CHAPTER - II

REVIEW OF LITERATURE

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2.1 INTRODUCTION

Plenty of research studies have been carried out by a number of research scholars, eminent professors and educational institution into the different aspect of tourism and entrepreneurship. Entrepreneurship and tourism are playing a significant role in revamping the society and economy of a country. Therefore, a large number of research articles and books have been published on it. In this chapter, an effort has been made to provide an overview of various aspects and studies related to the present research work. The reviews were classified and grouped in to two different categories such as

1. Studies on Entrepreneurship
   2.2.1 Studies on Qualities and Characteristics of Entrepreneurs
   2.2.2 Factors Influencing Entrepreneurship
   2.2.3 Women Entrepreneurs

2. Studies on Tourism
   2.3.1 Tourism Management
   2.3.2 Marketing of Tourism
   2.3.3 Impacts of Tourism
   2.3.4 International Tourism
   2.3.5 Tourism in India
   2.3.6 Tourism in Tamilnadu
   2.3.7 Types of Tourism


2.2 STUDIES ON ENTREPRENEURSHIP

Entrepreneurs create employment opportunities and help to develop the economic growth. They play a vital role in the process of national development. Entrepreneurship is an activity that involves initiating, promoting and maintaining economic activities for the production and distribution of wealth. The importance of entrepreneurship is recognized nationally and globally. The present growth of economy can be attributed to the entrepreneurial success of our businessmen. Their achievements have resulted in substantial wealth for nation and thousands of jobs for youth. In this context, our former President of India Dr.A.P.J.Abdul Kalam has also stressed the need for entrepreneurs to make the country a developed nation by 2020. Hence, this study highlights the different aspects of the entrepreneurship.

2.2.1 STUDIES ON QUALITIES AND CHARACTERISTICS OF ENTREPRENEURS

Robinson (1991)\(^1\) describe the attitude of an entrepreneur and his personality and demographic characteristics. He generates the entrepreneurial attitude orientation scale that explains the attitude prediction through four different sub-scales that is achievement, self esteem, personal control and innovation and three types of reactions that is affective, cognitive. He argues that using attitudes to predict entrepreneurial behaviour can be a more profitable approach than using personality traits as forerunners of entrepreneurial actions. This view is justified by stating that attitudes are nearer to behaviour than personality traits. Attitudes are also more domain specific than personality traits.

Saravanavel (1991)\(^2\) in his book “Entrepreneurship Development: Principles, Policies and Programmes” depicts the right qualities of a true entrepreneur. An entrepreneur should be the one who bears, innovates or initiates and organizes the business. He performs such functions to
the extent to justify his existence. Whether he performs such functions effectively is determined by the nature of quality control, cost reduction, improved industrial relations, profit earning and the like. All these are possible if the entrepreneur is a talented person and possesses the qualities such as self confidence, technological knowledge, ability to marshal resources, ability to organize and administer

R. Nagendran, Dr. K. Banumathy and Dr. N.R.V.Prabhu (2002)³ in their book “Entrepreneurship Management and Development of Small Business” explain the characteristics of successful entrepreneurs. A successful entrepreneur is always aware of new developments and change that take place around him in the society and is prepared to adapt to the changing needs of the society. He is the pivot around which all other factors of production, productive resources, and techniques should revolve. He combines talents, abilities and drive to transform the resources into profitable undertakings.

M.Casson (2003)⁴ states that an entrepreneur is an enterprising individual who builds capital through risk and initiative. An entrepreneur searches for change, responds to it and exploits opportunities. Innovation is a specific tool of an entrepreneur hence an effective entrepreneur converts a source into a resource. Entrepreneurship appears as a personal quality which enables certain individuals to make decisions with far-reaching consequences.

Aleksy (2006)⁵ states that entrepreneurs are usually self motivated and determined to succeed. Motivation is a set of processes that determine individual choices. These processes are influenced by families and friends that we receive throughout our life. The people who plan to be entrepreneurs develop a physiological or psychological need. The person then develops a set of behaviours to satisfy this need. This behaviour results in action towards goal. Maslow’s
principles can be followed to transform managers into leaders. Leaders have to face challenges in the business. They have to build their team successfully because a great leader can achieve much more than any individual. But they should constantly adopt self improvement philosophy.

Thomas W. Zimmerer and Norman M. Scarborough (2006) in their book “Essentials of Entrepreneurship and Small Business Management” describe entrepreneur as a person who creates a new business in the face of risk and uncertainty for the purpose of achieving profit and growth by identifying significant opportunities and assembling the necessary resources to capitalize on them.

K.R.G. Nair and Anu Pandey (2006) examined the socio-economic and attitudinal characteristics of entrepreneurs on the basis of primary data from the state of Kerala. The result indicates that business acumen neither runs in families nor it was there evidence in religion to have an impact on entrepreneurship. The economic status of the family, age, technical education/training and work experience in a similar or related field favour entrepreneurship. In comparison to the rest of the population, entrepreneurs tend to be more innovative in their attitude, but they do not have great faith in the internal locus of control.

D.F.Kurarko and R.M Hodgetts (2007) identifies a few most common entrepreneurial characteristics like commitment, determination and perseverance, drive to achieve, opportunity orientation, initiation and responsibility, persistency in problem solving, seeking feedback, internal locus of control, tolerance for ambiguity, calculated risk taking, integrity and reliability, tolerance for failure, high energy level, creativity and innovativeness, vision, self confidence and optimism, independence and team building.
Poornima M Charantimath (2008)⁹ in her book “Entrepreneurship Development and Small Business Enterprises” narrates some of the characteristics that every successful entrepreneur must possess in adequate measure. They are creativity, innovation, dynamism, leadership, team building, achievement motivation, problem solving, goal orientation, risk taking and decision making ability and commitment. According to the author, ideas usually evolve through a creative process whereby imaginative people bring them to reality, nurture them and develop them successfully. The creative process for an idea involves five stages such as germination, preparation, incubation, illumination and verification.

Vasanth Desai (2008)¹⁰ in his book “Small Scale Industries and Entrepreneurship” comments that the characteristics of an entrepreneur that contribute to success are the result of his achievement motivation. A successful entrepreneur is a person who starts a business where there was none before. He is essentially an enterprising individual who is able to recognize the potential profitable opportunity and who initiates to produce marketable products by combining various technologies and through organizing together the people, finance, material resources marketing tools, in order to ultimately translate the idea in the minds to physical realities. In short, an entrepreneur is a person who initiates, establishes, maintains and expands a new enterprise. He is basically an innovator, creator and accomplisher.

S.S. Kanka (2009)¹¹ has conducted a study on entrepreneurial motivation based on a sample of 243 first generation entrepreneurs in the Assam region. The author took 15 items separately and used factor analysis as a research tool for grouping the items. By conducting a factor analysis the researcher grouped the items into six major motives. These are being achievement, nature of work, autonomy and power, status, affiliation and deontic motives. The findings of the author suggest that entrepreneurs are primarily motivated by the need for
economic achievement, personal growth, autonomy and recognition, whereas the desire to contribute to the community is not found to be an important reason to become an entrepreneur.

Siwan Mitchelmore and Jennifer Rowley (2010)\(^\text{12}\) have undertaken a literature review of research on entrepreneurial competence in order to provide an integrated account of contributions relating to entrepreneurial competencies by different authors working in different countries and different industry sectors and at different points in time; and, develop an agenda for future research, and practice in relation to entrepreneurial competencies. After a lengthy examination in various literature in the field of entrepreneurial competencies, he suggests that although the concept of entrepreneurial competencies has been used widely by government agencies and others in their drive for economic development and business successes, the core concept of entrepreneurial competencies, its measurement and its relationship to entrepreneurial performance and business success is in need of further rigorous research and development in practice.

2.2.2 FACTORS INFLUENCING ENTREPRENEURSHIP

J.S. Saini and B.S. Rathore (2001)\(^\text{13}\) in their book titled, “Entrepreneurship: Theory and Practice” deal with entrepreneurial philosophy, where the success of entrepreneurs has been discussed. According to the authors, the success of an entrepreneur depends on the entrepreneur’s willingness to hold responsibility for his own work. Though the risk of failure is always present, he takes risks by assuming responsibility for his actions. Learning from past experiences will help channel his actions to obtain better results and persistent efforts will yield success for sure.
Peter (2004)\textsuperscript{14} in his book “Youth Entrepreneurship Everywhere” explains youth entrepreneurship as a process of turning ideas into opportunities and opportunities into successful businesses through the practical application of one-to-one mentoring model, entrepreneurship awareness-building skills, personal empowerment skills, entrepreneurial/enterprise skills, business planning skills, business management skills, support services availing skills and business improvement skills.

Renu Arora and Dr. S.K. Sood (2004)\textsuperscript{15} in their book “Entrepreneurial Development” explain that an entrepreneur should possess all such characteristics with the help of which he can perform successfully. He should be: calculated risk taker, innovator, organizer, creator, achievement motivator, self confident, socially responsible, optimistic, equipped with capability to drive, blessed with mental ability, human relations ability, communication ability, decision making, business planning, visionary, ability to spot and exploit opportunity and courage to face adversities.

Nandan (2007)\textsuperscript{16} in his book, “Fundamentals of Entrepreneurship” highlights on the ultimate success in any entrepreneurial endeavour. According to him, success depends on the personality, that is to say, the composite characteristics, of an entrepreneur. The entrepreneurial personality denotes the totality of the entrepreneur’s individual character traits, including attitude, habits, emotional tendencies and behavioural patterns. In fact, extraordinary personal traits not only constitute entrepreneurs, but also serve to identify them from others.

Lakshman Prasad and Subhasish Das (2008)\textsuperscript{17} in their book “Entrepreneurial Climate: An Assorted Coverage” make an intensive study on entrepreneurship involving psychological as well as socio-cultural milieu, viewing entrepreneurs as innovators. The integrated behavioural
framework, suggests the pooling of traits such as achievement orientation, strategic vision, personal resourcefulness, innovativeness and opportunity seeking at high intensities in non-restrictive environment to give rise to an enterprise.

Bholanath Dutta (2009) in his book “Entrepreneurship Management: Texts and Cases” deals in detail with the factors influencing entrepreneurship, like education, legality, infrastructure, finance, procedures, IT and communication, rapid changes, size of the firm, R and D and technology, stakeholders and globalization. The author has elucidated the characteristics of a successful entrepreneur at length. According to him, there are many critical factors contributing to success such as skills, innovative mind, providing completeness to the factors of production, decision making, creative personality, plan making, dynamic leadership, creator of wealth, self confidence and ambitiousness, risk bearing, and adventurous mind.

Chivukula, Raman and Ramachandra (2009) in their article on “Influence of Socio Demographic Factors on Entrepreneurial Attributes and Success” in the South Asian Journal of Management state that entrepreneurial success has been defined as using financial and non-financial measures. Financial measures are more widely used to measure success. In a study on the influence of socio-demographic factors on entrepreneurial attributes. They used growth in total sales and growth in employment as the financial measures in their study and non-financial measures of support received by the entrepreneur, work experience of the entrepreneur and involvement of the entrepreneur in the running of business.

Mary Kay Copeland (2010) in her article “Strategies of a Successful Entrepreneur: Nature or Nurture” has deliberated on the characteristics of a successful entrepreneur. According to the author, the behaviours and personality characteristics that leading researchers have found
in effective and successful entrepreneurs are – self confidence, risk taking capacity, discerning power, inquisitiveness, tolerance of ambiguity and uncertainty, creativeness, resourcefulness, affinity for autonomy and control, opportunism, optimism, action-orientedness, intuitiveness, persuasion, adaptation, resilience, tenacity and courage.

2.2.3 WOMEN ENTREPRENEURS

Surti and Sarupiya (1983)\textsuperscript{21} have investigated 40 women entrepreneurs with minimum two years experience. They have examined the role of stress, the effect of demographic variables such as marital status, type of family on stress and how women entrepreneurs cope with stress. Results indicate that unmarried women entrepreneurs have experienced less stress and self-role distance than married women entrepreneurs. Women entrepreneurs from joint families experience less stress, probably because they share their problems with other family members. External focus of control has been significantly related to the stress role and fear of success was related to result- inadequacy and role-inadequacy dimensions of stress. While many entrepreneurs have used intrapersistent coping styles, such as taking action to solve problems, avoidance seems to be more common than approach – oriented styles of coping.

Singh and Sengupta(1985)\textsuperscript{22} have conducted a study on 45 women trainees who were attending the entrepreneurial development programme to determine the characteristics of women who were on the threshold of starting their enterprise, to study the reasons for starting their own business, to identify the motivational factors that lead women to become entrepreneurs, and to establish relationship between their entrepreneurial vision, potentials and policy implication for developing entrepreneurship among women. The study has revealed that educationally more qualified women have perceived entrepreneurship as a challenge, ambition, and for doing
something fruitful, whereas those educationally less qualified entrepreneurs have perceived the Entrepreneurship Development Programmes (EDP) training as only a tool for earning quick money. Majority of the potential entrepreneurs have clarity about their projects but need moral support from males and other family members for setting up their enterprise. Women entrepreneurs prefer to combine their need for excellence with emotional dependency. They have an inner uncertainty of their own capabilities and needed a male support to pave their way rather with money, business know how or moral support.

Dhameja, Bhatia and Saini (2000) have done a study on “Women Entrepreneurs: Their Perceptions about Business Opportunities and Attitudes, Entrepreneurial Support Agencies: A Study of Haryana State” One of the objectives of the study is to ascertain the attitude of women entrepreneurs towards various support agencies. The manufacturing / trading / servicing units, in which the women are the owners or have a majority stake and management control, have been considered for this study. Women enterprises, set up during the 14-year period from 1982 to 1996, were chosen for the study. All the women who were employing five or more employees were considered women entrepreneurs. A sample of 75 women entrepreneurs (25 per district) was selected. The researcher have found that there was a lack of information and knowledge regarding various schemes of assistance launched by the government of India through various support agencies, including those exclusively for women entrepreneurs. Only 55 per cent of the respondents were aware of these schemes.

Renuka Vishwanathan (2001) in her article on opportunities and challenges for women in business has elaborately discussed the various support services and societal changes that are needed in promoting women entrepreneurship. She has given emphasis on bringing about a curriculum change by incorporating EDP from high school level onwards. She has also talked
about the constant review of EDPs to make it more relevant and market-oriented. She has gone into the aspect of providing funds, appropriate training, collaborating with NGOs and changing the attitude of society towards women’s occupations and finally, has mentioned the catalytic role played by the women development corporation for developing entrepreneurship among women.

C.H Rajesham and D.Raghava (2003) have concluded that the promotion of entrepreneurship for women will require even greater reversal of traditional attitudes than the mere creation of jobs for women. This means that we should first wait for society to prepare itself to welcome new changes. It implies that the programme should go beyond subsidies and credit allocation to attitudinal range, group formation, training and other support services but also practical application of the academic knowledge regarding management like marketing and finance of a business enterprise.

Santhas (2007) has conducted a research on the topic, “A Study of Women Entrepreneurship in Kerala: A Comparative Study with Tamil Nadu”, for which 3,130 women of Tamil Nadu and 6,541 of Kerala were taken as sample using the random sampling method. The main objectives of this study are to: (i) Investigate the socioeconomic status of women entrepreneurship in Kerala and Tamil Nadu (ii) Identify the role and involvement of government agencies and financial institutions and (iii) Explore the problems faced by the women entrepreneurs. The hypotheses of the study are ‘There are no difference in the socio-economic status of women entrepreneurs in Kerala and Tamil Nadu’. There are no variations in the roles and involvement of government agencies in the development of women entrepreneurship in Kerala and Tamil Nadu. The researcher has recommended that training camps should be arranged and conducted in every district; conduct meetings of women entrepreneurs to facilitate interaction among them; and give subsidized loans to women entrepreneurs.
Gandhan Siva Ramakrishna, et al., (2007)\textsuperscript{27} have made a comprehensive study and observed that the future development of society lies in the status of women. One reality is that women society not only form a major section of the society but also hold greater responsibilities than men. Hence, it is women who matters because if one woman is empowered through education, health and information then the whole family recognise these benefits spread over the world. Thus, the empowerment of women is a part of human resource department and cannot be treated independently.

Shankarnarayana (2007)\textsuperscript{28} has presented a paper titled “Entrepreneur Spirit Tomorrow”. The researcher writes about women entrepreneurship, the types of women entrepreneurs, and the organisations supporting women entrepreneurs. The researcher has also put forth some of the problems faced by women entrepreneurs like stiff competition from male counterparts, non-cooperation from the family, and so on. The researcher has also provided some suggestions for development of women entrepreneurs. He suggests that all possible access to information should be given to the entrepreneurs and the government should come forward and provide special incentives to economically backward women entrepreneurs to boost their morale. While concluding the paper, the researcher suggests that women must be brought to the main stream by means of entrepreneurial activities, so that they can effectively contribute to the women community in particular through empowerment and overall economic development of the country in general.

R.Ganapathi and S.Sannasi (2008)\textsuperscript{29} says that it is imperative to note the participation of women in economic activities as self-employed individuals. Many of the traditional occupations open to women are mainly based on creed and the nature of self-employment is based on the standard of living. The country needs to mobilize and utilize fully all its resources including
human resources. It is essential even for the objective of raising the status of women which is now accepted as an indicator of a society’s stage of development.

Valarmathi (2010)\textsuperscript{30} has done a study on “Challenges to Entrepreneurial Development of Women in India”. The researcher has short listed some of the major challenges like lack of easy finance, shortage of raw materials, historical and social restrictions. The researcher also observes that lack of technical knowledge and availability are among the major challenges. He suggests that a congenial environment should be created for the success of women entrepreneurs. It should be ensured that the entrepreneurs have access to the right skills and capital. The researcher comes to conclude that the government sponsored development activities have benefited only a small section of women. A large majority of them are still unaware of them.

M. Rajanikanth’s (2011)\textsuperscript{31} research study in “A Case Study on Mulukanoor Women’s Mutually Aided Milk Producers Cooperative Union Limited” are based on the secondary data only and he describes the successful story of the collective efforts of the women’s producers’ union from 2002. He found out that the women’s participation in the society’s management in a five-year period has led to a great success on a limited scale in the village. He concludes that the last five years were a testimony that the rural women, if given opportunity and enough support, could handle large community enterprises.

Mohammed S. Chowdhury and Mohammad Nurul Amin (2011)\textsuperscript{32} state that women’s family obligations, gender differences and gender discrimination often bar women entrepreneurs from becoming successful entrepreneurs in both developed and developing nations. Having primary responsibility for children, home and aged dependent family members, few women can devote all their time and energies to their business. He also has stated that the familial and social
conditioning in many developing countries inhibits the confidence, independence and mobility of women. This translates into poor access to information, credit, technology, markets and so on prevents women from starting a business or women entrepreneurs from growing beyond a particular level. Many South Asian countries like Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka are plagued with this situation.

2.3 STUDIES ON TOURISM

In the present era tourism has evolved as one of the world’s largest industries and has created an enormous number of jobs across regional, national and international boundaries. It plays an important role in the development of a nation’s economy. Tourism can bring about a real sense of pride and identity to communities. By showcasing distinct characteristics of their ways of life, history and culture, tourism encourages the preservation of traditions. It also allows wealth to be injected into a community in a variety of ways, it is a service-oriented sector which generates not only foreign exchange earnings for the government, but also creates substantial job opportunities and income for millions of people. This industry involves a surplus of service providers in both organized and un-organized sectors which include travel agents, tour operators, guides, hotels, guest houses, inns, restaurants and Indirect employment is generated through other industries such as agriculture, food production, retail and other allied services. Visitors' expenditure generates income for the local community and can lead to the alleviation of poverty in countries which heavily rely on tourism. Hence, it is no doubt that tourism is a fantastic income generating industry throughout world. The present study discusses in the different aspects of tourism in general.
2.3.1 TOURISM MANAGEMENT

In the study titled “Tourism Management and Administrative Problems in Kerala” done by K.Muraleedhara Menon (1991)\textsuperscript{33} has made an attempt to bring out the basic issues involved in the field of tourism management and the administrative hurdles in the process. Originally two aspects of the problem have been probed in detail in this study – tourism management and administrative problems. Methodology adopted in this study is mainly empirical and analytical. The historical method has also been resorted to for eliciting travel history. The tool, ratio is used for analyzing the financial management. The major finding of the study was that the management system has not catered to demand of the tourists. It is not efficient in performing their duties. The state govt. has not taken much role in the development of tourism management in the state. The researcher suggests that the government should take necessary steps to improve the efficiency of managerial personnel in the field by providing training in the form of orientation courses in using modern technologies in tourism.

Clare A.Gunn (1994)\textsuperscript{34} in his book on “Tourism Planning - Basics, Concepts, Cases; Taylor and Francis”, opines that both a regional plan and a continuous regional planning process are needed if tourism is to be developed properly. A specific plan renewed periodically can document strengths, weaknesses and desired action at the macro scale. However, the development of both markets and supply are dynamic; so such plans must be accompanied by ongoing planning from all public and private decision-makers.

Buhalis (1998)\textsuperscript{35} says that strategic use of information technologies in tourism industry has improved its competitiveness. Further, it has helped in boosting staff morale, managerial effectiveness, productivity and profitability of tourism organizations. Finally the study concludes
that due to the ever increasing use of information technology in tourism sector, future success of tourism organizations and destinations would be determined by a combination of innovative management, marketing and strategic use of advanced information technology.

J. K. Sharma (2000)\textsuperscript{36} in his famous book on “Tourism Planning and Development: A New Perspective” discusses the basic foundations of tourism planning and development caters to tourism designers, planners and developers of varied experiences and knowledge for planning of tourism industry in near future. He describes the concept of tourism planning, approaches, techniques and principles applied at various levels. He emphasizes on an integrated approach and incremental increase in quality of tourism services and effective management of tourism. According to him transportation, services, information and promotion, physical environment and tourism organizations are the basic components for tourism planning and development in a particular region. He not only presents an alternative tourism planning and development process which is sustainable, but also recommends for conceptualizing sustainable development.

Harish Bhatt (2006)\textsuperscript{37} in the book “Hospitality and Tourism Management” provides a detailed description of the managerial skills that will enable the students to meet the needs, wants and demands of travelers in a global market place. It covers the personal, technical and conceptual information on the skills to become a good manager and leader in this growing industry. It focuses on each sector of tourism industry, that is, food and beverages, lodging and travel. It examines the size, scope and operations of each of these key areas and gives essential information on related concepts, products and services. The book also gives information on different techniques and methods of training useful to the various categories of professionals in tourism. This study uses primary and secondary data to achieve its objectives.
P.C Sinha (2002)\textsuperscript{38} in his book “Tourism Transport and Travel Management” has discussed on various crucial issues regarding modern international tourism. The book analyses the specific problems related to transportation of tourists. It speaks of the demand and motivation for tourism travel management. The book studies in detail the various modes of transport like, rail, road, water and air transport and their problems. Stimulus response model of buyer behaviour has been applied to analyse the factors influencing the personal interest of tourists. The socio cultural factors which influence the tourist behaviour are studied in detail. The Primary and secondary data are used in this study. Statistical methods like correlation, regression, and so on are applied for analyzing the data. Interview cum questionnaire schedule has been used for collecting primary data.

2.3.2 MARKETING OF TOURISM

P. Wilson (1980)\textsuperscript{39} speaks about certain factors that affect the Indian tourist image and presents the following factors as affecting the tourists visiting India. Major factors that can promote tourism and encourage people to visit India are, recommendations of friends and relatives, previous touring experience and other factors like travel books, newspaper articles, advertisements and so on.. Important factors that act against the tourist image are poor publicity, inadequate transport facilities, shortage of hotel accommodation, lack of tourist resources and prohibition.

L.P. Singh (1991)\textsuperscript{40} deals with the problems and prospects of “Tourism Marketing in India”. The author makes some suggestions of special significance in this context. Considering India’s vast potential in tourism industry, the government has to accord to tourist sector a high priority. Second factor that deserves attention is developing our beach resorts, hill resorts and
other resorts to encourage a balanced development of all regions. Due importance must be given to 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, and from financial institutions. Apart from undertaking vigorous and effective publicity campaigns, efforts must be made to impress all the tourists landing at our airport and steps must be taken to make them feel at home.

K.V. Joseph (1991)\(^4^1\) who has studied about the potential of the tourist market of Kerala suggests some measures for the expansion of the same. In summer, the tourist potential of Kerala rises and yet it should be fully exploited. Sounds useful policies have to be evolved and implemented if the existing resources are to be tapped to the fullest content possible. Provision of cheap but neat accommodation and facilities for entertainment would be an essential measure to be taken as the starting point to cater to the needs of tourists.

Mehta and Arora (2000)\(^4^2\) have discussed in their study the appraisal of tourism promotion activities adopted by tourism ministry in Punjab. The study highlights the share of advertisement expenditure in total management expenses which has decreased in the state. Further, the published material of the state tourism department was incomplete, unattractive and insufficient for foreign tourists. So the study recommends that the state government may adopt a standardized form of media for the promotion of tourism industry in Punjab.

P.C Thomas and J.Gracious (2004)\(^4^3\) study 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. It covers the use of multimedia in tourism marketing, main application of interest in tourism marketing such as in marketing research, new advertising 28 techniques in global marketing, importance of relationship in marketing for tourism industry role of MICE in solving seasonality problem of any destination, how the tourism products are developed by different countries consistently with the expectation of customers and so on.

D. Anandan (2004) in his book describe the tourism product, market and market research techniques in tourism and the function of marketing in tourism. A tourist product can be identified as a composite product which is a combination of attraction, transport, accommodation and entertainment. It can either be sold as a package or assembled by the tourist himself. Through market research, it is possible to identify the key market segments. Research techniques like desk research, filed research and motivation research can be applied. The desk research includes collection and analysis of all available data on tourist trend, field research in based on research work carried out in tourist generating markets itself. Motivation research forecasts the psychology of tourists. It helps in discovering the needs of potential tourists to adopt the tourist supply accordingly and try to satisfy them. 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. In all tourism promotional activities, an effective and meaningful communication with the consumer and trade intermediaries is essential. It is possible through advertising and public relations.
Adarsh and Batra (2006)\(^{45}\) have made an attempt to study the measures that can be applied to ensure sustainable tourism through marketing strategies. He reports that continuous educational programs, more sensitive environmentally aware attitudes and the adoption of long-term perspectives towards tourism resources exploitation rather than exploitation by service providers are some of the steps to be taken to promote tourism in India.

Ajit Kumar Shukla (2009)\(^{46}\) in his study on recent business trends of marketing management in tourist attraction has come out with the following findings: a) trend moves towards the all inclusive pricing policy and not piecemeal component pricing policy b) importance of visitor management at the entry point of the destination c) training of staff to provide spontaneous talk and information to visitors d) specialized shopping opportunities e) commercial photographic recording and souveniring  f) integration with fairs / festivals / events g) market niche orientation and h) pressure and capacity management. This study was conducted by obtaining information from four sources such as directly from site visits, access the tourist attractions through world wide websites, from the resources provided by International Association of Amusement Parks and Attractions and interviews with tourist attraction managers.

In their study Suzan Bakri Hassan et., al., (2010)\(^{47}\) discuss the necessity of branding as one of their major tools in differentiating and marketing their products and services, especially in the current intense global competition. Their study aims at investigating the branding perspective of Destination Marketing Organizations (DMOs) in Alexandria. It clearly shows that there is no branding concept in Alexandria and the marketing organizations in Alexandria have not enough awareness of destination branding concept.
2.3.3 IMPACTS OF TOURISM

Pangi (1975)\textsuperscript{48} in his in-depth study on the uses of tourism points out how during the last two decades tourism has emerged as the world’s largest and fastest growing industry. He argues that the importance of tourism rests on its contribution to the national income. It is known as the multiplier effect associated with the turnover of tourist expenditure. He emphatically adds that every unit of money spent on tourism circulates in the economy and creates greater and greater benefits to the general public. The economic study conducted by him on this aspect has led him to conclude that each tourist rupee spent in India tends to create transaction worth Rs. 3.5. In addition to this, the tourism industry, according to Pangi, plays a vital role in the development of tourist spots and creation of infrastructure and marketing facilities.

Ravi Bhushan Kumar (1995)\textsuperscript{49} speaks about that the impact of tourism in developing countries. For this he has relied much on the secondary data supplied by the govt. and other agencies. He has employed two approaches in this study, that is, political economy approach and functional economy approach. The political approach examines the economic dependency of backward countries on the developed countries and very often the impact is found to be totally negative. As per the functional approach, he divides the tourism process into three elements, namely a dynamic phase – movement to and from destinations, static phase of stay and consequential element of considering socio economic and physical impact on environment. The study concludes that tourism can play an essential role in the economic progression of country. It provides a variety of opportunities for the development of industries and thereby the economic development of the society.
Madan and Rawat (2000)\textsuperscript{50} evaluate the impact of “Tourism Environment of Mussoorie”. It reveals that a disorderly and scattered condition of tourism infrastructure due to increasing demand for lodges, hotels and other necessary amenities lead to the environmental degradation. According to them the tourism industry in Mussoorie has reached its saturation point and there is an urgent need to develop the nearby places like Dhanolti and Park Estate for the development of tourism.

Nivesh Nigam (2002)\textsuperscript{51} opines that tourism industry is a highly labour intensive service industry and hence provides a wide range of job opportunities to start from the unskilled to the highly specialized positions. These are the positive impacts of tourism especially with regard to the employment in the under developed places in developing countries, where nature has showered its beautiful splendour.

S.Ajitha (2004)\textsuperscript{52} in her study bring out the significance of tourism and deals with the evil effects of tourism too. Tourism brings out both positive and negative consequences in the third world countries, though the levels may vary according to the socio-cultural structures of the country. The cultural, social, economic and environmental factors which are affected positively or negatively are analysed. The objectives of sustainable development and international environmental pressures are also highlighted.

In his study K.Remanan (2004)\textsuperscript{53} points out the positive and negative impacts of tourism on society and developing countries. It is also suggested that the citizens of a country should try to minimize the negative factors and maximize the positive aspects. Tourism provides employment to millions and act as a reservoir of foreign exchange but at the same time causes resource drain, pollution of air and rivers, damage to bio-diversity and so on.
Sud (2006)\textsuperscript{54} highlights the external tourism and its positive impacts on Indian economy. The study reveals that India has huge potential for tourism but these are problems like lack of airline seats, non availability of rooms in hotels, and lack of professional expertise to handle tourists discourage foreign tourists to choose India as a tourist destination. Moreover tour operators overseas do not mention India as a tourist spot because of poor infrastructure facilities. The study also highlights that though India had inadequate tourism infrastructure foreign tourists still like to visit India because of its rich and splendid ancient culture. These foreign tourists directly help the rural economy by staying in local hotels, eating local food and buying local handicraft.

Kerala Institute of Travel and Tourism Studies (2007)\textsuperscript{55} has conducted a study on “Local Impact of Tourism”. The main object of the study is to make an assessment of the local impact of tourism in Kerala. The major findings of the study are about house boats. There are approximately 600 boats of different varieties operating in Alappuzha and Kumarakom region alone. The study suggests the registration of all boats; ensure safety measures, determining the carrying capacity of backwaters and so on.

According L.P.Ramlingam (2008)\textsuperscript{56} stated that, tourism creates an abundant employment opportunities for the local population. This is an important aspect in developing countries like India where the level of unemployment and underemployment tends to be high. Tourism provides a large number of direct jobs in establishment like hotels, tourist shops, travel agencies, and also in the transport, handloom and handicraft industries. Direct employment is generated for certain category of workers like interpreters guides, tour operators and the like. Those directly employed in the tourism industry create indirect employment in certain other sectors through
their demand for goods and services. This will certainly be helpful for the improvement of the economic conditions of our people.

S. Revathy (2008)\(^{57}\) in her study opines that the nature of tourism activity demands the state government to have control over this vital sector. There must be a proper coordination between the centre and the states in toning up the image of tourism. There is a strong reason for rationalizing the multiple taxes imposed on various goods and services. It is also suggested to aim at meaningful partnership between public and private agencies, because financing and building infrastructure are very important for tourism development.

Jussi Ramet and Anne Tolvanen (2010)\(^{58}\) in their study report that tourism is one of the fastest growing industries globally, and in tourism, the nature based is considered growing very rapidly. The impacts of tourism are diverse. From an ecological standpoint, tourism poses a threat to sensitive environments. Hence, sustainable tourism is a much contested issue, involving different values and complex power relations within and between stakeholders and hence it is necessary to identify which principles of sustainability will be achieved through community control and which will be implemented by government.

Pazima Othman and Mohammed Rosli (2011)\(^{59}\) have conducted an empirical study on the impact of tourism on small business performance operating on four main tourist destination Islands in Malaysia. By employing multiple regression analysis they have found that tourism, as measured by tourist arrivals and tourist customer has significant positive impact on the financial and non financial performance of small business. This finding consolidates tourism development theory that tourism is an important catalyst for entrepreneurial development and small business
performance. It also justifies the government’s efforts in promoting and developing the tourism industry.

S. Rajamohan and S. Shyam Sundar (2013) opine that, tourism plays an important role in the development of Indian economy. It is a service-oriented sector which not only generates foreign exchange earnings for the government, but also creates substantial job opportunities and income for millions of Indians. The Indian tourism industry involves a plethora of service providers in both organized and un-organized sectors which include travel agents, tour operators, guides, hotels, guest houses, inns, restaurants and other allied services. Fiscal year 2013 was a profitable one for the Indian tourism industry owing to the increasing numbers of tourist arrivals and receipts. The main purpose of this work is to explore the unlimited business opportunities of entrepreneurship in tourism industry and information guide for entrepreneurs entering into tourism business.

Rajamohan. S and Shyam Sundar S (2013) in their study insist that, Tourism is not only a growth engine but also an employment generator. According to the Economic Survey 2011-12, the sector has the capacity to create large scale employment chances both direct and indirect, for diverse sections in society, from the most specialized to unskilled workforce. It provides 6.7 percent of the world’s total jobs directly and millions indirectly. Tourism sector jobs require only basic and highly transferable skills. In this way, tourism industry produces variety of job opportunities (hospitality, food and beverages, tour operators or travel agencies) in creating decent employment. Tourism has become an instrument for sustainable human development including poverty elimination, environmental regeneration and job creation.
Gracious James (2014)\textsuperscript{62} points out that tourism in rural areas is highly labour-intensive and an important source of employment and income in rural areas, particularly for those with limited access to the labour market, such as women, youth and migrants. The sector creates more jobs per million rupees of investment than any other sector of the economy and is capable of providing employment to a wide range of job seekers from the unskilled to the specialized.

\textbf{2.3.4 INTERNATIONAL TOURISM}

Biju (2002)\textsuperscript{63} has made an attempt to explain the evolutionary process of global tourism. According to him the main reason behind the tremendous growth of travel industry is the emergence of railways, shipping, motor car and airplane. Moreover, the introduction of paid holiday and mass tourism concept also have encouraged travel habits among people. Further, due to the development of information technology people could travel to far off places which were almost inaccessible a few decades ago. The study concludes that the advancements made in transport and communication systems are the main reasons behind the rapid growth of tourism globally.

G.Sathyanarayana., et.al., (2007)\textsuperscript{64} have presented in their study findings of the receipt from international tourism which provides a valuable source of earnings from many countries. Tourism provides more sizable earnings than primary products. The income from tourism tends to increase at a higher rate than merchandise export and it is an assured financial flow from developed countries to developing countries, raising the latter’s export earnings and the rate of economic growth.
WTTO and IHRA (2008)\textsuperscript{65} (World travel and Tourism Organization and International Hotel and Restaurant Association) jointly have prepared a study on, “The Global Importance of Tourism”. The study speaks about creating jobs and wealth, contributing sustainable development and providing infrastructure. It also gives a warning that travel and tourism can damage environment and destroy local cultures.

Mohamad Reza Salimi Sobhan and B.Chandrashekar(2009)\textsuperscript{66} have spoken on “Climate Comfort for Tourism:A case Study of Anzali Township in Gilan Province,Iran”. The climatic conditions of Anzali Township are evaluated in terms of tourism activities. The results of the study are based on the seasons. Spring and summer offer the best condition for tourism activities. In this way this study is useful for those who are interested in knowing the climate comfort of tourism.

\textbf{2.3.5 TOURISM IN INDIA}

Leela Shelley (1991)\textsuperscript{67} in her study titled “Tourism Development in India – A Study of the Hospitality Industry” has made an attempt to present a broad profile of the hospitality industry. She considers various personnel involved in hospitality industry and tries to explain their role effectively. The importance of hospitality industry in the development of tourism is discussed in Indian context. She has used sample survey method for the study. The primary data are collected by questionnaire cum interview schedule. The secondary data are generated from published and unpublished reports of Govt. and other agencies. She has also tried to explain the role of women in the development of hospitality industry. Finally the study concludes that the present situation of hotel industry is not sufficient to meet the requirements of tourists. It is reported that the hospitality industry should be improved in such a way to cope with the demand in the modern world.
Singh (2002)\textsuperscript{68} in his paper has given a brief overview of tourism policy in India. The author has highlighted the traditional tourism policies in India which are neither elaborate nor appropriately executed. Further, these policies were domestic tourism oriented rather than international tourism in mind. Hence, the study concludes that India has huge potential to develop tourism but the absence of appropriate process of policy formulation and implementation seemed to be the main hurdle in tourism development. They are to be rectified to improve tourism industry.

In his paper Singh (2003)\textsuperscript{69} evaluates the relationship between travel and different aspects of societal structure with the help of a comparison between India and the United States. The study highlights different similarities such as complex societies, democracies and stratification system between India and the United States. To know the behavioural pattern of people towards travel he analyses the differences on the basis of population, area and societal development between the two societies. The author opines that travel related decisions taken by the Indian middle class were mostly influenced by religious thought. But the, travel related decisions taken by the American middle class were influenced by leisure time and money. So the study concludes that there are vast the differences between societal structures of India and the United States in both the countries tourism is viewed as pilgrimage tourism in India and secular tourism in United States.

Ganeshan and Rao K. (2004)\textsuperscript{70} in their article say that India is one of the fastest growing tourist destinations in the world. According to the World Travel and Tourism Councils, India has the second highest global travel and tourism demand growth pegged at 10 percent. This observation is a testimony to India’s growing stature as a ‘must see destination’ among the travelers of the world. This indicates that the tourism sector has gathered momentum and India is
poised for a big boom. After liberalization the government of India has done much to encourage
tourism and to attract foreigners. New dimensions have been added to this leisure sector. Eco
tourism, farm tourism, cultural and heritage tourism and medical tourism are being promoted to
attract more and more foreign tourists. Besides promoting and marketing the destination, the
Government is also actively engaged in developing the infrastructure also. It is felt that the
prospects for larger inflows of foreign direct investments in the coming years will depend much
on market travelers coming to India.

Bahuguna (2004)\(^1\) has made an attempt to evaluate the development of tourism
industry in India with the help of tenth Five Year Plan approach. She highlights that the
tenth plan has enhanced India’s competitiveness as a tourist destination. At the same time,
tourism study reveals that the share of India in world tourism is stagnant with only 0.38
per cent. Further, in case of domestic tourism India has prominent share of 4.3 per cent
worldwide. So she concludes that India has a great vast potential for different types of
tourisms like ecotourism, pilgrimage tourism and health tourism, but they require proper
planning and effective implementation.

Despite its huge potential and opportunities it has failed to emerge as a major destination
in the world in general and in Asia in particular. The most astonishing fact is that China has
emerged as a vital tourist destination. At the beginning of 1990, China was occupying the 15\(^{th}\)
place in top 20 destinations and now its place is fifth among the top countries that are
known for tourism. The Chinese government has taken many productive as well as aggressive
steps for the promotion of its tourism in the world, which have paid rich dividend. Contrary to
this the Indian government has failed in exploiting the potential and on capitalizing the
opportunities of tourism in the country the international level. It is now imperative on the part of
the department of tourism to fight all the way to get a place among the top countries for tourism
by integrating its infrastructure with other aspects of tourism.

G.Paramasivam and J.Sacratees(2008)\textsuperscript{73} argue that tourism in India has been regarded as
an elitist activity conducted primarily for the purpose of earning foreign exchange. Its vast
potential and growth as an employment generator have remained largely untapped. Although,
with 25 million jobs, India ranks second in terms of number of persons employed in travel and
tourism, the contribution of the section as a percentage share of all employment is the lowest
among others in the world.

2.3.6 TOURISM IN TAMILNADU

Soundara Rajan (1992)\textsuperscript{74} in his study speaks about the functioning of Tamilnadu Tourism
Development Corporation (TTDC) and its role in promoting tourism in the state. He has given
emphasis on the wide range of services provided by TTDC like hotels, restaurants, youth hostel,
resorts, trade fair, and so on. He also examines the commercial viability of such services
provided by TTDC. In addition an attempt has made to analyse the impact of all the activities of
the TTDC on the development of tourism in Tamilnadu. He discusses whether the infrastructure
service provided by TTDC in the state has acted as a catalyst in the development of tourism
industry in Tamilnadu. The study also covers the reasonable return for the services rendered
which could be ensured without creating hardship to the consumers and tourists. It confirms the
principle of innovative and explorative research. For this study the primary data are gathered
from visitors, tourists, various officers of TTDC, DTPC, hotel, and so on. The secondary data are
collected from reports of govt. agencies and others. Finally the study concludes that the tourism
is an activity that generates a number of socio economic benefits. It creates employment opportunities and is a source of foreign exchange.

Planning Commission of India (2005)\(^75\) has prepared a report on, ”Tamil Nadu Tourism”. This report gives information about global economy and the role of tourism in Tamil Nadu in business and industrial tourism, pilgrimage tourism, historical and heritage tourism, nature and wildlife tourism, ethnic tourism, coastal or beach tourism, health care and nature cure tourism. This report presents all the statistical information which will be useful for those who go for further studies in the field of Tourism in Tamil Nadu.

G.Ganesan and K.Chandrasekar Rao (2006)\(^76\) analyse the performances of Tamil Nadu tourism and measures them in order to know the present status of the tourism sector and how to improve the same in the State. They have found out that the flow of domestic and foreign tourists have increased substantially thereby increasing foreign exchange earnings, tourists give importance to heritage and medical tourism, Tamil Nadu tourism sector contributes to the development of allied industries like hotel and transport industries also.

Rajasulochana N (2008)\(^77\) have reviewed rural tourism policy in Tamil Nadu context. She has pointed out that most of the ongoing schemes as well as proposed schemes are concentrate only on religious sites thus reinforcing ‘temple’ tourism rather than rural tourism. Other variants of rural tourism such as sports and adventure tourism, eco-tourism, farm tourism and nature tourism are ignored. She suggests included that Tamil Nadu should try to learn destination marketing from Kerala and Goa. Innovation is much required for destination marketing and Tamil Nadu should realize the significance of branding, packaging, promoting and positioning of its products.
T.S Subramanian (2008)\textsuperscript{78} in his study on, “Destination Tamil Nadu”, has reported that UNESCO has recognized 21 World Heritage Monuments in India. Among them, five are in Tamil Nadu. They are Mamallapuram, Brihadiswara Temple at Thanjavur, Second Brihadiswara Temple at Gangaikondacholapuram, Airavatesvara Temple at Durasaram near Kumbakonam and Nilgiri Mountain Railway.

Ramachandran et al., N (2008)\textsuperscript{79} has conducted a study titled, “A study on Tourism Awareness and Satisfaction in Tamil Nadu with Special Reference to Mamallapuram”. It is a research report based on primary data. The basic notion of the study is that tourism involves cultural exchanges. For this report, the required data are collected through interview with the help of a structured questionnaire. It helps the researchers to make questionnaires for further studies.

Vijayanand (2012)\textsuperscript{80} opines that at the beginning of this century, tourism was turning into a business, although it has slackened in the first half of the century, owing to the two world wars. After these difficulties, tourism has come to signify a personal transfer from one place to another for income, for the purposes of consumerism as the result of economic well being and technological progress. Pilgrimage Tourism has led to new habits and different behaviour and life styles at different conception times. This article insists that pilgrimage tourism is a manifestation of the increasing acceptance of individual formations of personal identity, evolution of pilgrimage tourism and the aims of pilgrimage tourism to explore concepts of truth, morality, and belief that are typically either ignored or not accepted. Further psychological insights can be gained by visiting these places. Tourism industry has to identify the pilgrimage tourists and analyze his/her purchasing behaviour, there is a need to build a typology of pilgrimage tourists. The data for this study are collected from host population
engaged in pilgrimage tourism activities. The extent of involvement by pilgrimage tourists in Tamil Nadu is measured in this study. This research is mainly based on the secondary data. The required secondary data for this study are collected from different authentic sources.

S. Rajamohan and S. Shyam Sundar (2014) observe that tourism is one of the world's fastest growing industry as income is generated by the spending on goods and services required by tourists. The tourism industry is therefore very important for the well being of many countries. In India, the Ministry of Tourism India focuses its attention on getting more tourists by providing necessary and comfortable facilities for them. To achieve this, the authorities concerned formulate policies, new plans, schemes and projects. Through these steps, the government calls for effective coordination of the public participation to achieve synergy in the development of tourism. As a result, a new scheme called "Bed and Breakfast" has been introduced by the government of India. In this paper had made an attempt has been made to create familiarity with Bed and Breakfast Scheme and its entrepreneurial opportunities in Tamilnadu.

2.3.7 TYPES OF TOURISM

a. Medical Tourism

Mahesh Chandra Singh (2010) in his study talks about the Indian medical tourism industry. It grows at an annual rate of 30 percent caters as patients chiefly from the US, Europe, West Asia and Africa. These facts show that India is one of the favorable destinations for health tourism starting with low medical cost which is one-tenth of the costs in Western countries. Foreign patients throng Indian hospitals to register themselves in India to avoid the long waiting lists and queues in their native countries. He also adds that Kerala is a tourist paradise which is
no exception for the tourists coming for medical purpose. Patients get the golden opportunity to enjoy the beauty of scintillating backwaters and participate in other adventure activities during their recuperation. An extensive tour to Kerala just works not only as an ameliorate experience but also actively contributes to the patients recovery. Many international patients place their confidence in Kerala’s World class healthcare system, and recommended this place to others also.

S.Kumaran (2010)\textsuperscript{83} has conducted an in-depth study on inbound international medical tourism with special reference to south India. He discusses the profile of the medical tourists and examines the standard of medical tourism facilities and services provided by south India. Further he evaluates, the level of satisfaction of tourists by comparing their perceptions on the medical treatments of south India with their actual experiences after undergoing Medicare.

b. Pilgrims Tourism

Singh (2006)\textsuperscript{84} in his paper talks about pilgrimage tourism in Indian Himalayas with regard to the four dimensions of tourism namely travel, strangers, leisure and secularity. The study highlights on four main reasons behind Hindu pilgrimage in Indian Himalayas that is social and national integration, social cohesion, growth of intellectual knowledge, and source of life values for human beings. The author feels that the increasing number of pilgrims and tourists in Indian Himalayas is responsible for several problems like overcrowding, congestion, traffic and environmental pollution. The researcher suggests that education and awareness building programmes can directly help in raising the awareness level of both pilgrims and tourists regarding pollution free environment in the Himalayas.
Dasgupta et. al., (2006) in their study have made an attempt to evaluate the impact of pilgrimage tourism at Ganga Sagar Island. They say that in India people travel to a large number of religious places to earn virtue. Similarly Ganga Sagar is a place where a holy dip during Makar Sankranti gives that much of virtue which one could earn by visiting all the pilgrim centres throughout life. The study also highlights that pilgrimage tourism in Ganga Sagar has opened several sources of cash earning and supported several new occupations like tea stalls, hotels, vans, rikshaw pullers, auto drivers and STD shops and so on. However, it had some negative social-cultural impact on their life in the form of immoral activities by tourists. The study concludes that though pilgrimage tourism has some disadvantages in Ganga Sagar, the overall impact of tourism in Ganga Sagar was positive and has provided a large number of economical and developmental benefits to the local people.

Singh (2007) in his paper as made an attempt to analyse Buddhist tourism in India. He highlights mainly four Buddhist pilgrimage circuits that is Kapilvastu, Magadha, Varanasi and Kusinagar. These centers have their importance at both national and international level. The study also reveals that different places like Sri Lanka, Myanmar and South-East Asia claim that Buddha had visited their places also. Further, to attract foreign tourists these countries develop themselves as Buddhist pilgrimage centres. The author has opined that to survive in the modern competitive situations and to attract more tourists, India must adopt appropriate tourism planning and strategies.
c. Heritage Tourism

Leena Mary Sebastian and Prema Rajagopalan,(2009)87 have conducted a study on, “Socio-Cultural Transformations through Tourism: A Comparison of Residents Perspectives at Two Destinations in Kerala, India”, compares residents’ perceptions on socio-cultural impacts of tourism on Kumily and Kumarakom in Kerala. This study further explores whether tourism activities in Kumily, are more sustainable than in Kumarakom. Primary data were collected through residents survey and the findings indicate that Kumily with its planned intervention has a more sustainable tourism development pattern than Kumarakom.

Tammie J. Kaufman and Michael Scantlebury( 2011)88 have examined the link between heritage tourism and the time share industry in Orlando’s heritage attraction. The result indicates a significant relationship with the Orlando vacation owners and their interest in Orlando’s heritage tourism industry. The study offers suggestions for the developers to understand their owners better. It will provide the developers with information that will help diversify the planned activities that they may offer the vacation club owners.

d. Adventure Tourism

P. Williams and G.N. Soutar (2009)89 have pointed out a significant growth in adventure tourism in the recent years making it a major niche within the special interest tourism sector. They also state that it is the fastest growing outdoor tourism market sector with an estimated annual growth of fifteen percent. Their study examines the relationship between adventure tourist perceptions of value, satisfaction and intentions in an adventure tourism context. In their study four hundred and two respondents have provided their perceptions of value for adventure tourism in Australia. Their study reveals that customer value can be conceptualized as a multi
dimensional construct. Also, their value dimensions have strong positive influences on customer satisfaction and behavioural intentions in an adventure tourism setting. Value for money, emotional value and novelty value are the significant predictors of satisfaction and intentions. Their study suggests that researchers should take a broader, holistic view of value in a tourism context. Also, adventure tour operators need to innovate and keep exploring and offering new, dynamic and challenging experiences. However, in the present study functional value did not predict satisfaction or intentions. Further research is also needed to explore other adventure dimensions of wilderness, challenge and perception of ‘soft versus hard’ adventure.

P. Fernandes (2011)\textsuperscript{90} in his study says that Goa is emerging as a dive destination. South Goa’s two picturesque islands Grande Island and St. George Island boast of some attractive corals, shells, fishes and ever a few ship wrecks. These two coral fringed islands are slowly turning Goa into a major dive centre in India. Hundreds of tourists are being taken to these spots by a few dive operators during fair weather in the tourist season. Goan marine life is not of the same quality as that of Bali or Philippines. It is the only State in mainland India after Andaman and Nicobar Islands and Lakshadweep Island which offers scuba diving facilities. Amidst growing fears of tourist arrivals plateauing out the promotion of activities like scuba diving, snorkeling, sports fishing, crocodile safaris, wind surfing and other water sports are seen as a strategy to boast Goa’s profile. Goa’s tourism will be a big gainer if tourists are offered exciting adventure activities. But for water sports to really take the big plunge Government support is needed. There is a need to formalize an exclusive area for scuba diving in the form of a marine park. This will add to the states profile of being the best State for adventure tourism.
e. Island Tourism

IL and FS Infrastructure Development Corporation Ltd (IL and FS IDC) (2012)\textsuperscript{91} National Level Consultant (NLC) for Ministry of Tourism disclose the process of identifying tourism circuits across all the states and union Territories. It has submitted an interim report on Andaman and Nichobar Islands to Ministry of Tourism, Government of India. The objectives of the study are to identify the potential tourist circuits/destinations in Anadaman and Nicobar, to discuss the carrying capacity of the identified tourist circuits/destinations and prioritize the same, assess the existing infrastructure –basic and tourism related –for the circuits/destinations and to assess the interventions for improving the quantity and quality of basic and tourism infrastructure for prioritized circuits /destinations and to identify infrastructural projects to be initiated by Centre/State/Private sector. The major project proposal are Sea front development of Wandoor beach, beach development of Corbyn’s Cove beach, development of Island Tourism Festival(ITF)Complex, development of Havelock Jetty, Radhanagar beach front development, and development of Little Andaman(Hutbay) as a major Tourist destination.

Rajasekaran and R.Kannan(2014)\textsuperscript{92} have presented an article on “Problems and prospects of Island Tourism Industry in Andaman and Nicobar Islands.” The paper highlights the various challenges for tourism development in the Andaman Islands. The Major findings of the paper are that access to the Andaman Islands is limited because of development issues and the security issues relating to its position as an Indian Naval Base. The Andamans can only be reached by Air domestically with flights available from Kolkata in the north-east and Chennai in the southeast of India. Tourists can travel by ship at minimal financial cost but at extreme emotional and physical stress as the journey is said to take three days. The people falling sick, the entire ship infested with insects like cockroaches and a terrible stench from food rotten are the difficulties faced
during sea travel. Further, Port Blair is the only place with developed road infrastructure, proper signage and regular running services. The other islands like Havelock have few roads which are in extremely poor condition.

f. Film Tourism

Rao and Sikha (2005)\(^9\) in their study presented the Bollywood as an effective tool for promotion of Indian tourism industry worldwide. They highlight that Bollywood produce 27 per cent of total global film production and the reach of Bollywood was 188 million audiences in Indian sub-continents, 20 million NRIs, and a large number of non-Indians in other countries. Further, different countries invite Indian film industry for film shooting in their country because it generates revenue and employment for local communities. Hence, the study recommends that India should present itself as a favourable destination for film shooting.

Aparna Raj., et.al., (2007)\(^4\) have identified that cinema has gained mass attention and films shot in foreign land or picturesque locations are good publicity vehicles. If the film is a hit, the destination surely receives a boost and hence cinema could determine effective promotion and development of tourism in the State.

g. Sex Tourism

Vinod Goel (2008)\(^5\) in his study on the “Role of sex in tourism development” narrates that inveterate travelers in history, particularly seamen and soldiers, have helped to create a place for prostitution in the cities they visit. Today the number of tourists increases dramatically. Most of these new travelers are not deliberately seeking sex when they travel but even so the numbers who make use of commercial sex is considerable, especially in those destinations where sexual
services are readily available. He also remarked that in Thailand, it has been estimated that at least 2, 00,000 women and children work in prostitution. At least one-third of Thai prostitutes are under the age of 18, and most adult prostitutes have started this profession when they were only children and prostitutes are primarily women and girls.

h. Slum Tourism

S.Rajamohan and S.Shyam Sundar (2014) opine that slum tourism is an emerging industry in India. Most of us are familiar with the word 'tourism', but 'slum tourism' or 'poorism' is a new subject. It is proving to be one of the big businesses of the international tourism market. Because of its uniqueness to regular tourism, the new form of this tourism is an opening for tourists to learn more about the real life situations of the poor related to them and their circumstances. The rich from Western countries’ richest people like to see the poor people’s lifestyle. South Africa, Brazil, and India are emerging countries for this type of tourism. For those who fancy a chance to see how the other half of the world lives without the luxurious amenities of life, goes to these special tours to the underprivileged neighborhood of the world. Slum tourism business has increased by 25 percent after the movie Slum-dog Millionaire was released. Slum tourism has become a niche segment in the global tourism industry. Slums are an apparent misfortune for every country but this paper traces some good traits even in these apparent misfortunes as a kind of blessing in disguise.
2.4 CONCLUDING REMARKS OF THE REVIEWS AND RESEARCH GAP IDENTIFICATION

In the process of surveying the literature it has been observed that there has been considerable research conducted in the area of entrepreneurship and tourism industry. But only few of them has studied in the field of Entrepreneurial Opportunities and Challenges of Tourism Industry in Madurai. Hence, the researcher has made an attempt to study this present research work.
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