Chapter 1

Review of Literature and Research Methodology

1.1 Introduction

The habit of travelling is universal. Every human being travels from one place to another for getting satisfaction in different ways. The spirit behind travel may be varied and the result may be positive or negative. The habit of travelling is inherent and attached to human being from the very beginning. With evolution, growth and development of human civilization it gradually developed into a pleasure seeking activity. But it was only after industrialisation people started moving out in large number to places away from their homes with a desire for leisure and pleasure.

There has been an up-trend in tourism over the last few decades, especially in Europe, where international travel for short breaks is common. Tourists have a wide range of budgets and tastes; and a wide variety of resorts and hotels have developed to cater for them. For example, some people prefer simple beach vacations, while others want more specialised holidays, quieter resorts, family-oriented holidays or niche market-targeted destination hotels.

The developments in technology and transport infrastructure, such as jumpo-jets, low-cost airlines and more accessible airports have made many types of tourism more affordable. On 28 April 2009 ‘The Guardian’ noted that "the WHO estimates that up to 500,000 people are on planes at any time" (S.Gupta, 2012). There have also been changes in lifestyle, for example some retirement-age people sustain year round tourism. This is facilitated by internet sales of tourist services.

The typology of emerging tourism is a more conscientious form of tourism along ecological lines. In fact, all these new terms on tourism development can be labeled as meta-tourism as it brings together several related ideas into tourism’s
conceptual framework. However, the classifications worked out are in no means in assailable. Often one may conveniently confuse one type with another in some respects. An approach with growing relevance of tourism in the late twentieth century is to classify tourists on the basis of ‘number of tourists on the destination’. It puts Mass tourism on the one end and some type of alternate small-scale tourism called selective tourism on the other. Some like to call them – as hard tourism and soft tourism on the basis of intensity of impact.

On the basis of tourist motivation tourism may be pleasure, leisure, recreation, business, adventure, nature, health, sports, pilgrimage, spiritual, ethnic, sociological, cultural, park, wild life, wilderness, physical exploration, conference and convention, study and shopping.

In religion, a pilgrimage is a long journey or search of great moral significance. It is a journey to a sacred place or shrine of importance to person’s belief and faith. India is most popular in pilgrimage tourism because it is the land of every religion like Sikh, Muslim, Christian, Hindu, Buddhist and Jain.

Kerala is an established destination for both domestic as well as foreign tourists. Kerala referred to as ‘God’s Own Country’, was selected by the National Geographic Traveler as one of the ten paradises of the world.

1.2 Review of Literature

Tourism is an important avenue for the economic development of all nations. It has got momentum only recently. Though some studies were conducted on the progress, growth and trend of tourists’ arrivals; administration and management of tourism in India; and economics of tourism; the literature available is general and non-specific in nature. Pilgrim tourism is, by and large, an unexplored area of study. Here an attempt is made to review the studies related to tourism in general and pilgrim tourism in particular. In order to facilitate readability, the available literature is divided under two heads, viz., tourism related and pilgrim tourism related literatures.
1.2.1 Tourism Literature

1.2.1.1) (Roy, 1970)² “Bridging the information Gap for Foreign Tourists” focuses on the importance of effective information network to ensure the flow of tourists to a destination. He comments on the inadequacy and defective nature of existing information arrangements, which often results in dissatisfaction over the pleasure trip by the visitors. He warns the possible dangers of artificial and exaggerated propaganda on the tourists’ facilities.

1.2.1.2) (Srivasthava, 1983)³ In “Tourism India” while estimating the compound growth rate of tourist arrivals in India from the period between 1951-81, Srivasthava observed the paradox between the fivefold increase in the Indian share of world tourist and still poor percentage share (0.3) of world tourists by the end of the same period.

1.2.1.3) (Sharma, 1991)⁴ Socio- economic importance of tourism is well explained in the book “Tourism in India”. It is an important generator of national income, a means of earning foreign exchange, a provider of employment and a catalyst to economic development. Social aspects of tourism are explained to be a) utilization of leisure time, b) educational value of tourism, c) tourism and international understanding.

1.2.1.4) (Menon, 1991)⁵ In the thesis “Tourism Management and Administrative Problems in Kerala” the author identified resistance to privatization, administrative delays, excessive political interference, ineffectiveness of public sector, disregard of public sentiments and public interests as the obstacles of tourism development; he concluded that Kerala Tourism Development Corporation (KTDC) is a total failure as a business organization. Lack of professional skill, ineffectiveness of tourism personnel in delivering the goals, political interferences in appointments, and administrative and lack of tourism perspective are the main reasons of the failure of KTDC.

1.2.1.5) (Sudheer, S.V, 1992)⁶ In a research study entitled “Tourism in Kerala – Problems and Prospects” the researcher pointed out that lack of
professionalization among its staff is one of the important problems faced by Department of Tourism in Kerala. He holds the opinion that the tourism development in Kerala should take into account the socio-economic background of the state and try to sell its natural beauty in a judicious way. The study pointed out that developing the essential physical infrastructure for promoting tourism is of utmost importance.

1.2.1.6) (Soundara Rajan, 1992) In his Ph D Thesis “Commercial Viability of Tamilnadu Tourism Development Corporation” he deals with the functioning of Tamilnadu Tourism Development Corporation (TTDC) and its role in promoting tourism in the state. The study has given emphasis on the wide range of services provided by TTDC like hotels, restaurants, youth hostels, resorts, trade fairs, etc. The study examined the commercial viability of such services provided by TTDC. An attempt has been made to analyse the impact of all the activities of the TTDC contributing the development of Tourism development in Tamilnadu. He analyses 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 examines whether reasonable return for the services rendered could be ensured without creating hardship to the consumers and tourists. The study confirms to the principle of innovative and exploratory research. The primary data are collected from visitors, tourists, various officers of TTDC, DTPC, Hotels, etc. Secondary data are collected from reports of government agencies and others. The study concludes that the tourism is an activity generating a number of socio-economic benefits. It creates employment opportunities and source of foreign exchange. He opines that building up of tourism infrastructure will also help to extend interregional economic ties.

1.2.1.7) (Dennis L Foster, 1993) under the caption “The Business of Hospitality – Back Office Operation and Administration” analyses the various activities performed in the operations of hospitality industry. The study considers that the people are the most important assets of the hotels. He reports that qualified employee is more difficult than finding quality furnishing and equipment, but the
quality of staff has a proud influence on the feelings of the hospitality that the hotels seek to create. The study highlighted that it is the responsibility of hotels to provide a fair and meaningful work environment for its employees. The study highlighted the need for the maintenance of high standards of ethics not only to meaningful work environment but also to the guests of the hotel. The study has given more importance to the people and the working environment in the hotel industry. He suggested various methods and techniques to develop skill and motivation of the managers, employees, tourists, etc. The study used statistical tools like correlation, regression, time series, index, etc for analyzing the data.

1.2.1.8) (Bijender K Punia, 1994) In Kurushetra University in his research work on “Problems and Prospects of Tourism in Hariyana” comment that identification of tourist resources is, undoubtedly the first step while dealing with planning and development of tourism at any area. He is of the view that close coordination between private and public sector tourism organizations at different levels is the key to success in tourism development where state department of tourism must play a central role.

1.2.1.9) (Kundathil, 1994) In the thesis “Economics of Tourism Industry in Kerala with Special Reference to Beach Tourism” the researcher stressed on the economic aspects of tourism, influence of multiplier concept and tourism allocation under five year plans.

1.2.1.10) (Vijayakumar, 1995) In the study titled “Sustainable Development of Eco Tourism in Kerala” the author lays emphasis on the economies of tourism by taking the foreign tourists as consumers of tourism products. The study was aimed to make an assessment of eco-tourism potential of Kerala, to observe the preference for eco tourism among foreign tourists, and to develop policy for sustainable tourism. Both primary and secondary data were used in the study. The collected data were put to empirical tests at two levels- the micro level and macro level. A forecasting on the arrival of foreign tourists and foreign exchange earnings was done by using Auto Regressive Moving Average, and a Delphi study was conducted for making policy suggestions on sustainable tourism. The
methodology used is sample survey. A pilot survey was conducted among 50 foreign tourists. The study has made an attempt to highlight the importance of nature tourism and assess the demand for the same in a tropical region characterizing the manifold manifestation of tourism. It comes out with the suggestion that facilities to the tourists be developed only in harmony with the nature. The back water is the unique eco-tourism environment of Kerala. But today most part of it is not navigated. While diversifying the tourism industry, emphasis should be given on village tourism. The government has to make marketing strategy that would highlight the uniqueness, authenticity and entertainment to oversee and monitor the tourism activities of the state.

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

1.2.1.12) (James Elliot, 1997) In his book “Tourism Politics and Public Sector Management” the writer states Public Sector Management will depend upon the political and administrative systems, the political culture and ideology where power lies. Politics is found as much in administrative systems as in political systems. The very purpose of government managing tourism is based on the power of growth of tourism and economic benefits which flow from it. The success of tourism has depended upon achieving the correct balance between support and control, and freedom for the industry.

1.2.1.13) (Zulfikar, 1998) In the book “Tourism and hotel industry with special focus on front office management” the writer states that World tourism figure indicates that the performance of India in the world tourism scenario is not impressive. Our share of world tourist arrivals continues to be only 0.3% and our tourism earnings are mere 0.5% of the total global tourism earnings.

1.2.1.14) (Martin Mowfirth and Ian Munt, 1998) In their book “Tourism and sustainability – new tourism in the Third World” they explore the varied aspects of new tourism, A to Z of new tourism terminology as academic, adventure, agro,
alternative, anthro, appropriate, archaeo, contact, cottage, culture, eco, ecological, environmentally friendly, ethnic, green, nature, risk, safari, scientific, soft, sustainable, trekking, truck, wilderness, wildlife, etc. Additional terms used to describe markets include niche, individual, specialized, flexible, personalized, customized and designer. They concluded that the future developments of new form of tourism depend on each of the players in the industry. National governments are also unlikely to promote change that will alter the balance of power between all the players in the field of tourism.

1.2.1.15) (Iqbal, 1998)¹⁶ In the article “Global Tourism: India in Global perspective” the author states that India must develop adequate infrastructural facilities to foreign tourists particularly in the field of transport and communication, accommodation and hygienic food.

1.2.1.16) (Mishra, 2000)¹⁷ The book “Religious Tourism in India” deals with religious faiths in India, religious centres in India, customs and traditions of India, fairs and festivals of India and Tourism in the next millennium. The very preface states that religion is the very soul of India, though India is secular State, but here religion is being practiced not for hatred but for harmony. Religious tourism can be a right choice for developing nation like India where variety of custom, provides resource for the tourism industry. Though tourism industry is considered mainly for earning foreign exchange, it may be very useful for eradication of many social evils also and can strengthen the feelings of universal brother-hood and peace. India is a reservoir of several religion, cult and sects which cannot be discussed in a limited volume.

1.2.1.17) (Kambra, 2001)¹⁸ The writer in his book “Economics of Tourism-pricing, impacts, forecasting” tries well to explain the demand for tourism or tourism demand in detail. Demand for tourism composed of not only of those who actually participate, but also of those who fail to travel for any reason what so ever. The definition of tourism demand is elusive and unspecific as there is no standard and precise definition, and it keeps varying according to the subject objectivity. Through three angles he explains tourism demand, namely, a) economic view point,
b) geographers view point and c) psychologists view point. He basically classifies tourism demand into two, namely, Effective or actual and suppressed demand. Suppressed demand is again classified into two, ie, potential demands and deferred demand. Again deferred demand is classified in to three namely substituted demand, redirected demand and introduction of new tourism product/supply.

1.2.1.18) (Johny, 2002) In “Economics of Tourism in Kerala- A study of selected tourists spot” the author states that improvement in the tourist activities at various tourist spots in Kerala is a necessary condition for the development of the tourist industry of the region. He studied the trend, pattern and factors influencing the demand and supply of the tourist activity and its impact on the generation of employment at three natural attraction spots, namely, Kovalam(beach), Thekkady(wild life) and Kumarakam(back waters). The analysis of the trend and pattern of tourist facilities of selected spots reveals much inter-class and inter-spot variations. Among the three, beach spot enjoyed a clear supremacy over other spots in the magnitude of tourist facilities attached to accommodation units. But back water spot provides highest proportion of beds with top-class tourist facilities. According to him, to ensure highest possible impact of tourism, the import component of our tourism product should be minimized and maximum indigenous elements should be included in it.

1.2.1.19) (Adrian Franklin, 2003) In the book “Tourism an introduction” the author states that tourism derives from the condition of life in modernity and the experience of modernity not an escape from it. Tourism is more than travel; tourism is more about the accessibility of novelty and the modern world generally. A stream of new communicative technologies of modernity permits that access under what might be called a general escalation of mobility. Things and people can move and as they do so tourism extends its spatial range from the home to outer space.

1.2.1.20) (George P.O, 2003) Through “Management of Tourism Industry in Kerala”, the author suggests ways and means of integrating the functions of Department of Tourism, other governmental agencies, local self government and private entrepreneurs for the promotion of tourism in Kerala. He also formulated a
strategic management model for the promotion of tourism in Kerala. Majority of tourists visiting Kerala are Budget tourists who mostly come on a tour package, planned and contracted earlier. Kerala must initiate new publicity campaign to view more and richer north- Indian tourists to visit our destinations. Most domestic and international tourist who visit Kerala fall within the age group of 30 to 45 years. Beaches, backwaters, ayurveda, hill stations and wildlife are the most appealing resources of Kerala to the tourists. Management inefficiency, lack of co-ordination, absence of basic facilities, staff training, tourist information and tourist’s hospitality services are stated as the internal causes of slow development of Kerala tourism and high travel costs and lack of existence of famous monuments like Tajmahal are stated as the external causes of slow development of Kerala tourism.

1.2.1.21) (M.Thea Sinclair, 2003) In the book “Economics of Tourism” the author mentioned that the economics of tourism is concerned with the allocation of the scarce resources to satisfy consumers demand for tourism and with the impact of tourism at the macro-economic and micro economic levels. Tourism supply is itself a composite of various goods and services, including accommodation, transport, agency services, food and souvenirs. It deals with the single equation approach and the economic determinants of tourism demand, system of equation approaches to tourism demand modeling, supply of tourism, the structure of tourism industry, the wider impacts of tourism ie economic impact, employment and wages, tourism and economic development, taxation regulations and government policy.

1.2.1.22) (Sinha, 1998) In “International Tourism and Sustainable Development” provides that today tourism has emerged as the fastest growing industry in the world. In the present context, it can no longer be viewed as peripheral or a luxury oriented activity. The rapid growth of tourism industry makes the study important because of its impact, changing trends and directions. In ancient times the main motivations were trade, pilgrimage and conquest.

1.2.1.23) (Romla Chawla, 2004) In “Economics of Tourism and Development” mentioned that tourism industry emerged as the largest global industry of the 20th century. In the new millennium global economy will be
governed by Technology, Tele-communication and Tourism. Tourism has potential to create the maximum number of jobs. According to him, in India alone, 100 million additional jobs will be created by the tourism industry in the next 25 years. It helps to earn valuable foreign exchange. It also examined the economic impact of September 11 2001, the terror attack on US, on tourism.

1.2.1.24) (Chattopadhyay, 2004) In “Economics Impact of Tourism Development – An Indian Experience” author states that the primary urge of a pilgrim, whether travelling alone or in a group, is not to enjoy the scenic surroundings of the place of pilgrimage but to fulfill some inner religious urge and to perform some religious rites sanctioned by some consciously held religious norms. The sense of fulfillment of religious urge may increase (rather than decrease) with the hardship of journey. He also states about the Himalayan Pilgrim Centers. Most of the persons who live near the Amarnath Cave live on provisions saved out of their seasonal earnings from tourism. Each year in the month of Shravana (July, August), when the moon is full, thousands of devout pilgrim-cum tourists gather before the Amarnath Cave in the picturesque Liddar Valley in Kashmir to offer their prayers to Lord Shiva. Situated at a height of 3880 metres, the cave enshrines a naturally formed ice lingam, which waxes and wanes with the moon.

1.2.1.25) (Negi, 2004) In the book “International Tourism and Travel – Concepts and Principles”, provides that man undertook journeys to places which he considered sacred or where he thought his deity resided. The fundamental concept has always been that the deity lives or exercises a powerful influence in some definite locality. The practice of religious expeditions to sacred places took deep roots among the Egyptians, the Jews and the Greek. It attained its zenith under Islam. The prophet proclaimed it to be the duty of every Muslim, at least once in his life, to visit Mecca, Mohammed’s birth place. Christian pilgrimages arose from devotion to the memory of Christ. Two of the most sacred places which the Christians visit are Bethelehem and Jerusalem. Another motive for pilgrimage is the object of securing relics from holy places. Many people go on a pilgrimage in order to ask for forgiveness of their sins. It may be called as exploratory pilgrimage. There
are also pilgrimages undertaken to thank the deity for fulfilling the devotee’s wishes. The Hindus, Muslims, Christians, Sikhs, Jains and Buddhists and the followers of other faiths and religions have their holy places which they must visit at least once in a lifetime.

1.2.1.26) (Anilkumar, 2004) The study “Identification and evaluation of the negative factors of tourism in Kerala” reveals that the tourists and host population in Kerala were aware of 44 negative factors – out of it 25 were found to be negative factors of high awareness to tourists and 28 to be negative factors of high awareness to host population. He recommended for a close monitoring mechanism for identifying the negative factors of tourism. Pricing, littering, water pollution, overexploitation of natural resources, alcoholism, inefficient tourism police, unscientific massage parlours, prostitution, lack of toll free telephone, cloakroom facilities, police patrolling, awareness programs, seminars, disturbances to tourists, abnormal increase in the land value in tourism centres, education to tourists through instruction boards and pamphlets are the main constraints for the development of tourism in Kerala.

1.2.1.27) (Singh, 2004) The author explains the ‘behavioural perspective of pilgrims and tourists in Banaras (Kashi), India in the book “Tourist Behaviour- a Psychological Perspective”. From the ancient period, Banaras maintained its status of a great centre of pilgrimage. Even today in Banaras city there exists a large number of shrines and temples belonging to the Hindus, Muslims, Christians, the Buddhists, the Jains, the Sikhs, and several other sacred sites and places. Through the behavioural survey of tourists, it seems clear that the collective awareness to save the heritage of Banaras has not yet appealed to the dwellers. The proposed plan by the state institutions are not supported and nurtured by the local resident personnel. In spite of considering sacred structures and objects as cultural and heritage resources which can be used for the special kind of tourism; in pilgrimage tourism no noticeable programme has been developed.

1.2.1.28) (Dixit, 2005) In “Tourism and Economics” the author classified the components of tourism products as four, viz., Transportation (bus, train, car and
plane), Lodging (hotels, motels and common grounds), Food (restaurants, fast foods and supermarket) and Attractions (museums, parks, Zoos and sports. He defined the term demand for tourism as a schedule of the amount of any product or service which people are willing and able to buy at each specific price in a set of possible prices during some specified period of time. He developed an equation D= f (propensity, resistance), ie, the demand for travel to a particular destination will be a function of the propensity of the individual to travel and the reciprocal of the resistance of the link between origin and destination areas. According to him ‘tourism is like a fire, you can cook your meal with it, or it can burn your house’.

1.2.1.29) (Sinha, 2005) In “Tourism, Research Policy and Regulation” the author explains two types of surveys viz ‘omnibus surveys’ and ‘syndicated surveys’. Not only in travel and tourism but in consumer markets also there has been a growing tendency for market research companies to operate their own regular (continuous) sample surveys and sell space in them to a range of customers. Such surveys are known technically as ‘omnibus’ surveys, because they are potentially open to all users. ‘Syndicated surveys’ serve much the same purpose as omnibus surveys but are usually commissioned by a group of clients on a cost sharing basis. Frequently one major user draws in others on the basis, for eg, of dividing costs by the number of questions asked. BNTS (British National Travel Survey) is a syndicated survey commissioned annually. Both omnibus and syndicated studies provide cost-effective research, especially for smaller businesses; for whom the costs of an adhoc survey would usually be prohibitive.

1.2.1.30) (Raina, 2005) Through “Fundamentals of Tourism and Indian Religion- Principles and Practice” the author explain the ‘Multiplier concept’. One of the important economic features of tourism industry is that an income earned in the places of residence is spent in places ‘visited’. Tourism is an instrument in transferring a vast sum of money from “income generating” countries to “income receiving” countries. Multiplier concept means that every unit of tourist expenditure goes through several rounds of income creation and expenditure before its effects is exhausted. The multiplier effect of tourism can be measured by the following
aspects: 1) sales multiplier, 2) output multiplier, 3) income multiplier, and 4) employment multiplier.

1.2.1.31) (Sheela, 2006) The book “Tourism Product” indicates that the tourism products come in many ways. Almost anything that suits human mind can be classified as tourism products. However a more workable description of a ‘tourism product’ would be that it is that destination, facility, service, event, etc that can be packaged to a tourist for the purpose of leisure, pleasure or recreation. India is a land of glorious diversities, physical, social as well as cultural. Each of these is a wonderful source of knowledge, leisure, pleasure or recreation. It is said to be a country of countries. It is not an easy task to put all the products of tourist importance in India. The book makes an attempt to assemble all major tourism products.

1.2.1.32) (Pearce, 2006) The author in the book “Aspects of Tourism Tourist Behaviour Themes and Conceptual Schemes” states tourism is an inherently social phenomenon- tourists travel to various places and experience the fascinating variety in culture, tradition and ethos by interacting with other people. The core topics are those which have defined the analysis of tourist behavior and study the roles, motives, choices, on-site experiences, crowding, cross-cultural interaction, satisfaction, attention and learning. But the approaches and insights to address these topics are a rich amalgam of recently developed and original conceptual schemes. These conceptual schemes include, amongst others; a travel and career pattern approach to motivation, a multi-attribute view of destination image, a socially embedded view of destination choice, a discursive view of constructing relationships, a benchmarking view of satisfaction, a social representation and mindful approach to visitor experience and learning.

1.2.1.33) (Dhar, 2006) In “Development of Tourism and Travel Industry-an Indian Perspective”, the author states the importance of a single family on earth-the human family and how it is possible through tourism. Tourism is one of the major forces that can bring about better understanding between people of different idiolects, different languages, different social and political systems. In the vedas,
we have an ancient phrase, “vasudeva kutumbakkam”, the “World as a family”, the idea that the human race is a family. He also states, that India has miles of beaches, the world’s highest mountains, varied wildlife, delicious cuisines, dazzling cultural variety, ancient monuments and some of the world’s finest hotels. Yet it gets only four percent of the world’s tourist traffic.

1.2.1.34) (Page, 2006) In the book “Tourism Management – Managing for Change” provides that tourism is not perceived as a serious subject, as it does not address societal problems. In reality, these prejudices and attitudes are fundamentally flawed, outdated and ill informed in a society where leisure and pleasure are now key elements in the quality of life of the population. Admittedly tourism is about pleasure and enjoyment, but its global growth and expansion are now creating serious societal problems and issues that require a fundamental understanding of tourism so that the impacts and problems it can cause can be managed and controlled.

According to him if tourism is not subjected to greater control in many destinations, self – destruction will lead to post-tourism or to destinations suffering ‘tourism trauma’, where they are deluged by demand and stretched to a point where they cannot cope effectively with visitors or the demands placed on the resource base.

1.2.1.35) (Pillai, 2006) Author in the study “Structure of the Labour Market in the Tourism Sector of Kerala” suggested that the Government should endeavor to promote an ideal employee- employer relationship that is conducive to the industry by making the employers adhere to the existing labour legislative framework. Though the workers are satisfactorily educated, they are ignorant of relevant labour legislative framework. The local self Government institutions, Department of Tourism and the labour Department work in synergy to develop and sustain pro-labour and industrial labour relations the eventual prosperity of the industry in the state.

1.2.1.36) (Heerden, 2006) “The Changing Nature of Tourism Consumption: Caravanning and camping”, identified four broad types of caravan
participants, viz, family fun seekers, activity seeking tourers, private relaxes and the enthusiasts. It also states about six different types of caravanning tourists ie identified in Germany, viz, non-peak season travellers, seasonal opportunists, summer dedicated, exploring without borders, extreme caravanners and those dedicated to exploring. They studied three major types of destinations. They are dedicated to caravan parks, national parks and reserves and bush and wilderness camps.

1.2.1.37) (Dileep, 2006) A Study in Information systems in Tourism Sector in Kerala highlights the urgent requirement for good information systems, especially at the destination level. The information system is analysed by using tools like weighted average, Standard Deviation, IQR, Chi-square, discriminant analysis and Duncan’s Post Hoc test. The usage of information technology at the destination level, in comparison with destination, in the developed countries is very poor. Also the small establishments are yet to tap the information technology application in a proper manner. The study reveals that the usage of information systems is considerable in the private industrial components of tourism in Kerala especially in the large and medium establishments. But the usage of information systems by the governmental agencies is very poor. The tourists and other users of the information systems suggests to make improvements in the quality of information being provided to them in terms of accessibility, time in retrieving information and exactness. The study mainly put forward an idea to form an expert group of information technology, tourism and management profession, also to eliminate the gap between technology evolution and market needs in the destination and the government level in relation to tourism.

1.2.1.38) (T P Mammootty, 2007) In his Ph. D Thesis entitled “Problems, Prospects and Potentialities of tourism industry in Kerala with special reference to Malabar region” the researcher pointed out that the market share of Malabar in the total foreign tourist arrivals to Kerala never exceeds more than 6%. However, domestic tourism attracts a sizeable number of domestic tourists compared to that of the other Districts outside Malabar region. The reason for backwardness in tourism
in Malabar may be attributed lack of infrastructural facilities, amenities and support services to the visiting tourists. Malabar possesses only about one – fourth of the total rooms and of the total bed capacity available in various accommodation units in the state. He points out that the poor infrastructure in terms of sufficient number of well maintained roads, compared to that of the southern and central parts of the state is one of the reason for tourism backwardness. He suggests a number of solutions for all these problems emphasizing on the creation and maintenance of tour infrastructure, other facilities, for ensuring safety and security.

1.2.1.39) (A.K.Bhatia, 2007) The book “International Tourism Management” authored by Bhatia states that much of the travel in the beginning was largely unconscious and a simple affair. People travelled by foot over paths, open fields as also forests. He also states “travel for religious purposes assumed a significant importance during middle ages and become a well established custom in many parts of the world. The adoption and spread of Christianity subsequently led to numerous pilgrims making their way to the holy land”. In his book he stresses on the importance of world religious travel. He explores the pilgrimages of Emperor Asoka and Buddha.

1.2.1.40) (Vijayan, 2007) The study “Tourism– Development and Involvement of Local People at Destination” covers 32 major tourism destinations throughout Kerala. He concludes with the remark that, the involvement of local people is vital for the cordial and balanced development of a destination. From the analysis of 21 major variables affecting the attitude of local people in respect of tourism development, 12 variables were found positive. Hence it could be concluded that the attitude of local people in tourism centres towards tourism development is positive. From the analysis of 12 variables affecting the social life of destinations popular, it has been found that 7 variables are negatively correlated to tourism and hence it can be proved that tourism activities does not improve the social life of destination population.

1.2.1.41) (Gosh, 2008) Through the book “Tourism and Travel Management” he states India has spectacular beaches to rest and relax. Kovalam sea
beach in Kerala is perhaps one of the finest in the world. The other beautiful beaches in Kerala are Varkala, Thirumullavasm, Alleppey, Cherai and the historic site where Vasco de gama set foot- Kappad. Kerala is a tourist’s paradise. Anything you demand, Kerala has it. You will find beaches, backwaters, wildlife sanctuaries, evergreen forests, diverse flora and fauna in Kerala. No wonder Kerala is called the Venice of the East. No wonder religious architecture of the state is embodied in its innumerable temples, churches and mosques.

1.2.1.42) (Buhalis, 2008)⁴³ In the book “E-tourism Case Studies” the author provides a rich set of practical cases demonstrating the importance of the internet for the tourism industry. It illustrates the need for understanding, developing and applying technological solutions for obtaining strategic benefits. The book fills a gap in the current e-tourism literature; and is a rich source of information for both practitioners and academics.

1.2.1.43) (Kumar T. K, 2009)⁴⁴ From the study “IT Based Tourism Models with Special Reference to Kerala” it has been revealed that eight out of the nine independent variables (from the office systems, back office systems, property management system, self service kiosks, central reservation systems, Decision SS, marketing management systems, restaurant management systems) shows that percentage use of the various support systems are not so significant. Even though, the significant usage of internet based sales and booking systems, the usage of information systems currently in travel intermediaries is not significant. The study highlights for implementing effective rules and regulations for managing the tourism industry and suggests that a proper IT backbone is required. There is a high need of a centralized system model across the tourism industry of Kerala.

1.2.1.44) (George, 2010)⁴⁵ The author through “Visitor Perception of Crime-Safety and Attitudes towards Risk: the Case of Table Mountain National Park, Cape Town” investigates tourist perception of crime-safety and attitudes towards risks whilst visiting (Table Mountain National Park) in Cape Town in June and July 2008. The study examined survey data from 303 domestic and international tourists during their visit to TMNP. Linear regression analysis revealed that although visitors had
concerns about their personal safety they are still likely to return to TNMP and recommend it to other people. In addition, visitor attitude towards risk did not influence perception of crime – safety and its effect on their intention to revisit or recommend TMNP. The results also show that respondent individual characteristics such as age, nationality and purpose of visit influenced their perception of crime-safety. Perception that TMNP is unsafe tended to increase with respondent’s age. Respondents on holiday are more likely to perceive TMNP as safer than those on business or visiting friends and relatives. Various tourist-crime prevention measures to enhance visitor safety at national parks are also recommended to the tourism industry and Law enforcement agencies.

1.2.1.45) (Chih- Hai Yang, 2010) Through the study “Analysis of International Tourist Arrivals in China” the author identified the determinants of international tourist arrivals in China, especially for World Heritage sites and various kinds of travel spots. Utilizing annual provincial panel data for 2000-2005 period, the empirical results revealed the relative income, population in the original country, cost of travel and tourism infrastructure as the key determinants. In addition, World Heritage sites are also found to be significant in explaining the number of international tourists and have a greater-tourist enhancing effect. Cultural rather than natural sites create more interest among foreign tourists, because China is internationally renowned for its long standing historical and cultural assets.

1.2.1.46) (Cater, 2010) The study “Steps to Space; Opportunities for Astro Tourism” offers an overview of recent development in the space tourism industry as a whole, and offers definition for the new sector of astro tourism. Drawing on motivational theory, the study examines the motivations and experiences that astro tourists have demonstrated through interviews reported through the media. However, parallels are demonstrated with the existing terrestrial space tourism industry, which has been largely ignored to date.

1.2.1.47)(Andersson, 2010) Through “Festival Stakeholders: Exploring Relationships and Dependency through a Four Country Comparison”, examined the importance of stake holders to festival organizations and the issue of dependence on
key stakeholders through a four country comparison. Respondents from Sweden, Norway, Scotland and Australia mostly indicated that they did not feel overtly dependent on any category of stakeholders. But the study did not reveal the existence of several general patterns of stakeholder’s relationships that are linked to dependency.

1.2.1.48) (Eda Gurel, 2010)49 “Tourism students’ entrepreneurial inventions” aims to investigate the relationship between the entrepreneurial traits, socio-cultural background and entrepreneurial intentions of university students in the UK and Turkey. 409 tourism students were surveyed to measure entrepreneurial intention, entrepreneurial traits including risk taking propensity, innovativeness, tolerance of ambiguity and locus of control and socio-cultural factors. The findings indicate that there is a statistically significant relationship between innovations, propensity to take risks, entrepreneurial family and entrepreneurial intention. Education does not seem to play an important role in fostering entrepreneurial traits and intentions of university students.

1.2.1.49) (Ren, 2010)50 In “Constructing Tourism Research a Critical Enquiry” the author states articulation and conceptualization of power relations in the field of tourism research has been the subject of recent scrutiny. This article makes a significant contribution to this discussion by addressing the world building and knowledge creation we undertake as researchers. Actor network theory is presented as a way to encompass knowledge as a relational effect of the creative and constraining workings of heterogeneous entities and performances in tourism research. The article highlights and critically interrogates the practice which generates tourism research and tourism realities, using research narratives to show how knowledge is constantly ordered and orchestrated. The article argues that tourism research can be conceptualized as fractionally cohered.

1.2.1.50) (Scarles, 2010)51 “Where Words Fail, Visuals Ignite- Opportunities for Visual Auto Ethnography in Tourism Research”- presents visual auto ethnography as a method for exploring the embodied performances of tourists’ experiences. As a fusion of visual elicitation and auto ethnographic encounter, visual
auto ethnography mobilizes spaces of understanding; transcending limitations of verbal discourse and opening space of mutual appreciation and reflection. The paper proposes, through visual auto ethnography researcher and respondents connect through inter subjective negotiations; unpacking intricate performances and mobilizing knowledge exchange through a will to knowledge. Visual auto ethnography ignites embodied connections and understanding ‘as visuals become the bridge that connects researcher and respondents experiences within the interview. The article argues that visual auto ethnography facilitates the sharing of speech and generates ‘sounds of silence’ that facilitates an enriched research space within which hidden embodied knowledge are shared.

1.2.1.51 (Fei Lee, 2010) The Determinant of Honeymoon Determination Choice- The Case of Taiwan” aims to identify the attributes that determine the influential variables that affect the destination choice of honeymooners. The results indicated that “safety”, “excellent quality accommodation” and “reasonable travel cost” were the three most important attributes determining the attractiveness of a honeymoon destination. Significant differences in perceptions of destination attributes exist across groups of different socio-demographic and travelling characteristics of potential honeymooners. Two socio-demographic variables (age and monthly income) two travelling characteristics (ie length of trip, travel budget) and three destination attributes (ie excellent quality of accommodation, night life entertainment, good place for shopping) are the significant determinants for classifying Taiwanese potential honeymooners by their destination choices. The findings of this study provide useful information for destination marketers in their efforts to segment the target market precisely and to develop promotion campaigns effectively.

1.2.1.52 (Cheung, 2010) “Factors Affecting Tourist Satisfaction with the Theatrical Performance: A Case Study of the Romance of the Song Dynasty in Hangzhou, China” attempts to explore the factors tourists satisfaction with a theatrical performance, ‘the Romance of the Song Dynasty’ in Hangzhou, China. Four factors are identified to have affected tourist satisfaction; “performance”,
“venue environment”, “service” and “stage facilities”. These are examined to assess the relative influence on tourist overall satisfaction. Tourists have the highest satisfaction with “stage facilities” among all factors; however “service” is the most influenced predictor of tourists overall satisfaction. Tourist demographic and travel characteristics towards these four theatrical performance factors reveal several significant differences. Discussions and implications are provided to theatre operator to improve tourist satisfaction with theatrical performance not only in Hangzhou, but also in the whole of China.

1.2.1.53) (Alvarez, 2010) The author in the “Country versus Destination Image in a Developing Country” states in contrast to country of origin studies in international marketing, the tourism literature fails to differentiate between the image of the country and that of the destination as a tourism product. The distinction is important for developing countries suffering from negative country perceptions, as opposed to more positive views regarding the tourism destinations. Therefore this study examines the difference between country and destination image in the context of Turkey, and proposes a scale to measure them. The study also provides evidence of this difference and suggests ways in which the destination’s image may contribute to improve the country’s general perceptions. This study develops two scales to measure the image of the country and the image of the tourism destination. Specifically, it determines the attributes that should be used to transmit positive feelings towards the destination which should refer to the place as being “pleasant”, “peaceful” and “entertaining”. Furthermore destination management organizations should also focus on controlling the emotions and experiences of the tourists during the visit, as these may also influence loyalty and word of mouth.

1.2.1.54) (S Youhinngsun, 2010) “Residents’ Perceptions of the Impact of Cultural Tourism on Urban Development; The case of Gwangju, Korea” states that cultural tourism constitutes an alternative strategy of sustainable urban development for improving quality of life. The main objective of this type of tourism is to transform regions characterized by cultural resources into ideal places for vacation, residence or business. In this study residents’ perceptions of cultural tourism were
examined in a case study of Gwangju, Korea. It was found that the majority of the respondents were aware of the importance of cultural tourism and that they argued that it could contribute to urban development. Study highlighted the strong relationship between the respondents’ characteristic and their perception of the impact of cultural tourism on urban development.

1.2.1.55) (Law, 2010) “Internet and Tourism – Part XXII China Travel.net” reviews the background of the website, and analyses its availability functions and services. The article ends with a thorough discussion on the usefulness of the website launched in March 2008. This article would be of interest to readers who would like to know more about China, with numerous travel destinations and attractions.

1.2.1.56) (Sheena, 2010) “The Vanishing Sacred Groves (Kavus) in the God’s Own Country and its Ecological Significance” – states ‘kavu’ or the holy sarpa kavu is a typically small traditional grove of trees seen in the Kerala, State of South India. These pristine groves usually have representations of several naga devadas, which were worshipped by the joint families or big houses. This was part of nagaradhana (snake worship) which was prevalent among Keralites during past centuries. The kavus represent the locally deep rooted tradition of worshipping plants, animals and local deities. They are mostly concentrated in Kerala’s entire region especially in the North Malabar region. The kavus, however, are facing threats by way of changes in values as well as socio-economic pressures, despite the weight of traditions, beliefs and rituals associated with them.

There are reports stating that the kavus suffered large scale degradation in the state due to high percentage of settler migration. These rich ecological repositories that also function as traditional water harvesting system are not being given due importance. Most of the Kavus are located near the agricultural lands; this indicates their role in an agrarian society. Most of the kavus have perennial water resources rich in organic matter that enhance fertility of agricultural lands. Community protection alone can save the kavus. Only through solid initiatives, it is possible to create awareness about kavus ecological values among the communities.
(stakeholders); traditionally protecting the ‘kavus’ and the public. Santity of the Kavus may have been sustained by beliefs. No less important is their protection by highlighting their ecological importance.

1.2.1.57) (Ujjain - A City of Temple, 2011) In “Ujjain – A City of Temples” –the author states that religion is an integral part of Hindu Culture from North to South and East to West. Every religion and state has some places of historical importance which attract staunch believers in God. Ujjain is a city which is called a city of temples like Bhubaneswar in Orissa. People from all over India flock to Ujjain and visit various temples to have an audience with the deities. Belief is that with this act pilgrims will attain moksha/salvation. That is the reason one could see very old people, young people, newly married couples with families and children visit such sacred spots.

1.2.1.58) (Rayaroth, 2012) In his PhD thesis entitled “Manpower Management of Tourism Industry in Kerala- an Evaluative Study” identified the major pilgrim destinations in Kerala as Sabarimala, Sree Padmanabha swamy temple, Attukal, Aranmula, Vadakkunnatha temple at Trichur, Guruvayur, Thirunelly and Parassinikadavu Muthappan temple. For analysis he collected data from 100 Hotels (unclassified 80 and 20 classified hotels), 25 travel agents, 400 tourists and 100 hotel employees and used ratios, percentages, arithmetic mean, Standard deviation, correlation, multiple regression, ANOVA, Chi-square test, etc. Major findings of the study are 1) there is a wide gap between the requirement and availability of skilled and unskilled manpower in the case of unclassified as well as classified hotels in the state 2) the trained man power available in the tourism industry is insufficient to meet their needs. Major suggestion emerged from the study is to start short term courses for imparting practical skill and special knowledge training required for tourism based industries in Kerala.

1.2.2.2 Pilgrim Tourism Related Literature

1.2.2.1) (Michell) Author through the chapter ‘The Temple as a Link between the Gods and Man’ in the book “The Hindu Temples – An Introduction to its Meaning and Forms” states that the Hindu temple is designed to bring about
contact between man and the gods. The temple is stated as a house of God. The willingness of the God and Goddesses of Hinduism to make themselves visible is conveyed by the very term used to designate a temple: a seat or platform of god (prasada), a house of god (devagriham), a residence of god (devalaya) or a waiting and abiding place (mandiram).

1.2.2.2) (Bruhl, 1937) In the preface to the book “Indian Temples 136 Photographs” Sylvain Levi states that the temple is a personal dwelling place of the God, who lives there in human fashion, in a music, bath him, make offerings for his meals and please him in all sorts of ways, mainly by reciting litanies, hymns and psalms. The priest is also the indispensable intermediary between the God and the worshipper, the sacred and the profane. There is no ‘sampaṣṭ’ in the Hindu religious life, no fixed day of rest recurring at short intervals, but the calendar is full of festivals which are the occasions of fairs and pilgrimages: man’s innate love of travel is all the time causing pious tourists to set out on the Indian roads, more attracted than intimidated by great distances.

1.2.2.3) (Sivananda, 1957) In the little volume “Temples in India”, in his supra-poetic style the writer gives short description of the prominent temples in India. Obviously, they are not merely as informative lists of various temples in India, but they are actually a garland of elevating hymns to the different deities, representing almighty Lord.

1.2.2.4) (Ministry of information and Broadcasting, Govt. of India, 1973) In the “Temples of South India” states that nearly everyone who visits South India returns with the impression that it is a land of temples. The really great ones are monuments of considerable antiquity, the oldest of them dated back to fourteen centuries. Besides their antiquity and artistic excellence there is the interesting fact that these temples have gone through a long evolutionary process documenting, as it were, the history of South Indian culture. The temples of Kerala are also dealt with in the book. Travancore the southernmost District of Kerala was the meeting place of both the Dravidian and indigenous styles. Not only did the two traditions co-exist here, but they continually influenced each other. While the influence of Dravidian
style is found confirmed largely to the extreme South and south west of Kerala, the Malabar districts in the north has retained the indigenous character of its style to a much greater degree. Padmanabha Swamy Temple at Trivandram is the last phase of the Dravidian phase of the Temple.

1.2.2.5) (Das, 1975) The book “Temples of India” by the author deals with the following important temples in India- 1) the Temple of Konark-the grand Shrine of the Sun God, 2) the temple of Kanyakumari- the Goddess of eternal hope, 3) the cave temple of Amarnath- the temple built by nature, 4) Meenakshi’s temple at Madurai- the princess who was the divine mother, 5) the temple of Thirupati- where visitors sat in solitude, 6) the temple of Rameswaram-where the divine worship the divine, 7) the shrine of Mahabalipuram-Pagodas with a difference, 8) the temple of Jaganath at Puri- the Lord of the Universe, 9) the temple of Dwaraka-were Krishna ruled as King, 10) Haridwar, Badrinath, Kedarnath- Shrines a midst the citadel of snow, 11) Kalighat in Culcutta- a famous temple of mother Goddess, 12) the Viswanath temple of Varanasi- the grand old seat of Visweswar, 13) the temple of Kamaksha- the Goddess of Folklore and 13) the temple of Somabnath – the temple that defies Destruction.

1.2.2.6) (Bernier, 1978) The book “Temples of Nepal “consists of survey of multi-stage temple architecture but little emphasis is given on the placement of various temples in an historical development. This is mainly because the traditions governing temple architecture have remain so firmly entrenched that there are a very few differences between a very early temple and its more modern descendant built in the same general style. The oldest temple in Nepal had foundations dating as early as 4th century AD through various chapters and photographic plates the author testifies the fact that the Nepalese multistage structure is indeed a unique development in the history of art and that it is a creation of great beauty.

1.2.2.7) (Jha, 1985) In the book “Dimensions of Pilgrimage- An Anthropological Appraisal” the author explains the importance of the study of anthropological approach to study the process of pilgrimage, as a dimension of civilization. It has now become an important and independent subject of research not
only in Indian Anthropology, but also in world anthropology. And that’s why a number of International Conferences and symposia of inter-disciplinary nature are frequently organized to discuss the various methodological and theoretical issues related to the study of pilgrimage of different religion.

1.2.2.8) (Pillai, 1985) “Tour and Pilgrimage in India” deals with tourism in India, tourism set up in Government, outline of Indian Geography, cultural heritage of India, Indian Art and letters, tourism destinations. It also contains a description of a short holiday in Dargeeling, Walong and Teza. According to him in Kerala Shri Padmanabha temple in the Fort area will delight the tourist or any one with brilliant specimens of Dravidian architecture but the entry is restricted to Hindus. He says ‘Yoya nidra’of Maha Vishnu is one of the largest representations in granite anywhere to be seen. The idol of Lord Vishnu’s repose stretching full length into three rooms has a tranquillizing spiritual effect on the beholder.

1.2.2.9) (Srikant, Jan 1987) In the book “Power in Temples- a New Look through Modern Science” the author states about an experiment by Bovis. Bovis pulished a report on his experiments which inspired a well-known Czechoslovakian engineer Karel Drbal to conduct experiments with Pyramidal shapes. His experiments resulted into an interesting and useful invention of the Pyramid- Razer- Blade- Sharpner. It is a miniature pyramidal device which strangely maintains the sharpners of razer blades for a long time when they are kept in it between use. This device is registered public patent in Czechoslovakia. From his experiments Kare Drbal concludes “there is relation between shape and space inside the Pyramid and the physical, chemical and biological processes going on inside that space. By using suitable forms and shapes we should be able to make processes occur faster and delay them”.

1.2.2.10) (Martin E Marty, 1988) In “Pilgrims in their own Land- 500 Years of Religion in America” states “This narrative has been written as if the spiritual pilgrimage will continue: that premise is not sure. Europeans settled in America in the era of the Renaissance, a time when human learning was expected by many to replace the concern for divinity. Yet their new world descendants carried on
religious mission. Then Americans founded United States in the era of their own Enlightenment. In this period leaders encouraged religion both public and private. The age of science flourished as Americans took to technology with passion, but they have also shown regard for the limit of science and kept alive the questions of super nature.

1.2.2.11) (Ramanaih, 1989) The book “Temples of South India- A Study of Hindu, Jain and Buddhists’ Monuments of the Deccan” is based on multiple original and secondary sources as well as vigorous field work incorporates a comprehensive study of the temples of Karimnagar District, Andhra Pradesh( India). It covers all the dimensions of the temple sites and enlightens the readers on the architectural, religious, social, cultural, economic and institutional aspects. It brings out not only the country wide similarities in art form and styles of architecture in great detail but also focuses our attention on the regional distinctiveness. It provides as encyclopedic information on the temples, which is of vital interest both to the scholars and general readers.

1.2.2.12) (Chakraborthy, 1993) “Managerial Information by Values- A Corporate Pilgrimage” through a qualitative and quantitative assessment – he tried to reach a conclusion that “spirit unites, matter divides”. With more visible and active inquiry and support from the very top, these positive indications in the realm of ‘quality of work life by human values’ could become a solid and permanent foundation for generations to come- within Godrej and Boyce. It is sufficiently clear from what appears in the following that the Indian spiritual ethos- with its theoretical and practical robustness- when presented with cohesion and conviction can weave a common transformed mental pattern amongst a diverse set of company members.

1.2.2.13) (Clarke, 1997) States in the book “The Pilgrimage – A Contemporary Quest for Ancient Paulo Coelho Wisdom” on a legendary road across Spain, travelled by pilgrim named Santiago, we find Paulo Coelho on a Contemporary quest for ancient wisdom. This journey becomes a truly initiatory experience, and Paulo is transformed forever as he learns to understand the nature of truth through the simplicity of life. The Pilgrimage has a very important place in the
work of Paulo Coelho, not just because, it is the first of his major books, after which came ‘The Achievement, but because of the complete way in which it expresses the humanity of Paulo’s philosophy and depth of his search.

1.2.2.14) (Jayashankar, 1997) The classifications of temples in Kerala are specifically mentioned in the book “Temles of Kerala”. The Hindu Religious and Charitable Department which administers the Temples of Malabar area, has classified the temples under its administrative control into seven on the basis of annual income, namely Grade I – Rs.1, 00,000 and above, Grade II- between Rs. 60,000 and Rs. 99,999, Grade III- between Rs. 20,000 and Rs. 59,999, Grade IV- between Rs. 15,000 and Rs. 19,999, Grade V- between Rs. 10,000 and Rs. 14,999, Grade VI – Rs. 7,000 and Rs. 9,999 and Grade VII- less than Rs. 7,000. The Cochin Dewaswom Board classifies temples based on various perceptions of the importance, income and convenience, into categories A and B. The Travancore Devaswom Board classification is based on expenditure: those on whom more than Rs. 10,000 per annum is spent are classified as major class I; if between Rs 5,000 and Rs. 9,999, as major class II; if between Rs 1,000 and Rs. 4,999, as Major Class III; if between Rs 100 and Rs. 99, as Minor, and if less than Rs 100, Petty.

1.2.2.15) (Chatterjee, 1998) The book “Leading Consciously - A Pilgrimage towards Self Mastery” gives a brief profile of the six leaders of the world who have led us by the light. He mentioned Budha, Gandhi, Mother Teresa, Laotzu, Confucios and Swamy Vivekananda. The part of the book entitled ‘Virtuous reality: The leadership Pilgrimage’ deals with pilgrimage and its specialties. A pilgrimage is different from all other kinds of journey. In a pilgrimage, destination lies within us. The true pilgrimage is as much a journey in space and time as it is a journey in consciousness. Leaders in all fields of endeavour serve as perspective providers who give directions to life. They see life not only in the context of the actual but also from the vantage point of the possible. In this the leaders are pioneers of the world. They discover new faces of reality. They travel to unknown spaces, and after they have seen what was hither to unseen, cry out “come on folks Here is a new land”. The followers know it is perfectly safe to undertake the journey, because the leader
has already undertaken it before them. They start their journey with full faith in the leader. Both the leader and the followers are travelers on the same path: the only difference is that the leader not only has excellent road sense but also has a sense of destination. Nine insights of New leadership Discipline are also stated in the book namely 1) leader as seer- discipline of vision, 2) leader as seeker- discipline of self integration,3) leadership and love-discipline of heart, 4) leadership and work-discipline of effortless effort,5) leadership and communication- discipline of silence, 6) leadership and self organization- discipline of learning, 7) leadership and core values- discipline of identity, 8) leadership and life- discipline of purpose and 9) leadership as consciousness. It also includes 3 core disciplines of self mastery as Consciousness, detachment and transcendence.

1.2.2.16) (Krishnambal, 2000)\textsuperscript{75} in the study titled “The Temple – an Economic Institution” states that the literature regarding the temples, deal with ‘Sthalapurana’ that is, the legends, the historical importance, the art and architecture, the sculpture, paintings, etc. However, on the economic and social aspects of the temple only limited literature is available. A closer analysis of the temple’s services would reveal that, all types of activities- religious, social, cultural, and economic were undertaken in the name of the deity and for the sake of people. The author concluded that the role of temple has changed, but its significance as an economic institution tends to increase with the activities of the temple. In short the temple ensure adequate food supply, provided employment, served the people in the field of education, provided different forms of entertainment to the people and conducted “annadanam”. It is to be noted that the entry to the temple was restricted to higher castes till 1936 when the Temple Entry Proclamation was made by His Highness Chithira Thirunal Balarama Varma, the King of the erstwhile Travancore State.

1.2.2.17) (Madhavamenon, 2000)\textsuperscript{76} The book “A Hand Book of Kerala” states the administrative nature of temples in Kerala. In the Malabar area, the Madras Regulation VII of 1817 brought the temples under the overall control of the Board of revenue, with the Districts collectors as the local agents. The actual management was retained with the trustees and managers. This was replaced by the
Madras Hindu Religious Endowment Act of 1927, as amended several times thereafter. The Department of Hindu Religious and Endowments was constituted; only temples which were financially sound were taken over for direct administration by it, while the rest were left to fend for themselves under the benign eyes of the officers of the Department. An exception was made in case of Guruvayur temple which was administered under a scheme approved by the Madras High Court in 1931, under which Zamorin and the eldest member of the Mallissery Illam.

1.2.2.18) (Jayashanker, 2001) In the book “Temples of Kannur Districts” the writer explains about the Parassinikadavu Temple. The concept of Sree Muthathappan is peculiar to Kannur District with great legends associated with him. Lord Muthappan is believed to be an incarnation of Maha Vishnu and to have the position as the son of Lord Siva (of Payyavoor Temple) and Goddess Parvathi (of Eruvassi temple). Due to this peculiar concept Lord Muthappan is classified under the ‘Saivite-Kalpa’. The only cave temple of the district is the Kunnathoorpaati Muthappan temple has the largest number of daily worshippers as compared to any other temple in the district.

1.2.2.19) (Mava, 2004) in her book “Pilgrim Tourism Marketing Strategy with Special Reference to Shri Mata Vaishnu Devi Shrine” the writer states that tourism marketing is a systematic, interconnected and co-ordinated effort by different independent business organizations like tour operators, transporters, hoteliering companies, retailing institutions and related service organizations at, and enroute to, the destination to deliver optimum satisfaction to identical or different consumer groups with institutional goals. Marketing strategies, with reference to hotel services, transportation services, retail services and supervisory effectiveness of Shri Mata Vaishnu Devi Shrine Board, assessed through customer/pilgrim judgments are depicted in detail in this book. She selected 500 respondents from different demographic profiles drawn from three major points on the pilgrimage journey, viz ‘katra’ – the bus camp, Jummu Railway station and Jummu bus stand. Factor Analysis has been applied separately to one service, viz, ‘hotel service at ‘Katra’ and ‘Bhavan’ and other two services viz ‘transportation’ and ‘retail
services’ could not be factorised due to the limited number of items of the scale applied.

She concluded with the remarks that the various pilgrimage services studied, through the customer satisfaction approach, indicate a wide range of mismanagement, lack of quality services and overall supervisory effectiveness. The weak areas identified under each of these services need to be designed and delivered to the pilgrims/visitors as per their requirements. The providers of food, transport, accommodation and retailing services need to understand pilgrim requirements in terms of pilgrim profile and pilgrimage significance rather than just their market potential.

1.2.2.20 (Libson, 2007)\(^7^9\) In “Economic Benefits of Pilgrimage Tourism: A case study of Sabarimala Pilgrimage with special reference to Pandalam locality” states that pilgrimage is an economic phenomenon which has attracted the attention of economists. Passage of time has transferred pilgrimage as a big tourism activity. When scholars consider economic impact of tourism, they find that pilgrimage has a crucial role in shaping the local economy in several places. Slowly a specialized area which is called pilgrimage tourism has developed in tourism literature. Sabarimala pilgrimage has been giving tangible economic values to the residents of Pandalam locality helped to improve the basic infrastructure facilities of residents of Pandalam.

1.2.2.21 (G Vijay, 2012)\(^8^0\) In “Developmental Dimensions and Pilgrimage Tourism (with special reference to Karimnagar District of Andhra Pradesh)” states that Karimnagar District has its own place in the map of Andhra Pradesh Cultural tourism in view of its glorious heritage in the form of magnificent cultural monuments and antiquities are overflowing with rich art and architecture. Inadequacy of funds is the major problems faced by state Government. So, the author recommends that the Central Govt. has to take up the responsibility of augmenting the developmental activities initiated by the State Govt., with allocation of adequate funds at proper time, so that the pilgrimage tourism may be developed not only in the study regions but throughout the country.
1.2.2.22) (Vijayanand, 2012)\(^{81}\) in the study “Pilgrimage tourism Management issues and Challenges with reference to Tamilnadu” states that Tamilnadu has lot of pilgrimage potentialities. There are lot of problems faced by the pilgrimage tourists, the problem starts from railway/bus station itself. When pilgrims reach the place they had to face heavy traffic problems for food, drinking water, parking facilities, accommodation, language, communication facilities, toilet facilities and the problem of security. But still the pilgrims are satisfied with different facilities. The author recommended for increasing the number of Dharmasalas by the side of pilgrim sites.

1.2.2.23) (Bhat, 2013)\(^{82}\) In the study “Tourism industry and Pilgrimage Tourism in Jammu and Kashmir Prospects and Challenges” states that the problem of tourism industry in Jammu and Kashmir are poor road, lack of basic hygienic amenities, no standardisation of rates and fares, poor maintenance of heritage sites, issues regarding security and harassments and lack of passionate and trained professionals. According to him Jammu and Kashmir need a very special focus for the development of basic infrastructure to attract pilgrims in huge numbers.

Review of Literature indicates that though some studies were made on tourism in general, no in-depth studies have been made so far on the topic “Pilgrim Tourism in Kerala”. Hence this study is significant.

1.3 Statement of the Research Problem

Pilgrimage is advocated in all religions of the world though its meaning and purpose differ according to the religions, traditions and civilisational level of the people. It is only since late eighties pilgrim tourism studies geared up focusing on the impact of the pilgrimages beyond single spiritual benefit, attracting both religious and secular visitors, who demand better facilities (Kaur, 1996)\(^{83}\). The earlier cost- driven pilgrimage has given way to an amalgam of religious aspects with sightseeing, holidaying, culture and relaxation. This modern pilgrimage tourism requires adequate provision of standard transportation, accommodation, food, entertainment and shopping services for pilgrims of different demography at a single
destination (Deshmukh SB, 1996). Kerala is no exception to this. An in-depth analysis of the available tourism studies indicates inadequate attention of researchers towards pilgrim tourism in India and Kerala.

Kerala is famous for Pilgrimage tourism. Muslim, Christian and Hindu pilgrimage destinations are many in Kerala. The major religions followed in Kerala are Hinduism (56.2%), Islam (24.7%) and Christianity (19.0%). The study concentrates on Hindu pilgrimage. There are different categories of temples in Kerala namely temples managed by Devaswom Boards, temples managed by Trusts and Temples owned by private individuals. There are basically five Devaswom Boards (DB) in Kerala and a number of temples are either directly managed or supervised by the Devaswom Boards in Kerala. There is a belief that temples that are owned by Devaswom Boards are the properties of Government and revenues constitute the earning of government. To give clarifications, the study takes into account the administration and management of Devaswom Boards.

Lakhs of people who visit various temples provide sustainable livelihood opportunities to many people in Kerala. The yearly increasing pilgrims’ traffic generates both socio economic significance and business prospects for tourism industry. It is in this context that the study has been undertaken for analyzing pilgrim’s satisfaction relating to various elements.

1.4 Objectives of Study

The main objective of the study is to examine the tourism scenario in general with focus on Pilgrim tourism. The specific objectives are:

1.4.1 To study the performance of tourism in the international, national and state level.
1.4.2 To examine the administration of Devaswom Boards and Temples in Kerala.
1.4.3 To examine the revenue and expenditure of Devaswom Boards and temples in Kerala.
1.4.4 To identify the nature of staff pattern in both Devaswom Boards and Temples.
1.4.5 To examine the socio-economic status of pilgrims and their expenditure pattern.
1.4.6 To assess the perception and level of satisfaction of pilgrim tourists.

1.5 Hypotheses

1.5.1 There is significant difference in the growth rate of tourists’ arrivals in the international, national and state level.
1.5.2 There is significant difference in the earnings of Devaswom Boards
1.5.3 There is significant difference in the expenditure of Devaswom Boards.
1.5.4 There is significant difference in the surplus or deficiency of Devaswom Boards.
1.5.5 There is significant difference in the satisfaction level of pilgrims in relation to tourism supporting facilities in the pilgrim spots.
1.5.6 There is significant difference in the level of satisfaction of pilgrims in relation to hotel facilities in the pilgrim spot.
1.5.7 There is significant difference in the level of satisfaction of pilgrims in relation to facilities provided in the temples concerned.

1.6 Research Design

Descriptive and analytical research design has been used for the study.

1.6.1 Period of Study

A period of ten years from 2003 to 2012 has been taken to analyse the tourism scenario. Analysis on the income and expenditure of Devaswom Boards and temples are based on four years from 2008-09 to 2011-12.
1.6.2 Sources of Data

**Secondary Data:** Secondary data are mainly collected from books, diaries, journals, brochures, websites and annual accounts and annual budgets of Devaswom Boards and Temples.

**Primary Data:** Primary data are collected from pilgrims, staff of Devaswom Board; and temples by administering a pretested interview schedule.

1.6.2.1 Sampling Design

**Population:** Temples in Kerala, Devaswom Boards, staff in both Devaswom Boards and temples, and pilgrims constitute the population for the present study.

Kerala has been divided into three zones, namely, South, Central and North. Three temples from each zone have been selected on the basis of highest revenue. Thus Sabarimala, Aattukal, Padmanabha swamy temples in the South zone, Vadakkunnatha, Kodungalloor, Chottanikkara temples in the central zone; and Guruvayur, Parassinikkadavu and Kottiyur temples in the Northern Zone constitute the samples for the present study.

Temples in South, Central and North are managed by Travancore Devaswom Board(TDB), Cochin Devaswom Board(CDB) and Malabar Devaswom Board(MDB) respectively. Apart from these, Sree Krishna Temple Guruvayur, a temple that attracts many pilgrims from both inside and outside India is managed by Guruvayur Devaswom Board (GDB). Hence all these 4 Devaswom Boards are taken for the study.

In order to identify the nature of staff pattern, fifteen employees from each Devaswom Board and sample temples have been selected by convenient sampling method.

To analyse the pilgrim’s perception and level of satisfaction, pilgrims have also been included in the present study. 50 pilgrims from each of the selected temples have been selected by non-probability sampling method.
Table 1.1
The details of distribution of staff of both Devaswom Boards and temples and pilgrims

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Samples</th>
<th>Number of samples</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Staff in Devaswom Boards (15×4)</td>
<td>60</td>
</tr>
<tr>
<td>2</td>
<td>Staff in Temples (15×9)</td>
<td>135</td>
</tr>
<tr>
<td>3</td>
<td>Pilgrims (50×9)</td>
<td>450</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>645</strong></td>
</tr>
</tbody>
</table>

Thus 4 Devaswom Boards, 9 temples, 60 staff in the Devaswom Boards, 135 staffs in temples and 450 pilgrims constitute the sample size for the present study.

1.6.3 Statistical Tools for Analysis

Statistical techniques like ANOVA, trend analysis, simple and weighted average are used for analysis of data.

1.7 Limitations of Study

The present study has the following limitations:

1.7.1 Even though there are different categories of temples in Kerala, namely, Major, Minor, Grade I, Grade II, etc., such categorization was not considered.

1.7.2 The sample pilgrims have been selected from the nine selected temples. As most of the pilgrims are reluctant to spare their time, the samples have been confined to 50 each.

1.7.3 In Sabarimala the direct visit by ladies is not permitted. So data were collected at Pamba.

1.7.4 Only one respondent from one group of pilgrims was selected as the representative of the whole group.
1.7.5 Only ten years data, that is, from 2003 to 2012 were used to analyse the tourism scenario.

1.7.6 Revenues and expenditure of Devaswom Boards and temples were based on four years data from 2008-09 to 2011-12.

1.7.7 There is no system of maintaining record of tourist arrivals in various pilgrim destinations/spots or tourism departments.

1.8 Organisation of the Report

The report has been organised into seven chapters.

The first chapter ‘Review of Literature and Research Methodology’ gives a brief introduction to tourism, review of earlier studies and research design.

The second chapter deals with theoretical background of the study.

The performance of tourism constitutes the core of third chapter.

Administration of temples and Devaswom Boards is included in the fourth chapter.

Fifth chapter deals with the nature and functioning of Nine Major Temples in Kerala.

Pilgrims’ perception is covered in the sixth chapter.

Major findings and suggestions are incorporated in the last chapter.
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