CHAPTER – II

REVIEW OF LITERATURE

Tourism is one of the most important export industry and earner of foreign exchange in many countries. The significance of tourism has been recognized in both developed and developing countries. This can be seen in the establishment of Government Departments of Tourism (DoT), widespread encouragement and support of tourist development, and the abundance of small businesses and multinational corporations causative to and deriving benefits from the tourism industry.

In common, each rests on previously ones and provides a basis for future ones. An attempt is made in this chapter to present the existing literature on Tourism.

Books

Bhatia A.K (1982) explored some important concepts of tourism and emphasised on the contribution of tourism as an important factor in the prosperity of any nation and also deals with planning, organisation, marketing, research etc on tourism in India1.

Badan B.S. (1997) in his study explained tourism in South India and also explained about the tourist products in South India. The destinations of Tamil Nadu like Mamallapuram, Kancheepuram, Tiruchirappally and the attractions in the respective destinations have been dealt2.

Bhatia A.K. (1997) study analyzed the need for marketing in tourism and ways of marketing of tourism and suggested that marketing with its focus

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on identification of markets, products, planning and communication is an area in which numerous tourism issues and great future potential exists³.

Bhardwaj and Manjula Chaudhary (1997) in their study entitled “Contemporary Issues in Tourism”, viewed that tourism planning is a difficult task because of diversity of activities which collectively constitute the tourism industry. Tourism planning has to balance between strategic objectives set for it and a number of factors that effect plans. Conflicts can obviously arise between these. Many developing countries have faced social and political problems because of foreign tourists. India is also witnessing it where some people feel the presence of foreigners unsafe for their lifestyles and social setup⁴.

Batra and Dang Wal (2000) in their study suggested that the complex nature of tourism phenomenon implies that various academic disciplines are involved in its study. Some basic disciplines such as economics, psychology, sociology and geography contribute a great deal. Certain newer disciplines of management and marketing have been introduced and play a significant role⁵.

Bishwanath Ghosh (2001) stated that the agricultural development, industrial development and tourism development are three ways to bring money and business into a given region. Tourism develops in a peaceful environment. Owing to terrorism in various states of India, tourism has come to a halt in those areas. Riots, robbery, mugginess and terrorism are liable to put off visitors and detract tourists⁶.

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Praveen Sethi (2002) suggested that training is crucial to the competitiveness and indeed survival of the international tourism industry. As quality competition is so important to competitive strategy, the skills of the individuals in the component service industry (hotels, catering, and transport) become the key elements in the struggle for market competition. In many countries, the lack of training in the industry has been identified as a key strategic weakness\(^7\).

Sinha P.C. (1998) discussed the marketing strategies in tourism, components of marketing mix, role of tour operators and travel agencies in marketing tourism\(^8\).

Jacob Robinet, Joseph Sindhu and Philip Anoop (2007) in their book entitled “Indian Tourism Products”, discussed the new concepts in tourism like alternative tourism, rural tourism, plantation tourism, spice tourism, mice tourism etc. Alternative tourism as a type of tourism activity, sustainable in nature, which allows the tourist to directly experience the host culture and environment and provides possibilities for controlled nature-based and small scale industries. Rural tourism involves visiting rural environments for recreational experiences\(^9\).

**EDITED BOOKS**

Leela Shelley (1991) in her study entitled “Tourism Development in India” studied the hospitality industries in India, and the role of hoteliers, tourism promoting agencies, city planners or the environmentalists in the promotion of tourism in India. Transport, accommodation, entertainment shops

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and other businesses are all involved with tourism in the form of subsidiary industries\textsuperscript{10}.

Ravi Bhushan Kumar (1995) in his study entitled “Coastal Tourism and Environment”, suggested that the study must give priority to make better environment on beaches to keep its ecological balance and should check environmental deterioration which can be detrimental in attracting the tourists and also suggested that tourism is beneficial in Kerala where it will provide job to local people according to their ability\textsuperscript{11}.

Pran Nath Seth (1997) in his study entitled “Successful Tourism Management”, pointed out that after world war II, health holidays became a dominant trend in European countries. The introduction of ‘package holidays’ concept by charter carriers, as distinct from scheduled airlines, opened immense possibilities for average European holiday makers to enjoy the sun, sand and sea which hitherto was the preserve of the rich few. The success stories of present day tourism in Spain, Ygoslavia, Italy and other Mediterranean countries are founded on sun, sea and sand tourism\textsuperscript{12}.

Yashodhara, Jain. (1998) in his study suggested that the benefits of tourism are not be judged in terms of economic benefits alone. Tourism has wider implications encompassing not only economic benefits but also social and cultural benefits as well. Tourism travel unquestionably produces an interaction between the cultural customs of the visitors and those of the host population\textsuperscript{13}.

Sharma (2004) in his study entitled “Tourism Planning and Development- A New Perspective”, study suggested that tourism resources can


be conserved for continuous use in the future and so tourism planning is carried out at all levels of development-global, national, regional and local\textsuperscript{14}.

Malhotra (2005) in his study entitled “Tourism Planning and Management”, suggested that attitude measurement in the tourism / travel area has offered and continues to offer considerable potential. This is particularly true in the travel and tourism domain, where knowledge of consumers’ attitudes towards leisure, travel, and vacation destinations can assist in preparing successful strategies\textsuperscript{15}.

Sinha (2005) in his study entitled “Eco Tourism and Mass Tourism”, study focused on various crucial issues pertaining to modern international tourism and makes a comprehensive analysis and evaluation of the process of tourism development and various strategies put forward for its uninterrupted growth and development\textsuperscript{16}.

Ravee Chauhan (2006) in his study entitled “Eco Tourisms-Trends and Challenges”, opined that though no major policy documents have been issued by the Govt. of India or state governments with regard to promotion of eco tourism, certain guidelines have been issued to tour operators and tourists as part of a campaign to preserve the environment in the tourism zones\textsuperscript{17}.

Reddy (2008) opined that properly planned tourism will be a positive factor in national development, creating challenging employment and distributing wealth to all sectors of economy. If the positive effects of tourism


are planned and co-ordinated on a regional basis, the positive effects of tourism could be enhanced\textsuperscript{18}.

Ralf Buckley (2012) in his study entitled “Sustainable Tourism: Research and Reality”, in his study evaluated the entire global tourism sector in terms which reflect global research in sustainable development. The industry is not yet close to sustainability. The main driver for improvement is regulation rather than market measures. Some tourism advocates still use political approaches to avoid environmental restrictions, and to gain access to public natural resources. Social and environmental impacts, responses and indicators are reviewed for the mainstream tourism sector worldwide, in five categories: population, peace, prosperity, pollution and protection\textsuperscript{19}.

\textbf{JOURNAL}

Kang, Hsu and Kara Wolfe (2003) in their study entitled “Family Traveler Segmentation by Vacation Decision-Making Patterns”, studied to extend the scope of family vacation decision-making research by profiling various family vacation segments based on decision-making patterns, and to provide a systematic evaluation of the segments based on their profitability, accessibility, and reachability\textsuperscript{20}.

Ajitha (2004) in her study attempted to bring out the significance and importance of tourism at the same time tried to find out the evil effects of tourism. Tourism brought out both positive and negative consequences in the third world countries, though the levels vary according to socio-cultural structure of the country. Each of the cultural, social, economic and


environmental factors which are positively and negatively affecting the developing countries were analysed\textsuperscript{21}.

Anandan.D (2004) in his study entitled “Marketing of tourism products”, his study described about the tourism product, market and market research techniques in tourism and the function of marketing in tourism and also study the role of marketing is to create awareness about the product in the minds of existing as well as prospective customer in the overall market area. Study recommended in all tourism promotional activities, an effective and meaningful communication with the consumer and trade intermediaries is essential and it is possible through advertising and public relations\textsuperscript{22}.

Ghimire Him Lal (2004) in this study pointed out that the tourism policy of Nepal and tourism organizations could not adequately address to the pilgrimage tourism. Pilgrimage visits in the sacred placed induced modern tourism in the society. New marketing strategies can accelerate pilgrimage tourism in Lumbini and other places in Nepal. Nepal has become a decent destination of promoting pilgrimage tourism due to large number of Hindu and Buddhist pilgrimage sites, shrines and temples. The need for a marketing strategy is identified as even 0.1 per cent of Hindus and Buddhists visiting Nepal every year can contribute a lot to the national economy\textsuperscript{23}.

Krishnakumar.P (2004) in his study entitled “Indian Film and its influence on Tourism”, identified that Indian Films created an impact on the popularisation of destinations like Bekal Fort, Backwaters of Alappuy, Varkala and Kovalam beach, Kochi harbour and Thalassery scenic beauties. Films attracted a large number of mass public into the fore and with the advent of technology there had been shift from indoor shooting to outdoor shooting and

hence the tourist destinations became an attractive proposition to showcase the natural beauty.²⁴

Manoharan Nair (2004) in his study entitled “Tourism Marketing-A SWOT analysis”, his study conducted a SWOT analysis with respect to marketing of tourism products. The major thrust of marketing tourism products is to upgrade the quality of the products like beaches, backwaters, hillstations, wildlife sanctuaries, waterfalls, ayurveda and culture including festivals and provide infrastructural facilities. The SWOT analysis revealed the necessity of developing further areas based on exploiting the potential of Kerala. The study concluded that the untapped resources are to be used in such a manner that the threats can be converted into opportunities and steps may be taken to prevent the weaknesses.²⁵

Remanan.K (2004) pointed out the positive and negative impacts of tourism. It is also suggested that the citizens of a country should try to minimize the negative factors and maximise positive factors. Tourism provides employment to millions and act as a reservoir of foreign exchange reserve but causes resource drain, pollution of air and rivers, damage to bio-diversity etc.²⁶

Sarngadharan and Unuskutty (2004) emphasized the importance of empowering youth as professionals of tourism industry for societal and national progress and development. In the era of globalization, liberalization and privatization, the youth require support of the experts in securing skills to set up enterprises of their own and to serve as efficient managers of enterprise owned by others. Tourism is identified as new frontier towards which young generation can fulfill their aspirations economically and socially. For this three

vital components are to be linked—prosperity of the economy, growth of entrepreneurship and education of youth\textsuperscript{27}.

Sasikumar and Binu (2004) analysed the growth of tourism industry in Kerala in comparison to other States. The study also highlighted the developmental activities of tourism industry in Kerala, the role of different agencies involved in tourism, development of infrastructure, tourism vision of the State in comparison to others\textsuperscript{28}.

Thomas and Gracious (2004) in their study entitled “New Paradigms in tourism marketing”, study stated that the necessity of marketing tourism products as tourism plays a major role in the economies of the world. The nature and dimension of marketing tourist product is different. Marketing strategy for tourism should be based on consumer’s expectations, needs, attitudes, likes and dislikes and also covered the uses of multimedia in tourism marketing, main applications of interest in tourism marketing such as in marketing research, new advertising techniques in global marketing importance of relationship marketing for tourism industry role of MICE in solving seasonality problem of any destination, how the tourism products are developed by different countries in consistent with expectation of customers\textsuperscript{29}.

Thomas Jacob (2004) opined that the issues of pollution, overcrowding and unplanned developmental activities if not scientifically managed may cause a threat to coastal tourism. Study suggested that implementation and monitoring of coastal zoning policies like the Coastal Regulation Zone (CRZ) in 1991 is required for the scientific planning and implementation of coastal tourism

projects. A multi-faceted data of the coastal zone where the tourism project is said to be implemented must be made.\(^{30}\)

Wilson (2004) attempted to search the potential of traditional and recreational resources and future plan for the maximum benefits by exploring the possibilities of tourism in the Eastern Ghats of Ponmudi Hills, near Trivandrum. In this study identified the scope for tribal tourism in Ponmudi as the region has hills, enchanting landscape, attractive streams, ethnic diversity, customers and festivals for the development of tourism.\(^{31}\)

Adarsh Batra (2006) in his study entitled “Tourism Marketing for Sustainable Development”, attempts to put forward measures that can be applied to ensure sustainable tourism through marketing strategies suppress or alter demand once critical limits are approached or have in fact been exceeded.\(^{32}\)

Connell (2006) described the medical tourism as a popular mass culture where people travel to overseas countries to obtain healthcare services and facilities such as medical, dental and surgical care whilst having the opportunity to visit the tourist spots of that country.\(^{33}\)

Ganesan and Chandrasekar Rao (2006) in their study analysed the performance of Tamil Nadu tourism and measured in order to know the present status of the tourism sector and to improve further the same in the State. Study found that the flow of domestic and foreign tourists have increased substantially, increase in foreign exchange earnings, tourists gave importance to


heritage and medical tourism, Tamil Nadu tourism sector contributed to the development of allied industries like hotel and transport industries\textsuperscript{34}.

James Murdy (2006) in his study explored the exciting possibilities in tourist motivation research and practical usages of it in the field. Tourism and other crimes against tourists will be an ongoing challenge to both tourists and management of hotels, and other tourism resources. Before tourism and tourists can become agents of peace, a better understanding of the latter must be achieved. In order to achieve this task an integrated model of tourist motives, motivations, attitudes and behaviour, information search expectations and needs may be made\textsuperscript{35}.

Nafees A. Khan (2008) in his study entitled “Human Resource Development in Tourism Industry in India: A Case Study of Air India Ltd., New Delhi”, analyzed the HRD initiatives of Tourism Industry with special reference to Air India Ltd. to enhance and sharpen the capabilities of its employees. The study also identified the need of the Air India to incorporate the spirit of HRD in day to day functioning by utilizing the all possible human resource systems and mechanism to the organization\textsuperscript{36}.

Ravichandran (2008) studied the penetration of internet in travel and tourism industry and identified that the present outlook for travel industry is one of innovation, high occupancy rate and healthy competition at a higher rate. The study highlighted that a need for transformation into the techno-centric business arena was felt where the consumers have different choices for customisation of their own product without any direct contact with an intermediary. It was further pointed out that the major aspect of concern for

travellers is to search information faster, seek more options and choices that suits their budget and settling transaction online through the internet\(^\text{37}\).

Thomas Tharion and Gopalakrishnan Nair (2008) in their study entitled “Medical Tourism in Kerala”, opined that some of the earliest forms of tourism were directly aimed at increasing health and well being of people. In the past decade, the attempt to achieve better health while on holiday through relaxation, exercise or visit to spas has been taken to a new level, with the emergence of a new and distinct niche in the tourism industry, medical tourism\(^\text{38}\).

Venugopal (2008) in his study entitled “Gateway for Technology Tourism”, in this study stated that the places of tourist interest and scenic beauty often do not catch the attention of the customer largely due to the fact that they are not marketed well. Internet in the early days did not support graphics, videos, sound etc. Hence the tourism products could not be marketed over the net effectively. Now things have drastically changed with the introduction of various protocols\(^\text{39}\).

Maheshkumar (2010), perceived that the demand for travel and tourism in India will grow by 8.2% between 2010 and 2015, placing Indian at the third position in the world, while world travel and tourism council has predicted that India has the potential to become the number one tourist destination in the world with the demand growing at 10.1 % per annum. In his article focused the major tourist attraction in India and also stated that India’s performance in tourism sector has been quite impressive. During the period 2002 to 2009 the country witnessed an increased in foreign tourist arrivals from 2.38 millions to 5.11 millions. However, due to global slowdown, terrorist activities, H1N1


\(^{39}\) Venugopal C.K: “Gateway for Technology Tourism”, Kerala Calling (Journal), 2008, pp. 36.37.
influenza pandemic etc. growth rate in FTAs during 2009 fell by 3.3 %. Study revealed that the Tourist industry is expected to perform well in the future and offers vast investment opportunities. This article indicated that the necessity for world class accommodation facilities in metropolitan cities or small towns. Currently Hotels in India have supply of 210,000 rooms. However, in order to attract more visitors India still needs to dramatically increase the number of hotel rooms available. Thus, there are tremendous opportunities as India is a destination for hotel chains looking for growth.

Vithiranjan (2010), in his article has presented an overview of the impact of tourism on Indian economy. Tourism helps in regional and economic development. The Government of India understood the important of tourism as an industry in 1980. Study revealed that the globalization and open economy helped tourism to emerge as one of the biggest foreign exchange earners for India. Economic progress and industry development depends completely on the overall development of a country. And tourism plays a major role in this overall infrastructural advancement. It also helps agriculture and other industries directly and indirectly. The impact of India’s economic growth on tourism is increasingly being felt in specialty sectors like spiritual tourism, spa tourism, and family vacation plan as well as adventure tourism.

Padmasree and Bharathi Devi. Anchula (2011) in their study entitled “The performance of the Indian Tourism Industry in the era of globalization – a conventional study”, studied the growth of foreign tourist arrivals and foreign exchange earnings into India through the Indian tourism industry. It also examined the share of the Indian Tourism Industry in the World in general and especially the Asia Pacific region. How stable us India’s tourism industry in terms of foreign tourist arrivals, foreign exchange earnings, and domestic tourist visits within India and the number of Indian tourists going abroad?. This


article suggested the measures for increasing the growth of foreign tourist arrivals and foreign exchange earnings into India via tourism

Suman Kumar Dawn and Swati Pal (2011), in their study entitled “Medical Tourism in India: Issues, Opportunities and Designing Strategies for Growth and Development”, focused on the key issues and opportunities possessed by Indian medical tourism sector that enable it to overcome domestic and international barriers on upgrading its medical services. This study recommended some of the medical tourism strategies for further promoting medical tourism in India. These include building and promoting the image of India as high quality medical tourism destination, creating and promoting new combination of medical tourism products, keeping up the high standard of quality treatments at a reasonable price, providing informative online and offline materials and make them available to the potential customers. Also attaining the accreditation/standard to reassure the quality of treatments as well as emphasizing on the needs and demands of the existing target markets must be incorporated. Finally, this study analysed and concluded the main reasons why the developing country like India attracts foreign tourists for the medical treatment.

Swapna Patawari and Yamini Sharma (2011) in their study entitled “A Comparative Study of India and Thailand tourism”, study glanced the need of advance technology in tourism industry. The contribution made by the Industry is to employment, GDP and the balance of Payments is considered and also covered ancillary industries like accommodation, travel agency which helps the tourism in India and Thailand. This paper presented some statistics for the worldwide tourism industry providing an indication of its global importance.

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Finally, this paper analyzed the role of tourism in promotion of countries economy. SWOT analysis further specifies and strengthens in their study.\(^{44}\)

Munish Tiwari (2012) in his study entitled “Making of Indian Tourism in 21st Century: Challenges and Prospects” the study examined the different types and benefits of tourism co-exist for the optimum utilization of resources and also determined the key strategies are required for the growth of Indian tourism. Over and above study explored the challenges and prospects in Indian tourism sector. Based on the recurring concepts in the existing literature, the paper concluded with some recommendations for how Indian tourism can foster to develop economy.\(^{45}\)

Murali (2011) in his study entitled “A Study on Tourist’s Reference of Hotels in Tiruchirappalli, TamilNadu”, study aims at identifying the hotels that are preferred by the tourists, also the reason for the change in choice of hotels by the tourists and how hotels are changing their services according to the Customer (or) tourists. Study concluded that the tourists prefer a particular hotel on the basis of their own convenience and linking’s and customers satisfaction plays a vital role with regard to the choice hotels by the tourists. Thus the proper steps are to be taken by the Government and the hotels to lap the full potential of the hotel industry, which directly lead to the development of tourism in India.\(^{46}\)

Premlata Kumari (2012) in her study entitled “Estimation of Employment Due to Tourism in India’, study attempted to estimate the total


direct employment generated in India by foreign and domestic tourism using a simple and innovative method of employment co-efficient\textsuperscript{47}.

Ranbir Singh (2012) in his study entitled “Challenges Faced by Tourism Industry of Haryana” study investigated the challenges faced by tourism industry of Haryana. The data used are secondary in nature. The study found that the state has successfully en-cashed pilgrimage and highway tourism concepts. Now turn is to explore the unique opportunities for contemporary forms of tourism and also discussed problems related to tourism professionals, community participation, effective tourism policy and bottleneck of infrastructure. Analysis of literature survey, researcher’s travelling experience and indirect oral discussions have suggested some managerial strategies for future of industry\textsuperscript{48}.

Sanjay and Ajmeri (2012) in their study entitled “Medical Tourism - A Healthier Future for India”, examined the introduction, origin of medical tourism, some facts about medical tourism in India, core competencies, opportunities, challenges medical packages and future of medical tourism in India\textsuperscript{49}.

Shaheeda Banu (2012) in her study entitled “Emerging Trends in Tourism Marketing-With Special Reference to Karnataka as Tourism Destination”, discussed the services marketing mix concepts, its application in promoting Karnataka tourism and also made an attempt to market tourism by adapting the service marketing approach for achieving great success\textsuperscript{50}.


Vara Prasad and Sundari (2012) in their study entitled “Indian perspective on Tourism (Interventions and Drivers)”, tried to examine various dimensions of tourism sector vis-à-vis the drivers and their implications and recommended roadmap that shall propel and sustain the growth. The study shows to spruce up economic growth and promote India’s strengths as a tourism destination that is both safe and at the same time exciting\(^5\).

Archana Bhatia (2013) in his study entitled “SWOT Analysis of Indian tourism Industry”, in this research paper analyzed the strengths, weaknesses, opportunities and threats of Indian tourism industry so that the same can be utilized to increase its foreign footfalls\(^2\).

Dinesh Das (2013) in his study entitled “Tourism Industry in North-East Indian States: Prospects and Problems”, makes an attempt to explored the potentiality from North-East Indian states which will maintain a bright prospect of economic development in terms of tourism industry in near future\(^3\).

Renu Malra (2013) in her study entitled “Online Tourism Marketing”, focused on the internet usage increases with each passing day and the internet provides its users with significant opportunities in terms of presentation. Social networks play an increasingly important role in the tourism sector. The dissemination of data, messages, opinions and images via Twitter, Facebook, blogs, Flickr and other platforms, as well as new models of information management are now possible, are now an important part of the intelligence system and communication a tourist destination. This study also covered the various online marketing such as Electronic (E)-Business involves both Internet


Marketing and Electronic (E)-Commerce. Internet marketing deals with promoting and driving traffic to a Web site through Web Marketing (Pull Strategy) and E-mail Marketing (Push Strategy) whereas E-Commerce focus on selling products and services on a Web site.

Anushree Banerjee (2014) in his study entitled “Human Resource Development in Tourism Industry in India: a Case Study of Jet Airways India Ltd.”, study attempted to judge the work done by the HRD team of the tourism industry with special reference to Jet Airways India Ltd. This in turn can enhance the capabilities and motivate them to work more efficiently. Study observed that the Department of tourism is not being able to convince the Ministry of Finance and the Planning Commission to grant adequate funds.

Kumar Sandeep and Kumar Vinod (2014) in their study entitled “Perception of Socio-Culture Impacts of Tourism: A Sociological Review”, studied the social roles of tourist, tourist impact on society, tourist behaviour, and factors affects the society norms, beliefs, thoughts and traditions etc. at the destination. This study investigated the socio-cultural and sociological effects of contact between tourists from developed nations on the host of a developing country. Study highlighted the positive and negative impacts of tourism on the basis of findings and researches available in the form of cultural impacts of tourism at a destination and discussed how tourism development can be helpful for social and cultural development at a destination and how negative impacts can be minimize at the destination.

Lakhvinder Singh (2014) in his study entitled “An evaluation of medical tourism in India”, study presented an overview of medical tourism in India and

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a SWOT analysis. The study revealed that the key competitive advantage of India in the medical tourism arena arises from the following: low cost advantage, strong reputation in the advanced healthcare segment (cardiovascular surgery, organ transplants, eye surgery etc.) and the diversity of the many and unique tourist destinations available in the country. The key concerns facing the industry include: absence of government initiatives, the lack of a coordinated effort to promote the industry, the lack of an accreditation mechanism for hospitals and the lack of uniform pricing policies and standards across hospitals throughout India and concluded with some valuable suggestions to develop India as a global Medical Tourism destination\textsuperscript{57}.

Mukesh Ranga and Priyanka Pradhan (2014) in their study entitled “Terrorism terrorizes tourism: Indian Tourism effacing myths?”, presented how terrorist attacks affect tourism. Various statistics on the Foreign Tourist Arrivals, in the study show the direct relationship of the effect of terrorism on tourism during 2006 to 2012. In spite of terrorist activities the figures are in upward directions. Both the government and other sections of society interested in promoting tourism, both domestic and inbound, must have a forward-looking policy on dealing with terrorism that does not hurt tourism\textsuperscript{58}.

**WORKING PAPER**

Jesim Pais (2006) in his study entitled “Tourism Employment An Analysis of Foreign Tourism in India”, attempts to analysed the estimate total direct employment generated in India by foreign tourism. Estimating employment or output of the tourism sector is complicated by the fact that tourism is a composite sector. Further, since the same sectors and sub-sectors cater to tourists and non-tourists there is the problem of apportionment of estimates between the two and also used a simple and innovative method of


employment coefficients to arrive at estimates of employment generated foreign tourism in India.\(^{59}\)

**UNPUBLISHED THESIS**

Vijayan (2007) found out that the attitude of local people in tourism centres towards tourism development is positive and tourism has a major impact on the economic life of the destination population. From the study it was found out that the tourism officials have not succeeded in bringing awareness of benefit of tourism to the local people. It is suggested that the Government of Kerala should take speedy measures to educate the societal benefit of tourism development through various types of programmes. Further, Government should form co-operative societies of educated and trained youth in destinations and provide support to run various kinds of tourism enterprises.\(^{60}\)

Gracious (2009) in his study analysed that there were significant differences in the methods adopted for product development as classified and non-classified hotels, ayurvedic centres and approved tour operators developed their tourism products depending on seasonal demand and also recommended the need for urgent attention on the part of the Government of Kerala on education of tourism marketing and further, organisation of more trade shows would attract large number of tourism enterprises, more tourists to be attracted during off-seasons. The modern technology should be utilised to its fullest potential.\(^{61}\)

**NEWSPAPERS**

Jose Dominic (1998) in her study entitled “Needed A pragmatic Taxation Policy for Tourism”, mentioned that the accumulated effects of taxation by the Central Government, state taxes and local levies coupled with


\(^{60}\) Vijayan J., Tourism Development and Involvement of local people at Destination Unpublished thesis, IMK, University of Kerala, September 2007.

archaic regulations relating to alcohol licensing and extortionist license fees stand out as a formidable barrier to growth. Perhaps this could be a part of the reason why Kerala’s share in tourism arrivals remains insignificant, even though, it has been acclaimed to be a destination with the highest potential\textsuperscript{62}.

**WEBSITES**

Inbakaran and Jackson (2005) in their study used multivariate analyses such as factor analysis and cluster analysis to segment the host community into four distinct cluster groups on the basis of their positive and negative attitudes. Demographic variables constituted the cluster base. These four cluster groups differed from each other on gender ratio, age, life-cycle stage, education, migration status, occupation and current involvement with tourism. The differing attitudes present in various community groups, and the implication for the tourist industry is highlighted\textsuperscript{63}.

Maurice Marshalls (2007) highlighted the effects of country image on a tourist destination. The case in point South Africa’s image has suffered largely from its derogatory history. With an alarming increase of crime and terrorism activities, tourists are averse to travel to destinations curbed with the image problems\textsuperscript{64}.

Cook, Peta (2008) highlighted how health and medical tourism is a subjective practice and embodied experience which, due to increasing options available to tourists, is difficult to classify. Furthermore, as health and medical tourism involves an active body that is not restricted by time and place, it challenges traditional sociological understandings of tourism, which classify tourism as a passive, escapist and leisurely activity that occurs over 'there' in contrast to 'here'\textsuperscript{65}.


\textsuperscript{63} http://researchbank.rmit.edu.au/view/rmit:605

\textsuperscript{64} http://www.essays.se/essay/d1943f0736/

\textsuperscript{65} http://eprints.qut.edu.au/16804/
Most of the research studies concentrated on the tourism products, problems and prospects of tourism industry. Some of the studies were focused the reasons for low growth of tourism in the selected states and countries. These studies had their main focus on tourist attitudes. The present study aims to focus on the tourist guide and the services provided by the hotels.