Jasmin R. (1993)\(^\text{80}\) in her research, “Weather Tourism in Kanyakumari Township” points out the lack of regular bus service to important tourists spot in the district. She suggests that the Kanyakumari Transport corporation can operate direct bus service from Kanyakumari to important excursion spots.


Another study (1993)\textsuperscript{81} evaluates the role and viability of the infrastructure development under the Tamil Nadu Development Corporation. It concludes that there is a vast scope for tourism in Tamil Nadu and that tourism has a positive impact on the economic development of Tamil Nadu. One important finding is that the Tamil Nadu Tourism Development Corporation’s workings are not up to the expectations in developing the commercial viability of tourist infrastructure.

BijenderK.Punia, (1994)\textsuperscript{82} in his book, “Tourism Management- Problem and Prospects” is a good work with details of tourism patterns, arrivals, plant facilities, natural and manmade tourist resources in the Haryana state. He has reviewed the plans and polices of state government in the context of present and future development of tourism. He has also brought out the existing problems challenging to tourism development in the state particularly in terms of tourist resources, human resources, tourist information and publicity, tourism awareness and allied aspects. He has suggested practical measures for accelerated development of tourism in the state.


\textsuperscript{81} Soundara Rajan, A.1993 Commercial Viability of the Tourist Infrastructure of Tamil Nadu Tourism Development Corporation, Ph.D. Theris, University of Kerala


problem of tourism management. The work offers certain suggestions for improving the functioning and performance of tourism corporations.

Ameen A.M. (1995)\textsuperscript{84} points out the economic gains of tourism including the direct as well as indirect effect of expenditure in tourism. Tourism generates foreign exchange for the host countries and it has emerged as the largest single item in the world’s foreign trade. Tourism provides employment on a large scale. The ratio between employment and capital in this industry is amazingly high.

Ross G.F (1995)\textsuperscript{85} in his study, “Tourism Hospitality Management, Employment Interest, as predicted by Job Attitudes and Work Place Evolutions” reveals that the perceived work satisfaction in tourism industry was associated with recognition, advancement, job interest, skill utilization, a sense of achievement, status, personal development, job variety and social interaction. The multiple regression analysis, which includes the tourism management interest as a dependent variable and perceived satisfaction, has on the tourism management interest. A high degree of job interest and high levels of perceived skill utilization appear to be the major motivators associated with tourism industry management.

Concerning the beneficiaries of tourism sector, M. Sargnadharan (1995)\textsuperscript{86} gives an account of the various categories of beneficiaries in the Indian economy.


through the systematic development of Tourism, which include travel agencies, airlines, banks, hotel, transporters, guides, artisans and manufactures.

Costa and Ferrone (1995)\textsuperscript{87} in their works, state that for “tourism planning to succeed, the involvement and participation of the residents of the destination areas is needed”. As compared to Candolim, Assagao adopts a relatively more compassionate approach towards the guests, Candolim, on the other hand, has witnessed people from round the globe swarming the shore. Concretization, traffic jams, garbage problem, water, sound pollution are just a few problems among other innumerable woes faced by the locals.

Kunal Chathopadhayay (1995)\textsuperscript{88} quotes R. De Meyer’s definition of tourism as, “a collective term for humane movement and its attendant activities caused by the exteriorization and fulfilment of the desire to escape, which is more or less latent in everybody”.

According to Gottfried Langer (1996)\textsuperscript{89}, the tourist decision making process on different performance elements of holiday resorts, such as scenery and environment hotels, shows or shopping facilities, play central role in the choice of destination. Whereas the natural factors offered have always been important determinants of the environmental concerns which have come to the forefront. An exploratory study in Switzerland, Australia and Bavaria have now shown that


traffic-free mountain holiday resorts had an above average occupancy rate and the resorts where the environmental burden due to traffic was relatively low and a higher occupancy rate than resorts where the burden was higher. Also in hotels there are some clearly noise-related losses. It has become clear that hotel profits has been, in fact severely, damaged. These findings concerning the situation in individual cases have been confirmed using the frame of an exploratory study.

Nirmal Kumar in his book, (1996)\textsuperscript{90} “Tourism and Economic Development” has studied the role of tourism in the economic development of Himachel Pradesh. He has pointed out the role of Himachel Pradesh Tourism Development Corporation and other government agencies in the development of tourism in Himachel Pradesh. He has provided some useful suggestions for the development of tourism in the State.

Richards (1996)\textsuperscript{91} notes that the growing ‘new middle class’ is directly responsible for the growth in cultural heritage tourism in Europe since the 1970s. Similarly, it has been the expansion of the middle class that has been responsible for the growth in nature based and educational ecotourism marketed by middle-class organization such as international eco-tourism society. Income, employment and education are often interrelated, with higher educationally qualified individuals securing more and more highly paid jobs. One way of examining social class is to classify individuals into socio-economic grouping.


In his work, Jose Antony Kevin S.V (1996) has presented an interesting sketch of the important tourist places and highlighted certain unfamiliar places in Kanyakumari district. He has found out the contribution made by the District Tourism centers to the general public as well as to the government. This work probes into the existing problems and puts forth suitable suggestions for solving these problems.

WTO Secretary General, Francero Frangialli (1997) says that: “The sustained growth that we have seen since the beginning of the decade and the acceleration now underway proves that tourism is one of the world’s most durable and dynamic economic sectors.

Bontron and Lasnier (1997) described that the local tourism impact varies greatly among rural region and depends on a host of factors including workforce characteristics and seasonable issues.

Professor Medlik of the University Survey (1997) puts forward the following definition:- the phenomenon arising from temporary visits (or staying away from home) outside the normal place of residence for any reason other than following an occupation with remuneration from within the place visited. This fits well with the official international definitions and is suitable for international and national studies.

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According to Hunziker and Krapt, (1997) “tourism is the totality of the relationship and phenomenon arising from the travel and stay of strangers, provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity.

Bhatia A.K. (1997) pointed out in his book “International Tourism: Fundamentals and practices” about Louris Erdi of the Swiss Federal University gives a comprehensive list of the factors influencing the growth of tourism. The list includes the following significant items.

(i) Greater affluence and, more leisure for an increasing number of people, particularly in the developed countries.

(ii) The emancipation of the young, and the relatively higher wages they possess (when they have no family responsibilities) enabling them to travel.

(iii) Transport facilities, especially air, very much better and cheaper.

(iv) An enormous growth of business, necessitating travel.

(v) Growth of package tours and mass tourism.

The list also includes the following: Relief from adverse climatic conditions in the home country, travel has become a status symbol, conferences and business meetings are proliferating the society, better education has attracted a large section of the public in cultural tourism, world exhibitions and trade fairs

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have become very popular, publicity has become more and more aggressive, whetting the appetite of even the most unwilling to travel and ideological pressure groups (political, cultural, scientific, etc.,) holding more and more annual conventions.

Tourism is a multi-faceted phenomenon. Today, it is no longer the privilege of a few. It is accepted and expected as part of the lifestyles of a large section of the modern society. With increased leisure, higher incomes and greater mobility of human life, tourism infiltrates into economic activity of modern man. Hence, nowadays, the twin market forces of demand and supply rule the tourism development also.

Demand, by nature, is dynamic. This is equally relevant in the case of tourism demand also. The needs, motivations, perceptions and preferences and expectation of the tourism consumer varies with time, circumstances, environment and so on. In short, demand for tourism is a function of individual characteristic of the tourist, the peculiarities of the destination, the social and cultural factors, and the policies of the government.

Tourism supply is a combination of various attractions, factors and services made available to the tourists. It may be pleasing whether, scenic attractions, historical and cultural factors, accessibility, amenities, accommodation etc. Thus supply of tourism is consumer oriented. The tourism product is supplied to the consumers who demand. Therein lies the need for the marketing of tourism products.
Tourism brings about an intermingling of people from diverse social, cultural, political and economic backgrounds. The benefits and costs of tourism accrue to both the visitors and to the resident population. It has a wide variety of impacts, some measurable and quantifiable, others immeasurable and qualitative. Some may be positive, others negative.

Rajavel, N. (1998) has studied the natural and manmade tourist resources and facilities in Andaman Nicobar Islands. He has brought out the growth of tourism in the islands by taking into account both foreign and domestic tourism during plan periods and total amounts of money invested on tourism industry by the Andaman Nicobar administration and the problem facing tourism. He has provided some suitable suggestions for the planning and development of tourism in Andaman and Nicobar Island.

The new strategy for Indian tourism industry was pointed out by Vijayakumar A. (1998). According to him an integrated strategy should be evolved for the promotion of tourism industry in a big way. This need assumes considerable importance with a proper emphasis on a comprehensive, long term approach in order to achieve sustainable development in harmony with the country’s overall development objectives.

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In his book “Tourism Development in India” Satish Babu, A. (1998)\textsuperscript{100} has made a study on the Tourism Development in Andra Pradesh and also the structure and working of the Department of Tourism and Travel and Tourism Development Corporation Limited in general and with particular reference to organization, operation, marketing, finance and human resource, to review the important policy decisions such as Government control, implementation of projects and co-ordination with other tourism promoting agencies.

Arun Kumar and Premnath Dhar (1998)\textsuperscript{101} in their book, “Indian Tourism: Economic planning and strategies” have explained the nature and characteristics of Tourism industry, tourist product and tourist reaction of Indian economy. They have pointed out the participation of Government agency in tourism industry and also explained the pattern of tourist expenditure in India. They have pointed out some useful economic significance of tourism industry in India.

Concerning the beneficiaries of tourism sector, Sarngadharan (1998)\textsuperscript{102} gives an account of the various categories of beneficiaries in the Indian economy through the systematic development of tourism, like travel agents, airlines, banks, hotels, transporters, guides, artists and manufacturers.


Brahmankar E.B., (1998)\textsuperscript{103} in his study on “Travel and Tourism as a Career” reveals that red tap in ticketing, checking, language difficulties and poor communication, difficulty in transport and traffic, lack of recreation and entertainment facilities, beggars and tipping problem in meeting people and overcharging by taxi drivers and private transport operators as hindrances in the tourism development. The general issues concerned with the impacts of tourism must include the notions of carrying capacity. Carrying capacity is a relatively straightforward concept. In simple terms it refers to a point beyond which further levels of visitation or development would lead to an unacceptable deterioration in the physical environment. Any consideration of tourism impact must recognize the pivotal role with carrying capacity plays an intervening role in the relationship between the visitors and resource. As tourism continues to grow, there will be increasing demands for the resources of that area. More land is required and the land prices rise. For short-term gains, farmers and other land owners may sell their land, which leads to landlessness. Further the costs and benefits of the host country from tourism have to be analysed to find out whether there will be net benefits to the society.

Zulfiker Mohammed (1998)\textsuperscript{104} elaborates the political, social, cultural, environmental and ecological effects of tourism. Though international tourism is meant to be a major force for peace and understanding between nations, there exists wide disparities between developed and developing countries. In extreme

\textsuperscript{103} Brahmankar E.B. (1998), “Travel and Tourism as a Career”, \textit{Southern Economist}, Vol.37(8), October 1, P.19..

cases international tourism has imposed a form of ‘neo-colonial’ type of development upon emerging nations. Contact between peoples of different backgrounds may generate additional cultural, social and moral stress. The socio-cultural difference between visitors and residents are so great that mutual understanding is replaced by antipathy. The demonstration effect of prosperity amidst poverty may create a desire among local people to work hard and to achieve higher levels or may create a sense of deprivation and frustration which may find an outlet in hostility and even aggression.

Zulfikar (1988)\textsuperscript{105} further says that the demonstration effect may be replaced by confrontation effect. He also says that excessive and badly planned tourism development affects the physical environment of a country. The uncontrolled commercial exploitation of tourism development may intrude into the surrounding cultural and scenic environments.

Krishna R.R and Govindasamy M, (1998)\textsuperscript{106} in their article, “Marketing in tourism” have given a clear cut definition of marketing in tourism. Marketing of tourism is that with a systematic and co-ordinate execution of business policy by tourist undertakings whether private or state owned at local, regional, national or international levels to achieve the optimal satisfaction of the needs of identifiable consumer groups and in doing so, to achieve an appropriate return. Tourism marketing in general, emphases both consumer orientation and satisfaction. The


tourist product can be analyzed in terms of its facilities, accessibility and attractions.

Agnes Stephen (1998)\textsuperscript{107} in her article, “Tourism in Kanyakumari District” makes a descriptive study of tourism in Kanyakumari district on a micro level. The study is undertaken to learn more about the important tourist places in the study area, to project certain unfamiliar tourist spots, to enquire into the existing problems and the part played by the tourist attractions to the general public and the government and to make suggestions for improvement.

Aranganathan (1998)\textsuperscript{108} observes the following negative aspects of tourism on society.

i. Ecological and environmental degradation
ii. Exploitation of common resources
iii. Destruction of livelihood of the local people and social tensions
iv. Unplanned tourism growth

He points out the exposure of the flora and fauna, adverse effect on the tranquillity of the wild life, encroachment into nature’s personality, the over exploitation of ground water, creation of increasing number of concrete structures, mounting up of garbage, enormous increase in vehicles traffic etc., are some ecological and environmental problems due to tourism development. The exclusive

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use of common resources like water or electricity by the tourist may be at the expense of the local people. The influx of tourism increases prices and impoverishes local communities. Hotel and tourist complexes may grab agricultural land. Social tensions and illegal activities may become recurring events. Over exploitation of nature for the lure of foreign exchange, mismatch the culture of the host and that of the foreign tourists, is likely to be the negative aspects of tourism.

Ajith Kumar\textsuperscript{109} analyses the relationship between the arrival of tourists and foreign exchange earnings and also the effect of demographic, psychographic and the life style characteristics of the tourists and the pattern of their spending. The relationship between tourist arrivals and foreign exchange earnings is not merely a function of the number of tourists visiting a tourist destination but depends largely on the spending patterns of foreign tourists. He has also found that tourists coming from European Countries spend more than what tourists from Asian Countries spend.

A.P. Singh (1998)\textsuperscript{110} has made an in-depth study into different travel attractions and the different motivators of travel. He argues that historical and cultural attractions play a crucial role in the promotion of foreign tourism.

\textsuperscript{109} Ajith Kumar, M.K., (1998), \textit{Psychographic and Demographic profiles of Foreign Tourism Visiting Kerala}, Cochin University of Science and Technology, Kochi.

Siviniah, A. (1999) \textsuperscript{111} has made an elaborate study on hotels and Tourism development with special reference to Kanyakumari township for his M.T.M degree from M.K University, Madurai. An analysis has been made of how the existing hotels cater to the needs of domestic and international tourists and has examined the various measure to be undertaken to improve lodging facilities in Kanyakumari, to boost tourism.

Rabindra Seth (1999) \textsuperscript{112} in his article, “Tourism: Problem and prospects” lists the seven major hurdles in the way of faster tourism growth. They are land and land laws, roads, telecoms, airports, road transport and aviation policy. The author says that these are the important hurdles facing tourism industry.

Padmanapha Rao, R.A (1999) \textsuperscript{113} tourism is an important medium of social and cultural development to his article “Tourism: Medium of Social and Cultural Development. It builds lasting goodwill and friendship among nations. It helps the regional development of the country and acts as a means of social education and better understanding.

Nageswara Rar, S.B. and Mathowi, C. (1999)\textsuperscript{114}, in their study, “Encouraging Tourism to earn foreign exchange”, point out that the reasons for

\textsuperscript{111}Siviniah, A.,(1999) “Hotels and Tourism Development with special reference to Kanyakumari Township”, \textit{M.T.M Project}, M.K.University, Madurai, PP.54-56.


\textsuperscript{113}PadmanaphaRao R.A (1999)“Tourism: Medium of social and Cultural Development.”,\textit{Yojana}, Vol.43(8), August, P.37.

the set back of tourism in India are uncertainty, violence, pollution and unstable political climate.

Dharmarajan S. (1999)\textsuperscript{115} in his article, “Tourism – An Instrument for Development” asserts that the most significant feature of tourism Industry is the contribution to sustainable human development through poverty alleviation, employment generation and environmental regeneration in remote as well as backward areas.

Bazbaruah M.P (1999)\textsuperscript{116} in his article “Tourism current Scenario and future Prospects”, points out the current scenario of tourism. Tourism employs 10.6 percent of the global work force. It contributes 10.2 percent to the world’s Tourism generated tax revenue of $655billion. It is the largest industry with $3.4 trillion gross output. Tourism accounts for 10.9 percent of all consumer spending, 6.9 percent of all government spending and also 10.7 percent of capital investment in the world. Tourism enters a new millennium with the prospects of facing numerous challenges of continued expansion and greater importance in the world economy.

Brij Bhardwaj (1999)\textsuperscript{117} in his article,” Infrastructure for tourism growth” has stressed the importance of infrastructure for tourism development. He emphasises the importance of tourism and is of the opinion that export house status


should be accorded to tourism industry. By granting the export house status tourism industry will get the benefit of special import license, Waiver of bank guarantee for imports, income tax exemption for reinvestment in tourism industry which will help in building infrastructure. The quality of personnel manning airports, immigration counters and transport network, hotels and resorts plays a crucial role.

Paul Routledge (2000) has pointed out that development of tourism, with increasing emphasis on the demand centered model of international tourism, particularly luxury tourism is an important component of India’s New Economic Policy. Besides contributing sustainably to foreign exchange earnings, the government expects tourism to provide employment benefits and enable percolation of economic benefits to less developed areas. Goa is one such site to be constructed as one of the premier beach resorts of India. Yet such intensive tourist development necessitates marginalization of the needs of the local population. The host communities lose control over their land and sea, which get increasingly exploited for tourist consumption. But their share in the profits derived from tourists trade is minimal. Moreover tourism brings increased levels of crime, prostitution and drug use into local communities and adversely affects their cultural traditions. In short, construction of tourist sites such as Goa, predicted upon a development ideology that defines local people’s spare as dispensable to the needs of national and transactional capital.

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Unni Krishnan Nair G. (2000)\(^{119}\) in his work, An Economic Study of Tourism and Employment Generation in Kanyakumari Township, has studied the employment potentials of tourism in Kanyakumari Township. He has brought out the income generation of tourism traders and growth of investment in tourism employment from the tourist’s point of view. The important problems of tourism in Kanyakumari Township are narrated in this work.

Bramwell and Lane (2000)\(^{120}\) comment that stake holder collaboration has the potential to build mutually supportive proposals concerning how tourism should be developed, thus increasing competitive advantage for organizations and destinations.

Manjula Chaudhary (2000)\(^{121}\) has undertaken a detailed research study for the purpose of determining pre and post trip perceptions of foreign tourists on India as a tourist destination. A gap analysis between expectations and satisfaction levels has been done to identify strengths and weaknesses of Indian tourism related image dimensions so that necessary efforts could be made to meet that tourist’s expectation. Along with the overall comparison of the expectations and satisfaction levels of the total samples the three groups of tourists (German, British and Dutch) were compared to find whether these segments differed regarding India’s image.

\(^{119}\)Unni Krishnan Nair G.,(2000), “An Economic Study of Tourism and Employment Generation in Kanyakumari Township”, M.Phil Project, ManonmaniamSundaranar University, Tirunelveli, September, PP.1-91


These segments are considered important market strategies by trading travel agencies.

Farida Shan (2000)\textsuperscript{122} in her study, “Dynamic of Tourism Industry: A study of its growth and potentialities” reveals that the high spenders among foreign tourists in Udaipur are those who usually stay at Lake Palace hotel and two heritage hotels namely Shreniwes palace Hotel and Fatch Prakash Palace Hotel. The actual foreign exchange earnings from high spending foreign tourists in the city are much higher as it must also include expenses on hiring taxies, expenses on lunch and breakfast, for sightseeing games, entertainments and excursions.

Cees Goossens (2000)\textsuperscript{123} focuses on the motivational aspects of destination choice behavior. In a marketing context, a conceptual modal using push, pull and hedonistic factors have been developed for research on evaluation of destination attributes. In this context, tourists are pushed by their emotional needs and pulled by the emotional benefits. Consequently, emotional and experiential need is relevant in pleasure seeking and choice behavior. From an information processing point of view, it is suggested that mental imagery is an anticipating and motivating force that mediates emotional experience evaluations and behavioral intentions. The conceptual model is relevant for managers who want to know the effective and motivational reaction of customers to promotional stimuli.


Usha Arora (2000)\textsuperscript{124} has this to say about impacts of tourism: “In addition to the direct revenues which tourism brings into a country, there are tremendous secondary benefits. The money that is directly spent by a tourist travels through many levels in the overall economy, increasing purchasing power all along the way. As it does so, it provides both direct and indirect employment opportunities. It also provides an infrastructure of facilities and amenities that form a base and stimulus for the diversification of the economy and the development of other industries. It is an industry that can be developed in places which are deficient in resources other than climate and scenery. Usha Arora calls tourism, the “locomotive that will drive the world’s economy of the 21\textsuperscript{st} century. She calls it a great revolution that promises great benefits and great challenges.

Handbook on Accommodation 2000 (2001)\textsuperscript{125} reveals tourism is often described as the fastest growing and the second largest industry of the world.

Krishnan K. Kamra, (2001)\textsuperscript{126} pointed that the impacts of tourism depend on a number of factors. It varies on the basis of the types of the visitors and their activities. The following factors usually influence the various impacts of tourism.

\begin{itemize}
\item the volume of tourist arrivals
\item the structure of host country
\item the types of tourism activity
\end{itemize}

\textsuperscript{125} Handbook on Accommodation 2000, (2001), Department of Tourism, P.1.
• the differences in Socio-cultural characteristic between the local residents and the tourists.

• the fragility of local environment.

Krishna K. Kamra\textsuperscript{127} further says, “In reality the designated area’s land reforms and ecology, its economic and social structure, and political organization, determine the form and structure within which tourist activity produces specific local results”. The impacts of tourism also depend on the length of stay of tourists, activities engaged in, mode of transport, travel arrangement and so on.

Lesly France and Clive Sowden, (2001)\textsuperscript{128} in a paper, have expressed mixed opinion about tourism development in St. Lucia. Though tourism has been perceived by less developed countries as a viable route towards modernisation and development. The negative socio-cultural effects may outweigh the benefits of tourism.

Narayanan and George (2001)\textsuperscript{129} identify tourism as the highest foreign exchange earner throughout the world. To them, the development of any country needs foreign exchange and it can be obtained either by grants from overseas or exporting of goods and services. The breakthrough in technologies and international competitions because of globalization and liberalization made under developed countries and developing countries search for alternative products to

\begin{footnotesize}
\begin{enumerate}
\item \textsuperscript{127} Ibid, P.181.
\item \textsuperscript{129} Narayanan S.V.and George, B., (2001), Tourism Management, A global Perspective, et al., G.S.Batra and A.S.Chawia and Deep and Deep publication, New Delhi.
\end{enumerate}
\end{footnotesize}
earn foreign exchange. One such product is tourism: They further say: (2001)\textsuperscript{130} “For India, tourism generates the highest net foreign exchange. It is the low-cost high-yielding industry where, the out flow being low, the gross earnings and net earnings are quite close. Tourism, perhaps, is the only area where developing countries are on par with or even above the developed countries.

Enrique Bigne. J and Isabel Sanchez. M, (2001)\textsuperscript{131} in “Tourism image, evolution variables and after purchase Behaviour”: Inter-Relationship have forced on the relationship between the image of the destination. As perceived by tourist and their behavioral intentions and their post-purchase evaluation of the stay. The authors also examine the relationship between quality and satisfaction and between these variables and the tourist behavior variables. They place the accent on a joint analysis of this relationship using a structural equation model. The results of the empirical study showed that tourist image is the direct antecedent of perceived quality satisfaction, intentions to return and willingness to recommend the destination. The role of image as a key factor in destination marketing was that these were confirmed with reference to the other relationship, on the one hand, it was confirmed that quality had a positive influence on satisfaction and intention to return and that satisfaction determined the willingness to recommend the destination.

\textsuperscript{130}Ibid, P.161.

Tourism is a major phenomenon of the modern society, which has emerged as an economic activity of immense global importance. Perhaps there is hardly any other field of activity where so many people are involved directly or indirectly. Tourism has found a niche for itself as an effective instrument for generating employment, earning revenues and foreign exchange, enhancing environment, preserving culture and tradition thereby facilitating overall development.

Tourism is the one of world’s largest and fastest growing industries. In 1999, there were 657 million international tourist arrivals throughout the world, an increase of 3.2% over the preceding year and international tourist receipts reached US$ 455 billion, a 3.2% increase from 1998. There has been strong growth in foreign travel in developing countries during recent years and this trend is expected to continue.

Tapan K. Panda and Sitikhantha Mishra (2003)\textsuperscript{132} says that, today, in India, tourism is recognized as an industry generating a number of economic and social benefits. It creates employment opportunities, augments foreign exchange earnings, and promotes national integration and international understanding.

Maneet Kumar (2003)\textsuperscript{133} highlights the existence of a great potential in the Himachal state which was still untapped and which provided ample scope for growth. He is of the opinion that an integrated approach encompassing product

\textsuperscript{132}Tapan K. Panda and Sitikhantha Mishra. (2003),\textit{Tourism Industry in India}, Anurag Jain Publication, New Delhi, P.64

\textsuperscript{133} Maneet Kumar, (2003),\textit{Tourism Today-An Indian Persective}, Kanishka Publishing House, New Delhi, PP.127-139.
identification and infrastructure needs and support services could lead the state to make it a paradise for tourists.

Tapan K. Panda and Sitikhantha Mishra (2003)\textsuperscript{134} talks about the major source of knowledge upon which this research has been drawn, for the delineation of socio political risk factors for tourism, which is from socio political risk variables existing in general business. The general business literatures describe social political risk with illustrations such as civil war, labour conflict, foreign exchange control, production quotas and import-export restrictions. Simon’s typology is used for this study.

Sarngadhara M (2003)\textsuperscript{135} opined that Tourism is a multi-segmented industry, which demands bringing together the mix of products possessing the quality of satisfying the users. The commercial viability of tourism depends upon scientific product planning and development of attractive tourism products. This necessitates formation and maintenance of an amalgam of various tangible and intangible factors. The tangible or material factors include attraction, accommodation, transportation, recreation, restaurant and shopping. The intangible or non-material factors consist of “the feel good” elements like the general attitude towards tourists at reception center, at various tourist destinations, airports, hotels and restaurants; approach of the employees and tour agents and the feeling of safety and security provided by the police and the officials (Jha S.M. 2000). The

\textsuperscript{134}Tapan K. Panda and Sitikhantha Mishra.(2003), \textit{“Tourism Industry in India”}, Anurag Jain Publication, New Delhi, P.29.

material factors are considered to be the essential requirements of tourism and the nonmaterial factors constitute the major ingredients of hospitality, for promotion of tourism as an industry.

As Singh and Mishra (2004) suggest, tourist activities and facilities need to be diversified in order to achieve multiple benefits, including scientific field excursions, recreation in natural and cultural areas, community festival and sports tourism. Each state of India has innumerable treasures to offer.

G.C. Verna (2004) examines the challenges and opportunities of promoting tourism in India. He highlights the fact that the time has come to promote leisure tourism in addition to cultural tourism. For long we have sold Taj Mahal, Red Fort and Jama Masjid, the Burning Ghats of Varanasi, our temples, history, culture and classical dances for the sake of tourism.

Vanniarajan T. (2005) concluded that the Indian tourism industry is facing the major challenge of improving the quality of the service being offered, in order to attract a large number of domestic and foreign tourists. The customer satisfaction is the key to attract new customers and retain the existing customers. The customer satisfaction is based on their expectations and satisfaction in the services offered by the tourism industry.

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Puneet Aneja (2005) remarks that tourism is a service industry and multiplicity of taxes exists in this sector. The quantum of taxes also varies from place to place. This creates hurdles in packaging of tourism product and is also irksome to tourists and further makes the tourism product expensive. The tax burden of tourist in this sector needs to be rationalized and reduced for end customer, to make the destination more competitive.

Ramalingam L.P., (2005) in his article “Tourism and Foreign Exchange Earnings” thinks that tourism is the only industry, which touches all aspects of our everyday life. It helps in diversifying economic activity and in developing backward areas. Socially it brings the people of different nations closer through cultural assimilation and mutual understanding. Tourism gives support to local handicrafts and cultural activities too.

According to Sathya Naryana and M.V. Raghavalu (2005) the development of tourism industry means adequate hotel accommodation, better transport and medical facilities, and communication facilities at multi languages. The central and state government should allocate huge budgetary allocations for this industry, to solve the problem of unemployment.

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Cyril Kanmony J. (2005) in his article, “Economic and Tourist Significance of Mathoor Hanging Trough” remarks that the hanging trough was constructed during the tenure of the then Chief Minister of Tamil Nadu, Thiru K. Kamaraj for irrigating the land in Vilavancode and Kalkulam taluks. It is also one of the attractive tourist spots in the district. The construction work commenced in 1967 and it was completed in 1971. The trough is carrying water from Chittar and Perunchani dams for irrigation purposes by linking two hilly regions of high altitude by the shortest route. The irrigation potential of this trough is 15,000 acres with double crops. The trough has a height of seven feet with a width of seven feet six inches. Nearly 5 feet of the trough’s width is carrying water and the remaining 2.5 feet are used for commuters. The trough is being shouldered by 28 huge pillars across the Praliyar River which is flowing under the trough. The total height from the river bed is 104 feet. It is the highest in South Asia.

Prasanta Bhattacharya (2005) in his article, “Tourism Development” remarks that Tourism is one of the rapidly growing industries in the present day world influencing social, governmental and academic circles. Emerging trend of tourism opens door for many especially in the developing world. Seasonality has an important role to play in the pattern of use of the available tourist’s product base of an area. Tourist facilities and services are one of the important components of the whole gamut of tangible and intangible products of tourism industry. However a study on tourists’ perception towards facilities and services in the region has

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reflected a low key profile of its tourist transport facilities. It shows the need for immediate attention to tourist transport component apart from strategy building for optimizing performances of other tourist facility and service components like staying places as well as quality of food and beverage offered therein. Re-organization and adjustment of the existing state tourism organizational structure of the North Eastern region is an immediate need to make the tourism sector more productive.

Kanaga Anbuselvam, S.P. and Namasivayam N (2005)\textsuperscript{144} found that the International tourist arrivals and international tourism receipts are the two Yardsticks used to measure the tourism index in any country. Foreign tourist arrivals in terms of share in the national arrivals is encouraging; there is scope for improvement matching the potential.

Vinayagamoorthy A. (2005)\textsuperscript{145} in his article, “Tourism Development in Yelagiri Hills” thinks that the tiny hill resort of Vellore District, that is, Yelagiris, is in no way less important than any other renowned hill-resort. It is actually a poor man’s Ooty like Darjeeling, Simla, and Kodaikanal. It is still preserving its beauty. But there is scope for developing this hill resort. This small and beautiful hill station offers good opportunity for trekking and mountaineering. It is endowed with several trekking routes through the dense reserved forests measuring from 1 to 5 kilometres. Along the trekking route the forest department should identify the


\textsuperscript{145} Vinayagamoorthy A.(2005), “Tourism Development in Yelagiri Hills” \textit{Kisan World}, April, Vol. 32 No. 4
botanical names of the trees, shrubs, herbs and grasses. The service of a forest
guide should be made available. If the trekkers happen to be students of botany or
zoology, they will be doubly happy as they can collect herbarium specimens. So
the government should permit this.

Honnappa H.C. and Ramakrishnan K.G. (2006)\textsuperscript{146} in their article, “Tourism
Development and its Impact on the Economy of Karnataka”, have suggested that
the most important economic impact of tourism is the earnings of foreign
exchange. It is a significant source of earnings for many developing countries. It
adds to the national income as an invisible export and may offset a loss on the
visible trading account. As an invisible export sector, it earns huge amount of
foreign exchange without actually exporting. For our country tourism generates the
highest net of foreign exchange. It is perhaps the only area where developing
countries can generate foreign exchange. Tourism is a surplus generating activity.
It is a low cost business and it provides employment to the organized labour as
well as unorganized labour. Unorganized labour provides fundamental services
such as providing food, shelter, transportation, daily needs and tourism guide at the
tourist centers.

Sarngadharan M (2006)\textsuperscript{147} pointed out that tourism as an industry has been
accepted as major concern in terms of employment and foreign exchange. The
problem has however, to be viewed in the context of meeting the immediate needs
of the steadily increasing International Competition, through developmental

Economy of Karnataka”, November, \textit{Southern Economist}, Vol. 45 No. 14

programmers that inevitably scar the growth of tourism. Evidently the only alternative appears to be the adoption of programmes of tourism education but these are not easy to implement. They would require a co-ordinated effort on the part of all sections of educators. The Universities have a crucial role to play by educating people at all levels, conducting research, to make many objective assessments and to advise on policy matters. The problems are many and will have to be tackled with a sense of urgency. A concerted effort with a mission-mode is called for and one can be confident that the Universities will take up the challenges of tourism education in the near future.

Amith K. Chakrabarty (2006)\textsuperscript{148} says that tourism industry creates employment especially for hoteliers, restaurant owners, guides, local shopkeepers and merchants. The remarkable features of the industry is that it employees a large number of both educated and uneducated women. Both skilled and unskilled women are employed in this industry. The State and Central governments should take necessary steps for the development of this industry.

Udayakumari N. (2007)\textsuperscript{149} in her article, “Medical Tourism in India: An overview” stated that India, with its 5000 years of medical history has just begun to formally claim its share in the country as tour operators and healthcare centers. Hospitals are offering treatment to sustain this segment. India offers world class treatment at almost 50 percent less of the total sum the foreign patients would


\textsuperscript{149}Udayakumari. N., (2007), “Medical Tourism in India: An overview” \textit{Kisan World}, May, Vol. 34, No.05
spend on treatment in their own countries. India is hoping to expand its tourism industry to include visitors with heart ailments and cataracts. It has gained acceptance in such areas of medical care as organ transplant, knee replacement and open heart surgery because of the efforts of corporate sector in medical as well as in tourism industries. In Tamil Nadu, there are different forms of medicines Viz., Siddha, Unani and Ayurveda, Yoga and naturopathy. India provides world class medical facilities with state-of-the-art hospitals with best experienced and qualified doctors at a reasonable cost. The patients can avail treatment in India without waiting for a long time for their turn.

Ashish Kothari (2007) in his article, “Tourism , Wildlife and Communities” remarks that as the Indian Government goes all out to woo foreign visitors, everyone seems to be latching on to the term as if the mere addition of the prefix eco’ will suddenly transform a highly destructive industry into one that will save the planet. Much of what goes on in the name of ecotourism is business as usual, albeit a few peripheral changes like notices in your room requesting you to re-use the towel. Some visitation is even called eco-tourism simply because it is to ecologically sensitive areas such as national parks that tourists arrive at. Most principles of genuinely sensitive tourism developed internationally over the last few years are ignored. This includes carrying out assessments of the ecological impact of tourism and whether it actually benefits the local people or not.

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Ramesh O.Oliver (2007)\textsuperscript{1}\textsuperscript{51} in his article, “Pros and Cons of Tourism Industry in India” has aptly commented that Tourism is unique because it involves industry without smoke, education without classroom, integration without legislation and diplomacy without formality. Tourism helps a country’s economy in various ways. Tourism is a service industry and can have a significant effect on those countries with surplus labour like India. There is a need to create awareness for tourism development among the services provided, tourists tour guides and host population. It will help in creating a balance in making the benefits of tourism flow to all countries. The Indian Government should adopt pragmatic, dynamic approach to develop tourism in India.

Anil Kumar K. and Sundheer S.V.(2007)\textsuperscript{1}\textsuperscript{52} in their article, “Identification of Negative factors of Tourism: A case Study”, explain that the study confirms that the factors like female prostitution, drugs trafficking, pick pocketing and theft are identified as major negative factors of tourism in Kerala. In addition to these factors, growth of unscientific massage parlors, commercialization of country culture / customs, littering, water pollution, over pricing, exploitation of natural resources for tourism, are also identified as major negative factors.

Satyanarayana G, Raghavalu M.V. and ReddiRamu M. (2007)\textsuperscript{1}\textsuperscript{53} in their article, “Tourism and Its Impact on Socio-Economic Sectors in Developing

\textsuperscript{1}\textsuperscript{51}Ramesh O. Oliver (2007), “Pros and Cons of Tourism Industry in India”, \textit{Kisan World}, May, Vol. 35, No.16

\textsuperscript{1}\textsuperscript{52}Anil Kumar K. and Sundheer S.V. (2007) \textit{Southern Economist}, August 1st, Vol. 46, No.7

Countries” have interpreted that the receipt from international tourism provides a valuable source of earnings from many countries both developed as well as developing. Tourism provides more sizeable earnings than primary products. The income from tourism tends to increase at a higher rate than merchandise export and it is an assured change of financial flows from developing countries raising the latter’s export earnings and rate of economic growth. Tourism is a business of providing entertainment for tourists. Tourism as we understand the term today, is of relatively modern origin. It is a business which caters to the need of the tourists like providing lodging, transport, entertainment and information.

Oscar Braganza D. Mole and Carmelita D’ Mello (2008)\(^{154}\) in their article, “3 ‘S’ Tourism in Goa through Eco-tourism” are of the opinion that the desire of our planners and policy makers to earn fast buck from 3’S’ tourism is understandable. But the lure of temporary socio-economic prosperity must not be permitted to cloud our thinking. While development is essential in every economy it is also essential that no irreparable damage is done to the eco-system. We need to integrate conservation and development. We need to involve our people in tourism. There is an urgent need to encourage tourism that deters the locals from giving up their traditional form of occupation and livelihood and provide local with source of revenue. Tourism also has to be compatible with conservation. It would be suicidal to slaughter the proverbial goose that lays the golden egg. Ecotourism thus promotes environmentally compatible tourism while enhancing tourist experiences.

\(^{154}\) Oscar Braganza D. Mole and Carmelita D’ Mello (2008).” 3 ‘S’ Tourism in Goa through Eco-tourism” Southern Economist, January 15, Vol. 46, No. 18
Anbalagan M. and Gunasekaran V. (2008)\textsuperscript{155} in their article on, “Medical Tourism in Vellore District” viewed that Vellore district is blessed with a Cultural Heritage centres, Pilgrim centers, Wildlife sanctuaries and Hill station. Owing to lack of publicity, the medical tourists are unaware of the beautiful sights in the District. The study reveal that the word of mouth is the most influential media among the tourists. Medical tourists are ambassadors in their own countries. They will be the ones to tell others of their experience, good or bad. Mass media also plays an important role in promoting medical tourism. There are a number of magazines that describe medical tourist attractions. Major drawbacks of medical tourism in Vellore District pointed out by the patients are lack of proper infrastructure, inadequately maintained roads, very high rates of air fare, lack of tourist information centers, good middle class accommodation, pollution, unsafe drinking water and non-availability of hygienic food stuff. The development of medical tourism depends upon the marketing strategies adopted by Government tour operators and facilitators.

Mohamed Iiyas T.(2008)\textsuperscript{156} in his article “Medical Tourism: India the Right Destination” feels that India is currently emerging as a preferred destination for medical or health tourism. It has a huge diversity of holiday options ranging from the beaches of Goa, to the mighty Himalayas, diverse wildlife and thousands of years of culture. Recent researches and trends guarantee that the market for

\textsuperscript{155}Anbalagan M. and V.Gunasekaran (2008),” Medical Tourism in Vellore District” \textit{Kisan World}, March, Vol. 35, No.3

\textsuperscript{156} Mohamed Iiyas T.(2008),“Medical Tourism: India the Right Destination” \textit{Southern Economist}, Feb, Vol. 46 No. 23.
medical tourism will continue to expand in the years ahead and India will emerge as one of the leading nations specializing in the industry.

Harisha N and Jayasheela (2008)\(^{157}\) in their article, “Medical Tourism in Karnataka Opportunities Galore” have explained that Medical tourism entails 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. Karnataka needs to undertake long-term measures to address the constraints and exploit the untapped potential of the medical tourism and needs to stimulate private sector participation to create high standard tourist attraction. At the same time, enduring measures of infrastructure development chiefly transport development should be implemented at the earliest.

Nafees A. Khan (2008)\(^{158}\) opined that, Human beings need change. Travel provides that change. People travel from one place to another place to enjoy scenic beauty and cultural sights, to gain a better understanding of what goes on elsewhere, to attend special events/ festivals/ cultural functions, to get away from the routine of life, to enjoy sun, dry climate or tourism on a beach and so on. A number of countries spend huge amount of money for their favourite destinations.


Subbaiah A. and S. Jeyakumar (2009)\textsuperscript{159} in their article, “Wild Life Tourism in India”, describe that Wildlife tourism is one of the fastest growing sectors of tourism worldwide. There was a point of time in history when many wildlife bases were the second largest in the world. There are currently 80 National Parks and 441 wildlife sanctuaries established here. However, of late, the government and the people have awakened to the looming danger over the wildlife centres and have brought them under protection programmes. Conscious efforts have been made in this direction and it can increase wildlife tourism.

Freedrick J. (2009)\textsuperscript{160} in his article, “Medical Tourism in India”, stressed that, in order to provide for brighter prospects for the industry the hospitals can also acquire international accreditation while integrating traditional and clinical treatments and offer end to end value added services by tying up with tour operators, airline carriers and hotel companies. Hospitals can also allow foreign patients to pay through credit and ensure proper support service to them after they return to their native countries. Today, tourism is one of the major industries of the world. It contributes significantly to employment income and harmony. India has taken many steps to improve tourism in the last 50 years. It is fast emerging as a high quality healthcare.

\textsuperscript{159} Subbiah A. and Jeyakumar S., (2009),” Wild Life Tourism In India” \textit{Kisan world}, March, Vol. 36, No. 3

\textsuperscript{160} Fredrick J. (2009), “Medical Tourism in India”, \textit{Kisan World}, June, Vol. 36, No. 6
Manish Srivastava (2009) in his article, “Assessing International Heritage Tourist Satisfaction in India” shows that although the benefits of tourism are not to be judged in terms of economic benefits alone tourism has wider implications encompassing not only economic benefits but also social and cultural benefits. From the social and cultural point of view there is enough evidence to support the fact that tourism and travel unquestionably produce an interaction between the cultural customs of the visitors and those of the host population. It is found that the tourists coming to India is very much satisfied with the attitude of Indians. India is now increasingly seen as an exotic destination offering a mix of culture, history and state of art amenities to the international traveler. The inbound tourist traffic has been growing steadily over the past few years and India has the potential to emerge as a front runner in the world tourism scenario.

Dr. A. Sankaran (2009) in his article, “A Study on Customer Perception on Tourist Point in Southern Most Corner of India” observes that the flow of both foreign and domestic tourists has increased during the recent past. Most of the tourists opine that the means of transport is good. At the same time the behaviour of transport authority is not satisfactory, but the cost of accommodation is moderate and availability and taste of food are satisfactory, market facility is good and the performance of shop keepers is not heartening through.

161 Manish Srivastava (2009), “Assessing International Heritage Tourist Satisfaction in India” Indian Journal of Marketing April, Vol. XXXIX No. 4
Tourists reaching Kanyakumari state that they encounter certain problems. The problems faced by them are lack of purified drinking water, poor electrification, poor canteen facilities at seashore, lack of entertainment facilities, lack of regular transport, dirty surroundings, poor maintenance of schedules and nuisance of beggars and so on.

To attract more tourists the providing of entertainment facilities and periodical programs, explaining art, culture, drama, dance and folklore are essential. Building of an airport at Kanyakumari will be effective. Totally Kanyakumari is a unique location and good tourist point in India. Therefore, the government and private agencies and local authorities should take necessary steps to develop the centers for promoting tourism industry, which will generate employment, enhance per capita income and eradicate poverty.

Ezhil Raji (2009)\textsuperscript{163} states that the quality and efficiency of service is the primary concern of tourism and hospitality industry. In order to achieve the same, tourism and hospitality industry require trained / skilled manpower for each and every functional activity. The right person for the right job is essential for the success in any business. Tourism travel agencies, tour operators, hotels, restaurants, motels, resorts and similar businesses, assume great importance. Thus the need to develop the required human resources in various segments of this industry has become imperative.

Jeyakumar S. (2010)\textsuperscript{164} in his article, “Temple Tourism in India-Biggest Opportunities of Tourism Industry” says that India is known as one of the few countries in the world that has a heritage dating back to centuries. The temples and other monuments stand witness to the rich cultural heritage of our country. A trip to the north will show that there are temples and heritage sites that will take the breath away. These monuments are majestic that they attract tourists from within and outside. The State Governments concerned, charitable trusts and temple trusts must make elaborate arrangements for accommodation, transport and ritualistic ceremonies. These organizations are also running hospitals, educational institutes, ashrams, meditation centers which benefit the local community. More than 500 religious places have been identified and efforts are being made to develop these centers by Central and State Governments with private participation.

Jeyakumar N. (2010)\textsuperscript{165} in his article, “Ecotourism in Kodaikanal” asserts that Kodaikanal is one of the renowned places of tourist attraction. Its natural beauty and native culture should be preserved and protected if the uniqueness of the place is to be maintained. Thus it may be concluded that both domestic and foreign tourists are attracted to Kodaikanal mainly by the natural beauty of the place, its benevolent climate and environment. The rich variety of natural attractions and eco based activities can promote Kodaikanal as an ecotourism destination round the year. Practicing ecotourism in its true sense demands more responsibility on the part of tour operator’s, the guests and hosts.


\textsuperscript{165}Jeyakumar N.,(2010), “Ecotourism in Kodaikanal” \textit{Kisan World,} March, Vol. 37, No. 3
Saravana, K. (2011)\textsuperscript{166} has published an article titled, “Cultural Tourism in Kerala: A Study with special reference to Malabar”. It is a remarkable study on the role of government in promoting cultural tourism in Kerala with reference to District Tourism Promotion Councils in Malabar and the level of satisfaction among foreign and domestic tourists in the present cultural tourism activities of DTPCs in Malabar. The author has recommend some useful suggestions for planning and development of tourism in Malabar.

Diganta. K.R. Mudoi (2011)\textsuperscript{167} says that tourism in the north east region has a vast potential, which is yet to be exploited fully. It is necessary to develop all the sectors for the growth of the economy of the north eastern states. Tourism can be a path towards development. For the development of the tourism sector in north eastern region there is a need to promote the existing products in a proper way. What is more important is the creation of peaceful atmosphere so that tourists can enjoy their stay. Keeping in view of the deficiencies of tourism growth and the development potentials of this industry in employment generation, it is high time to take urgent steps by the government to boost the tourism sector in the region.

Krithi K. Karanth and Meghna Kirshnadas (2011)\textsuperscript{168} in their article, “Opportunity or threat to National Parks?. Can wildlife tourism and conservation go hand in hand?”, have pointed out that the Ecotourism is also an important tool

\textsuperscript{168} Krithi K. Karanth and Meghna Krishnadas (2011),“Opportunity or threat to National Parks? Can wildlife tourism and conservation go hand in hand?” \textit{The Hindu Environment Survey}, RN/53604/91
for garnering conservation support, educating a large cross-section of the public about wildlife and sharing conservation value. It must be remembered that revenue from tourism in parks is not re-directed into improving the condition of the field staff. However existing practices need to be overhauled in most parks and wildlife tourism needs to be conducted within a more regulated framework that makes private tourism ventures tangibly accountable to the larger framework of conservation.

Rekha Gupta (2011)\textsuperscript{169} in her article, “Craft Tourism: Road to Economic Development” says that in India the survey of foreign tourists expenses on handicrafts was conducted in the year 2002, through National Productivity Council under the sponsorship of Ministry of Tourism. This survey confirms the purchase of a large quantity of Indian handicrafts by tourists. In view of these studies it has become highly necessary for crafts to be recognized as one of the major sectors in any country particularly in and around places of tourist interest. Both government and local people must change their attitude towards crafts and stop thinking that it is an area in which benefits shall not match the amount of efforts put in.

Lingappan A. and Abdul Haneef N (2011)\textsuperscript{170} in their article, “Marketing Strategy of Tourism Industry” are of the opinion that tourism industry is the largest employment generator of the world. This is the only industry which requires less or no investment yet it generates billions of foreign exchange to the country. Tourism


is one of the major earners of foreign exchange for the country perhaps there is hardly any other field of activity where so many people are involved directly or indirectly. India is one of the best countries of the world for most productive creative, enlightening and exclusive tourism. The need of the hour is for The Government and private sectors to work earnestly with a commitment to develop India as the most attractive tourism destination in the word.

Santhi V. (2011) in her article, “Tourism in India – Emerging Trend describe that tourism is the largest service industry in India, with a contribution of 6.23 percent to the national GDP and 8.78 percent of the total employment in India. India witnesses more than 5 million annual foreign tourist arrivals and 562 million domestic tourism visits. The tourism industry in India generated about US$100 billion in 2008 and it is expected to increase to US$ 275.5 billion by 2018 at a 9.4 percent annual growth rate. In the year 2009, 5.11 million foreign tourists visited India. Majority of foreign tourists come from USA and UK. Tamil Nadu, Maharashtra, Delhi and Uttar Pradesh are the top four states to receive inbound tourists. Domestic tourism in the same year was 650 million. Andhra Pradesh, Uttar Pradesh and Tamil Nadu received the big share of these visitors.

According to the World Travel and Tourism Council, India’s growth rate in Tourism is expected to increase, as India is a very desirable tourist destination. In 2009, India’s growth rate was ranked the highest of all Southern East Asian countries, Travel and tourism contributed 6 percent ($67.3 billion) to the gross domestic product. It is was expected to increase to $ 187.3 billion in 2019.

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Travel and Tourism also contributed over 6 percent of total employment, which means that as of 2009, about one in every 15 citizens worked in this service industry.

In 2009, over 31 million people were employed in travel and tourism. This number is expected to increase by 7 percent in 2019. Many tourists are attracted to the export industry, which includes gifts, crafts, textiles, leather, home furnishing, gems and jewelry. With the increase of tourist visits, the export industry earned $16.9 billion in 2009 which will increase to $51.4 billion by 2019.

The Asian Traveller (2011) reveals that the Asia pacific region, which was the first to recover from the global tourism decline, recorded 13 percent growth in international arrivals and hit a new record of 204 million tourists in 2010. It was sufficiently enough to make up for the two percent drop in 2009, according to the tourism agency.

The UNWTO feels that a double digit growth is a common result for destinations in this region and with 23 million additional visits in 2010, the region secured a 22 percent share of the international tourism market.

Ignatius Joseph John and K. Eazhumalai (2012) in their article, “Ecotourism – with Special reference to Yelagiri of Vellore District” endorse the view of the WTO that the Ecotourism is considered as the fastest growing market.

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in the tourism industry. Today people are aware of how man and the environment can live symbiotically for more time, and ecotourism is the only way to maximize the economic, environmental and social benefits of tourism. The rich variety of natural attractions and eco based activities that are spread in Yelagiri hill can be used for promoting Yelagiri hill as an ecotourism destination and a prefect weekend retreat for people.

Sheeba Julius (2012)\textsuperscript{174} in her article, “Ecotourism – With Special reference to Point Calimere at Nagapattinam District” has described Ecotourism as entirely a new approach in tourism. Ecotourism is preserving travel to natural areas to appreciate the cultural and natural history of the environment, taking care not to disturb the integrity of the ecosystem, while creating economic opportunities that make conservation and protection of natural resources advantageous to the local people. In short ecotourism can be categorized as a tourism programme that is “Nature based, ecologically sustainable where education and interpretations are major constituents and where local people are benefited “. If a travel does not satisfy any one of these constituents, it can not be called a real ecotourism venture.

Ravi Sanker K.V. (2012)\textsuperscript{175} pointed out that the International tourist arrival reached 982 million in 2011 and was expected to exceed one billion in 2012, generating US $1 trillion in international tourism receipts. There is an encouraging trend among tourist turning towards green forms of tourism, towards destinations


that offer wildlife and heritage. Wetlands are greatest assets, of tourism attracting millions of tourists each year. So it is the need of the hour to manage wetland tourism through sound policies and planning and conserving the wetlands for the enjoyment of generations to come.

The Eleventh Meeting of the World Committee on Tourism Ethics has given importance to “Safe Coastal Tourism” on a priority basis in coastal destinations worldwide. This is the time for us to rethink how safe our coastal areas are! The importance of safety precautions at beaches and backwaters are something our authorities have neglected to a certain extent. We have to raise awareness of the crucial need for adequate safety measures and the provision of giving accurate information to tourists to prevent often fatal accidents at coastal sites in the form of signs and flags and caution to alert visitors about the dangerous conditions. We must also be aware of the absolute necessity for life guards and life buoys during rescue operations even during tourist “low –season”. Pollution and overcrowding of the house boats and motor boats are the main issues related to back water and lake areas.

The Western Ghats of India was demarcated as a world heritage site by UNESCO’s World Heritage Committee on July 6, 2012. The decision came at the 36th session of the World Heritage Committee (WHC) in St. Petersburg in Russia. Altogether 39 sites that dot the Western Ghats landscape will be part of the region that has been designated as World Heritage site. Kerala leads with 20 sites included in the heritage list followed by Karnataka with ten, Tamil Nadu five and Maharashtra four. Through heritage tag come the baggage of conservation of
beautiful natural resources for a better future for tourism. The Western Ghats are
Older than the Himalayas, the real treasure trove of bio-diversity in India. In fact
these Ghats are considered an ecologically sensitive region with nearly 52 species
moving one step closer to extinction. Habitat change, over-exploitation, pollution
and climate change are the principle pressures causing bio-diversity loss. Without
nature, tourism can’t survive. Many governments like those of Karnataka, Kerala
and Goa are trying to sabotage World Heritage tag of Western Ghats under the
pretext of developing big hydroelectric projects to patronize the mining lobby.
Tourism industry must act accordingly to promote tourism and conserve nature and
natural resources. Renewable energy is to be thought about and not the exploitation
of natural resources.

Tourism in India (2012)\textsuperscript{176} highlights that the number of foreign tourist
arrivals (FTAs) in India witnessed an increase in 2010 as well as in 2011. It
increased from 5.78 million in 2010 to 6.29 million in 2011 registering a growth
rate of 8.9 percent. Similarly in 2010, it increased to 5.78 million from 5.17 million
in 2009 registering a growth rate of 11.8 percent.

The ministry of tourism as part of its ongoing activities, releases print,
electronic online and outdoor media campaigns in the international and domestic
markets to promote various tourism destinations and products. In addition, a series
of activities are undertaken in important and potential tourism generating markets
overseas through India Tourism offices abroad with the objective of showcasing
India’s tourism potential. These activities include participation in travel fairs and

exhibitions, organizing road shows, 'Know India' Seminars and Workshops, Organizing and supporting 'Indian foods' and cultural festivals, publications of brochures, offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.

**Research Gap**

In the process of surveying the literature it has been observed that there has been substantial research conducted in the area of tourism, techniques of tourism development, development of tourists resorts, places of interest and various means of promoting tourism. The literature reveals that not much research has been done in the field of “Role of Tourism in Economic Development of Kanyakumari District”. Therefore the present research which focuses on the role of tourism and it is an attempt to fill the gap in tourism research.