CHAPTER – I

INTRODUCTION AND DESIGN OF THE STUDY
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1.1 INTRODUCTION

Today tourism is the fastest growing Industry in the world. India is having only a nominal share of tourism business, which is less than 1% of the total world tourism. Compared to other nations in the world, India has tremendous tourism potential, by which tourism Industry can leap to enviable heights. Hence, a holistic approach to sustain tourism development in India is inevitable. Fortunately, South Indian states have tourism potentials in abundance. India can achieve foreign currency, higher employment opportunities and attract international personalities including industrialists, financiers and investors immensely through sustaining tourism development, especially in South India. Considering the benefits and significance of sustaining tourism development and in the interest of the country and State’s economic perspective this study on sustainable development of tourism marketing in South Indian states is taken up. For this purpose, a detailed study is made in the context of tourism industry, fundamental elements that are important to a tourist and various sustainable tourism indicators for demonstrating the relevance of this form of development to the future of the tourism industry, especially in South India.

1.2 SUSTAINABLE DEVELOPMENT OF TOURISM MARKETING

Sustainable tourism is a positive approach intended to reduce the tension and friction created by the complex interactions between the tourism industry, visitors, the environment and the communities, which are host of holidaymakers. It is an approach, which involves working for the long-
term viability and quality of both natural and human resources. The definition of sustainable development is elusive. It is a concept whose definition will undoubtedly continue to evolve over the period. However, a number of notions have been advanced in the Brundtland Report (1987) on 'our common future' that has contributed a definition.

Sustainable tourism development can be thought of, as meeting the needs of present tourists and host regions while protecting and enhancing opportunities for the future. Global '90 conference on sustainable development, held in Vancouver, Canada, defined sustainable tourism, as "the management of tourism resources in such a way that fulfils economic, social and aesthetic needs while maintaining cultural integrity, essential ecological processes, biological diversity and life support system".

The basic principle of sustainable tourism development, based on the Rio Declaration of Environment and Development are:

- Travel and Tourism should assist people in leading healthy and productive lives in harmony with nature.
- Travel and Tourism should contribute to the conservation, protection and restoration of the earth’s ecosystem.
- Travel and Tourism should be based on sustainable patterns of production and consumption.
- Nation should cooperate to promote an open economic system in which international trade in travel and tourism service can take

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place on a sustainable basis.

Travel and Tourism, peace, development and environmental protection are interdependent.

- Protectionism in trade in Travel and Tourism service should be halted or reversed.
- Environmental protection should constitute an integral part of the tourism development process.
- Tourism development issues should be handled with the participation of concerned citizens, with planned decisions being adopted at the local level.
- Nations shall warn one another of natural disasters that could effect tourist or tourist areas.
- Travel and Tourism should use its capacity to create employment for women and indigenous people fully.
- Tourism development should recognize and support the identity, culture and interest of indigenous people.
- International laws protecting the environment should be respected by Travel and Tourism industry

Three main goals of sustainable development are:

1. Ecological sustainability ensures that development is compatible with the maintenance of essential ecological processes, biological diversity and biological resources.
2. Social and cultural sustainability ensures that development increases people’s control over their lives, is compatible with the culture and values of people affected by it, and maintains and strengthens community identity.
3. Economical sustainability ensures that development is economically efficient and that resources are managed so that they can support future generation.

Sustainable development is one goal on which there is now near universal agreement. It means facing unto the fact that the quest to improve our quality of life has an inherent constraint—there is a limit to how much human population and activity our planet can withstand. This philosophy presents some unique challenges and opportunities for the tourism industry. They are:

* Tourism demand is proportional to the quality of environment of the destination.
* Tourism is often a more sustainable user of natural resources rather than one obviously consumptive industry such as mining, logging, hunting and the like.
* Tourism increases the population of the destination and some tourist activities are not sustainable.
* Properly managed, tourism can be a powerful force for the conservation of our natural and cultural heritage.
* Sustainable tourism has become a cult for tourists and destinations alike under the guise of eco tourism.

Indian economy has changed its face with the globalisation process, the contribution of different sectors of the economy to GDP has undergone paradigm shift further, and the foreign exchange earning potential of the tourism industry cannot be undermined. Indian Tourism industry is one of the most important foreign exchange earners of India. Although the international tourist inflow is relatively low, India has found tourism industry
emerging as an important sector of its economy.

Tourism yields substantial foreign exchange for India. It is turning into a volume game where a large number of participants are contributing to the revenue of the industry. Segments such as hotels, tour operators, airlines, shipping etc., are significant contributors to this revenue. With lot of imagination and ideas the Indian tourism sector is gathering momentum and is set to have not only large numbers of foreign tourists but also make a big share in the country’s Gross Domestic Product (GDP). The following table 1.1 reveals the increase in the volume of foreign exchange during 2004-06.

<table>
<thead>
<tr>
<th>Month</th>
<th>2004</th>
<th>2005*</th>
<th>2006*</th>
<th>2005/04</th>
<th>2006/05</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>2084.59</td>
<td>2326.20</td>
<td>2722.07</td>
<td>11.6</td>
<td>17.0</td>
</tr>
<tr>
<td>February</td>
<td>2049.70</td>
<td>2343.18</td>
<td>2635.98</td>
<td>14.3</td>
<td>12.5</td>
</tr>
<tr>
<td>March</td>
<td>1811.71</td>
<td>2210.62</td>
<td>2434.32</td>
<td>22.0</td>
<td>10.1</td>
</tr>
<tr>
<td>April</td>
<td>1368.42</td>
<td>1649.96</td>
<td>2127.44</td>
<td>20.6</td>
<td>28.9</td>
</tr>
<tr>
<td>May</td>
<td>1133.82</td>
<td>1452.72</td>
<td>1673.91</td>
<td>28.1</td>
<td>15.2</td>
</tr>
<tr>
<td>June</td>
<td>1363.76</td>
<td>1637.29</td>
<td>1847.26</td>
<td>20.1</td>
<td>12.8</td>
</tr>
<tr>
<td>July</td>
<td>1776.60</td>
<td>2048.78</td>
<td>2427.04</td>
<td>15.3</td>
<td>18.5</td>
</tr>
<tr>
<td>August</td>
<td>1651.69</td>
<td>1898.03</td>
<td>2125.47</td>
<td>14.9</td>
<td>12.0</td>
</tr>
<tr>
<td>Total</td>
<td>13240.29</td>
<td>15566.78</td>
<td>18083.61</td>
<td>17.6</td>
<td>16.2</td>
</tr>
</tbody>
</table>

Source: *Indian Tourism Industry outlook 2006.*
The increase is due to the considerable increase in the tourist visiting India, which is evident from the following table 1.2.

<table>
<thead>
<tr>
<th>Month</th>
<th>Foreign Tourist Arrival (Nos.)</th>
<th>2004</th>
<th>2005*</th>
<th>2006*</th>
<th>2005/04</th>
<th>2006/05</th>
</tr>
</thead>
<tbody>
<tr>
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<td>386260</td>
<td>444753</td>
<td>14.5</td>
<td>15.1</td>
</tr>
<tr>
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<td></td>
<td>331697</td>
<td>389081</td>
<td>428325</td>
<td>17.3</td>
<td>10.1</td>
</tr>
<tr>
<td>March</td>
<td></td>
<td>293185</td>
<td>367068</td>
<td>407446</td>
<td>25.2</td>
<td>11.0</td>
</tr>
<tr>
<td>April</td>
<td></td>
<td>223884</td>
<td>260825</td>
<td>325249</td>
<td>16.5</td>
<td>24.7</td>
</tr>
<tr>
<td>May</td>
<td></td>
<td>185502</td>
<td>229172</td>
<td>262860</td>
<td>23.5</td>
<td>14.7</td>
</tr>
<tr>
<td>June</td>
<td></td>
<td>223122</td>
<td>258822</td>
<td>286257</td>
<td>16.0</td>
<td>16.6</td>
</tr>
<tr>
<td>July</td>
<td></td>
<td>272456</td>
<td>292345</td>
<td>331227</td>
<td>7.3</td>
<td>13.3</td>
</tr>
<tr>
<td>August</td>
<td></td>
<td>253301</td>
<td>270779</td>
<td>299211</td>
<td>6.9</td>
<td>10.5</td>
</tr>
<tr>
<td>September</td>
<td></td>
<td>226773</td>
<td>257184</td>
<td>281102</td>
<td>13.4</td>
<td>9.3</td>
</tr>
<tr>
<td>October</td>
<td></td>
<td>307447</td>
<td>347757</td>
<td>394009</td>
<td>13.1</td>
<td>13.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>2654712</strong></td>
<td><strong>3015362</strong></td>
<td><strong>3410272</strong></td>
<td><strong>13.6</strong></td>
<td><strong>13.1</strong></td>
</tr>
</tbody>
</table>

Source: *Indian Tourism Industry outlook 2006.*

### 1.3 THE DRAFT TOURISM POLICY 1997

The Draft Tourism Policy 1997 states that "in the context of economic liberalization and globalization being pursued by the country, the development policies of no sector can remain static." The policy further states that "the emergence of tourism as an important instrument for sustainable human development including poverty alleviation, employment generation, environmental regeneration and advancement of women and other disadvantaged groups in the country" requires support to realise these goals. India’s tourism resources have always been considered immense, in a tourism audit. The geographical features are diverse, colourful and varied. There are wealth of eco-systems including bio-sphere reserves, mangroves, coral reefs, deserts, mountains and forests as well as an equally wide range of flora and fauna.
The Policy further states that "international tourists visiting interiors of the country for reasons of purity of the environment and nature contributes to the development of these areas particularly backward regions". Thus Tourism "should also become a reason for better preservation and protection of our natural resources, environment and ecology". To ensure that the growth of tourism takes place along desired lines, certain guidelines have been framed, they are

1. To create a tourist product that is desirable and supported by an integrated infrastructure.
2. To involve all agencies, public, private and government, in tourism development.
3. To create synergy between departments and agencies that has to deliver the composite tourist product.
4. To use both the circuit and scheme approach so that people’s participation through panchayats, local bodies, NGO’s, and youth organisations will create a greater awareness of tourism. The Central Government can thus concentrate on larger investment oriented projects.
5. To create direct access for destinations off the beaten track.
6. To diversify the product with new options like beach tourism, forests, wild life, landscapes and adventure tourism, farm and health tourism.
7. To ensure that the development does not exceed sustainable levels.
8. To maintain a balance between the negative and positive impacts of tourism through planning restrictions and through education of the people for conservation and development.
The guidelines in The Draft Tourism Policy, 1997 has its reciprocal relationship with that of tourism principles and practices.

1.4 TOURISM PRINCIPLES AND PRACTICES

Tourism is one sector, which encompasses everyone in this world at least once in his or her lifetime. The needs of tourists are universal and its dimensions are manifold. It is an outcome of man's psychological need to break-free from monotony of life. The perception on tourism either as a travel or as a sightseeing trip has been broken by the breath-taking business opportunity offered by it. A comprehensive view on the different aspects of tourism will result in effective product positioning for their products.

Douglas Foster observed that 'Tourism is an activity involving complex mixture of material and psychological elements'. Materials here mean the most important needs of Transportation, Accommodation and Food. These needs may be just an ordinary one in the case of a common man but they are crucial needs for tourists. Psychological elements in tourism are the factors that influence tourist to get the best out of his/her tour within his/her limitations. An individual, having budgeted his tour to a middle level would always want to get a higher level of service for his money and satisfaction on that count. In simpler terms it can be said that any tourist want to get the services of a higher segment than his common expectation. Working on this aspect the approach to Tourism must be one that satisfies both the material and psychological need.

A diagrammatic representation of tourism structure is provided in Fig 1.1. The representation depicts the two arms of Tourism namely- Principles and Practices.
1.5 TOURISM STRUCTURE

Business, needless to say, can thrive only when it is directed towards an appropriate market. Market, technically is the set of people who are willing and able to purchase and sell products of a company. 'Willingness and purchasing power' come from the need and desire for a product. When a need is nurtured with efficient products and trouble-free supply, the market grows. Therefore, market grows on related needs. Such a market growth is enormous in the case of tourism as needs among tourists are high and their purchasing power is boundless.
Source: Cooper, C. et al., Tourism: principles and practice, 2nd Ed.
1.6 TOURISM AND MARKETING

Market, in the case of tourism can be equalled to any domestic market i.e. the set of needs of a family. However, the members of this family are members of international community. Therefore, their interests are very highly varied and their needs are to be taken care with strategic marketing expertise. This unique situation challenges tourism marketers. Therefore, a systematic approach can only help appropriate return and growth. The tourism structure representation provides clarity on the sectors of tourism. Each of these sectors (tourism developers, travel agency and tour operators, hoteliers and entertainers) caters to needs specific to their own sectors. Their concentration is primarily on the products of the sectors and not on the needs of tourist alone. In tourism, marketing is not only on one's own product, but also on the gamut of tourist's need. The task of provision of tourism through appropriate marketing process can be established in the following fashion.

a. Identification of Tourist Needs

Identification here means not just for one sector but also for the total program of a tour. In doing this the needs of tourists can be comprehensively understood and the products of Tourism can be provided at every appropriate stage to them so that tourist enjoy tourism in totality. In this way, the tourists can also get categorized. On the other hand, provision of tourism gets into specific segment of tourists. This step can be termed as Market research.

b. Identification of Market Structure

Market structure is determined by knowing the potential customers and their preferences. Usually preferences fall under three
categories namely homogeneous, diffused and clustered. However in tourism the preference are on all stages of tourist’s activities. Here, a tourist may want to travel by an air-conditioned coach but will prefer to stay in a tree house for accommodation. Hence the preferences come under all categories. Therefore, the preferences should be realigned in total, which may be termed as preference segmentation.

c. Developing the Product

Development of the tourism product is the crux to any marketing effort. In tourism, the product has to be developed as in the case of any other usual product, using the stages of Idea generation, screening, concept development and testing, market strategy, business analysis, product development and commercialization. However, the uniqueness in Tourism-product is that it should show the totality for any tourist to complete the tourism-experience.

d. Offering the Product’s price.

Product offer to the customer should also include the price of the product with its unique benefits and its availability to them. Pricing, in tourism, does not differ much from the rest.

e. Distribution

Distribution is a classic case in tourism, distribution takes a reverse rule. Once the attractions are ready, it should be provided with good accessibility, so that the tourist must reach and avail the product. Thus, the relevance of competitive tourism packages in tourism is very important.
f. Promoting the Product

Promotions occupy a major role in Tourism. Since the distribution is unique for tourism, promotions try to tap the basic motivations of potential tourist, initiating them on to tour. The methodology of promotions remains the same as in any other product. In tourism marketing the product will be, transport mode, accommodation, entertainment—a transport mode (again) all put together as one. Thus, the tourism product is offered as a single system. It is important that every tourism supplier has complete information on the other sector, so that the potential knowledge is able to decide on the product of choice for the next sector. However, this certainly is not a package offer. In a package offer, the tourists are forced to take all sectorial products on a single sale, which puts the price tag much higher. Tourists are offered other possible sectorial products at every stage. The advantage of this approach is that the takers of tourism-product can avail sectorial products at various levels according to his/her purchasing power and experience the delight of tourism. So, Tourism-marketing gets the appropriate system.

Several empirical studies found that suppliers of tourism concentrate only on their own sectorial products and not on the allied sectors at all. That is, an hotelier concentrates on how to provide better accommodation only and not on the details of tourism attractions available at that place. Though they have certain pamphlets on tourism attraction, only a quarter of the hoteliers had the arrangements for a local tour in collaboration with Travel Agencies. This happens due to the lack of knowledge on the tourism market.
Market for tourism consists of people who have the zeal to visit places. It takes an extra effort to be on tour even if one knows everything about a place. It also deals with the personality of individuals. In this respect, it can be said that the market for tourism falls under the category of Psychographic segment, which is made up of Social class, life styles and personality of individuals. The other common market segments are geographic, demographic and behavioural.

Tourists when planning for a tour shed all their identities and want to make use of the time in tour to a maximum extent. Their social position now allows them the affordability for a product. However, they may not mind a change in product status, as they do not hold any identity of social status in mind at this time. This does not mean that the product can be substandard; it only means that there is no social stigma attached to the products in tourism. This is a great opportunity for the tourism-marketer. The products of tourism should therefore be offered on the common or assessed segment of the tourists.

1.7 TOURISM AN INTERNATIONAL PERSPECTIVE

International tourism is increasingly becoming a significant part of global trade. It is one of the top five export categories for about 83% of countries in the world. International trade in tourism is concentrated in developed countries. The share of the tourism is about 1/3 of total international trade; it is a fundamental source of income and foreign exchanges for a number of countries. Tourism is lauded for having a higher positive multiplier spill over effect than most economic sectors. It is widely claimed that for each job created in tourism there are jobs generated in other areas. To date it is the only sector in the service area where developing countries have consistent surpluses.
East Asia and the Pacific are the fastest growing tourism areas, but there is a high degree of concentration of arrivals and receipts among and within the South. Singapore, Hong Kong and China each have a higher sum of tourist arrivals and receipts than the sum of Thailand, Indonesia and south Asia. Tourism is also linked to other areas of the economy: agriculture, land and labour. It is also inextricably intertwined with air transportation, the major means used by tourists arriving in the south (a U.S. $414 trillion industry). Given this, the liberalisation of tourism has major implications for social development and gender equality. Liberalization tends to ‘prioritize global commerce over everything: self-reliance of communities, human rights and health and safety’ (Pera and McLaren, 1998). R Andrea Yoder writes that there is already a problem in enforcing standards in the tourism industry such as prior informed consent for local initiatives, and environmental regulations (Yoder 1998). Many of these pro-social and human development measures are already in conflict with WTO rules. Wallach and Sforza write that WTO orchestrated uniform global standards [which are designed by TNCs] to promote harmonisation of standards may ‘facilitate the growth of consumer culture, [but they] militate against standards which reflect differences in cultural values. Such differences are seen as undesirable because they fragment the global market’ (Wallach and Sforza, 1999).

In this context a great deal of attention and importance must be focused on the current negotiations for further liberalization of tourism under the GATS. According to Equations, the GATS impacts tourism via rules and
regulations on the production, distribution and marketing of tourism services (mode of supply), tour operators supplying services cross-border in other countries (cross border supply), international visitors (consumption abroad), the flow of international hotel chains, branches or full ownership of hotel chains and agencies in other countries (commercial presence); and the activities of tour guides and hotel managers (presence of natural persons). It also has impacts on air transport and communications.

The direct impacts of the GATS as it relates to tourism would include:

- The GATS would allow foreign companies to merge or take over local companies.
- This is a threat to indigenous-owned and operated sustainable tourism initiatives.
- The GATS would allow upward pressure on the exchange rates with implications for real wages, price of land and other resources as well as for traditional exports such as agriculture, mining and fishing.
- Domestic regulation rules may impact governments’ use of taxation policies to prevent de-industrialisation and de-agriculturalization.
- Governments will not be able to mitigate or limit the impact of the outflow of repatriated earnings from FDI, which will result in reduced welfare.
- GATS may also prove detrimental to eco and heritage tourism development.
- The GATS also has serious implication for pro-poor tourism that attempts to generate net benefits to the poor.
The core of this strategy is to ‘unlock opportunities for the poor with tourism rather than to expand the overall size of the sectors. But this requires domestic regulation to remove some barriers to entry and to enhance their ability to participate effectively in tourism.

The economics behind tourism liberalization is that tourism will yield overwhelmingly positive benefits on growth on development.

But this is based on input / output studies that show that increased tourism implies across the board expansion of economic activity (Grassl, R 1999). This ignores distributional impacts and forward and backward linkages that are endemic problems in developing countries’ economies. It also does not take into account that tourism growth may come with increased competition with other sectors such as domestic agriculture and other export areas. Most of these sectors are the ones, which provide wages for women. And, while tourism may bring employment it is often seasonal and highly exploitative. This discussion raises some important questions about the social and welfare impacts of GATS driven liberalization of tourism. It also points to some strategic interventions that are important for promoting more balanced gender and social equity outcomes of GATS driven liberalization of tourism services. However, the strategic interventions dedicated to promoting the long-term strategic gender interest of women are predicated on a certain amount of latitude in developing countries ability to manipulate and regulate the agents, mechanisms and processes of tourism development. The fact that this latitude is constrained not just by the traditional conflict between the desires and influences of national elites and those of the poor but in the main is circumscribed by regional and multilateral trade rules makes it critical that these extra-national policies be fully interrogated for their social and gender accountability.
For sustainable marketing of tourism the market mechanism and the preservation of the ecology, economy and socio-culture of the region becomes an imperative.

1.8 DESCRIPTION OF THE STUDY AND METHODOLOGY

The total approaches of the research study and its process have been described here. The sequence of all the activities followed in the research has also been explained in detail

1.8.1 Scope and Significance of the Study

Tourism is the world’s biggest industry but India’s share of the world tourism market has remained below half a percent. Tourism is now an integral part of modern societies. It is considered as an activity essential to the life of nations because of its direct effects on the social, cultural, educational and economic sectors of national societies and their international relations. Tourism, as an industry, has stimulated employment, investment, and strengthened economic structure and made positive contribution to the balance of payments in many developed and developing countries. It has also proved that international harmony fosters national integration and consequently promotes peaceful existence. Travel industry will continue to be good business if professionally run, integrating the latest innovations, technology and understanding the needs of the consumers to deliver quality products and services. South Indian states with its glittering tourism potentials is capable of attracting foreigners from all over the world, provides high scope and significance

The present research study are both micro and macro study of tourism marketing in India. An elementary attempt is made to understand the new tourism development products of the selected places of south India from
host’s visit’s point of view analytically. Measuring the Sustainable Development of Tourism was the focal point of the Research study and the same is considered to be the motive for this research. Future prospects of the tourism marketing, problems in the development of the tourism industry and the tools and techniques now available for promoting tourism Industry, incrassates the scope and significance of the study.

1.8.2 Statement of the Problem

Despite its variety and immense tourism potential, south India’s share of the total global tourist arrivals and revenue receipts is meagre. One of the most important factors responsible for this poor growth is the prevalence of Socio-political risk events in the region. Since tourism is an extremely fragile industry, a crucial consideration in a potential traveller’s decision to visit a foreign destination is regarding the country’s political stability, social coherence and other real or perceived barriers like service quality, poor infrastructure and health issues.

Lack of marketing awareness and infrastructure continues to affect the sustainable development and growth of tourism in south Indian states. In recent years, there have been strong warning about the deterioration of some destinations, bottlenecks in transportation facilities, growing hostility of residents in some destinations, the over whelming of some cultures etc. These problems have been identified as the focal arena of the research study.

1.8.3 Objectives of the Study

1. To study the structure and performance of tourism marketing in India with special reference to South India.
2. To study the performance of tourism marketing in India and its economic impact with special reference to South India.

3. To study the role of government with reference to sustainable tourism marketing in South Indian States during second-generation liberalisation.

4. To find ways and means for sustainable tourism marketing by protecting and maintaining ecology and culture in the southern states of India.

5. To provide suggestions based on the findings.

1.8.4 Hypotheses

Following two hypotheses are framed for the purpose of this research.

1. Majority of NRI tourists visit India for heritage tourism.
2. Opportunity based marketing strategy leads to sustainable tourism marketing.

1.8.5 Methodology

The present study is Diagnostic study and Descriptive in nature. It is an empirical research based on an extensive survey in South Indian States. A thorough review of literature was done and content analysis was used to identify the variables of the study. A structured interview schedule was designed to test the variables and elicit responses. Hypotheses were built and these were tested with sophisticated statistical tools like Z and T tests using SPSS package. To check the variability and validate the presumptions, small “case lets” were built to illustrate the problems in a deeper perspective.
The Primary data of the survey was carried out in the four southern states and were analysed using cross tabulations and Analysis of Variance apart from frequency and descriptive analysis. The results were summarised and presented. This is primarily because the number of industries that are closely inter-linked with tourism is far too many when compared to any other industry.

1.8.6 Sampling Design

Only foreign tourists and persons of Indian origin (PIO) were selected for the study. They were interviewed at the tourist offices, hotels – their place of stay, at the tourist site, in the lounge or while they were relaxing or even while travelling. It was more of a stratified, randomized and purposive sampling. The sampling unit being the tourist himself and the sampling area being the four southern States, the information pertaining to the individual tourist were obtained from the tourism department to fix the sample size. It was not possible to do comprehensive sampling, as the arrival rate variability was too large and too probabilistic to get a correct fixation of the size of the sample. Though the researcher managed to interview over 400 foreign tourists, only 370 responses were of actual use. As regards to PIOs, the researcher was able to contact 200 of them and of those contacted, the responses from only 135 were of any actual use for analysis.

1.8.6.1 Sampling Framework

The respondents were interviewed at various spots like Hotels, Airlines, Tourist spots and resorts as and when they were available according to their convenience and comfort for meeting and discussion. The table
below classifies the profile of tourists who were taken as respondents for the research study.

Table 1.3. The profile of Respondents

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<th></th>
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<td>100</td>
<td>30</td>
<td>100</td>
<td>50</td>
</tr>
</tbody>
</table>

Note: FR = Foreigners, DM = Domestic

1.8.6.2 Tools used for the research study

To analyse and ascertain the facts, the following research tools were used in the research study. They are:-

(1) Chi square tests
(2) Continuity correlation tests
(3) Likelihood ration tests
(4) Fisher tests
(5) Linear by linear association
(6) Kruskal – Wallis test
1.9 CONCEPTUAL FRAMEWORK

The conceptual framework of the research study consists of a few concepts:

**Adventure Tourism**

Adventure Tourism has a diverse range of natural history and cultural adventures combined together with expert knowledge of remote regions with tour ability to devise exhilarating journeys, which are driven to actions. There is no camping on these trips while at night, the tourists stay at comfortable hotels, local inns or well-appointed lodges.

**Alternate tourism:**

The philosophy behind (AT) alternate tourism is that tourism policies must no longer concentrate meagrely on economic and technical reasons alone but give significant consideration and emphasis on unspoiled environment and the needs of local people. AT places natural resources and culture at the forefront of planning and development. AT reduces outside influence, giving priority and decision-making power to the localities.

**Beach Tourism:**

The beaches of South Indian States are world famous tourist destinations. From good olden days of the past up to date, beaches have enthralled and attracted foreigners as well as domestic visitors alike. The beaches of Kovalam, Peechi, Chavakad, Fort Cochin, Karwar golden beach and Marina have attracted thousands of tourists from all parts of the world. The scenic beauty, white sands, golden sands, sun set viewing and friendly people have pulled crowds throughout the ages. This in turn helped the growth of hotels and motels, which gave employment to many
and foreign exchange to the country.

**E-Tourism:**

According to E-tourism concept, it provides useful indications for tourists, policymakers, and tourism enterprises alike, when they are preparing their online e-tourism strategy. Consumers are increasingly mastering the online research and purchase processes with the help of specialised search engines. These search engines also allow consumers to share their travel experience and provide useful peer-to-peer evaluation of tourism providers.

**Enclave Tourism:**

This concept states that tourists stick to a particular spot, where everything needed to them is provided. When tourists remain for their entire stay at the same cruise ship or resort, which provides everything they need and where they will make all their expenditures, not much opportunity is left for local people to profit from tourism.

**Eco Tourism:**

It minimizes negative impact upon the natural and socio-cultural environment by supporting and protecting natural environment, generating economic benefits for host communities, organisations and authorities, providing alternative employment and income opportunities.

**Culture Heritage Tourism:**

Cultural heritage tourism means traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes irreplaceable historic, cultural and natural resources. (Source: Dept of Commerce Office of Travel and Tourism)
Industries, World Tourism Organization)

**Mass Tourism:**

When tourists visit a particular place or region in mass or large volumes due to unique reasons of attraction, it is known as mass tourism. Development takes place in the region to accommodate the tourists and satisfy their needs. Normally emphasis is on commercialisation of natural and cultural resources.

**Health & Medical Tourism:**

Management of health and providing high quality medical treatment through Ayurveda, naturopathy, yoga, meditation and allopathic treatment with wide range of pathological tests, dental treatment, electrocardiograms, stress tests, X-rays, and even sonography tests are the cardinal texture of India’s medical tourism concept. Above all cheap cost of treatment is the hallmark of Medical treatment in some hospitals of South India.

**Village Tourism:**

The tourism activity in the rural village areas is called village tourism. Village tourism raises the consciousness of the host about preservation, conservation and sustainable development of their areas to attract tourists, which in turn brings in benefits to them in many ways.

Tourists purchases local products and interacts with local people creating beneficial economic and educational awareness, stimulates improvement of local transportation.
1.10 LIMITATIONS OF THE STUDY

1. The study has been conducted for a period of two years commencing from 2004 only.

- Availability of the quality Manpower, etc are highly critical to the Tourism development as a whole, which has not been considered as an area of interest. Inclusion of the same would have added more insights to the research topic.

- Historic data for the last one decade only are used for time series analysis and trend analysis.

- The data collected for the study are only from five hundred and five individuals who constitute only a fraction of the population. Hence, the probability of accuracy may not be cent percent.

- The smooth growths of the tourism marketing only in the selected places in south India are few other aspects of the research study.

- However, lot of work still needs to be done as the problem itself is part of a bigger dimension and needs further research to get a deeper insight and understanding.
1.11 STRUCTURE OF THE REPORT

The research report is grouped into the following six chapters.

*Chapter I*  In this chapter an overall picture of the entire research work and methodological design of the study is provided.

*Chapter II*  Covers the study made on the socio-economic conditions of the four States of South India namely - Andhra Pradesh, Karnataka, Kerala and Tamil Nadu respectively. A brief idea about each state with reference to people, culture, GDP, population, important tourist centres, geographic and climatic conditions including suitable seasons for visiting, brief history of the state, politics, waterfalls, resorts, hill stations, festivals and temples etc.

*Chapter III*  *Presents* review of literature on tourism, sustainable tourism development in the Indian Context.

*Chapter IV*  deals with the subject – “sustainable development of tourism” in detail. The core indicators of sustainable tourism development, tourist perception and Tourism Life Cycle, goals for government towards tourism development and sustainability, culture of people in south Indian States, idea of tourism products in India with special reference to South Indian states. Focuses on products that can sustain tourism development in South India have been given priority.

*Chapter V*  Provides analysis of the data about perceptions on sustainable development of tourism.

*Chapter VI*  Covers the summary of findings, suggestions and conclusion.