Chapter II

REVIEW OF LITERATURE

2.1 Introduction

After furnishing a general introduction, an attempt is made in this chapter to review the literature on the subject. The literature on various aspects of tourism is quite extensive. In order to find out major developments that took place in ecotourism, a brief review of existing literature on different aspects of tourism is made in this chapter. Tourism industry in India plays a significant role in transforming the society and economy. Pandit Jawaharlal Nehru’s oft-quoted remark, namely “welcome a tourist and send back a friend” has been the essence of Indian tourism approach in the post-independence era. Tourism as an industry has great potential to bring about social and cultural development.

2.2 Previous Studies Related to Present Study

Hudman, E., (1978)\textsuperscript{18} in his study “Tourism Impact: The Need for Regional Planning”, identified the number of planning decision available to the Government 1. laissez-fair’ 2. Designated tourist development centres 3. Control of the number of visas issued and 4. Control of regional flow of tourists. The identifiers, the major influencing variables on Tourism are number of attractions, number of previous visit relative importance of attractions, Type of attractions, per capita expenditure, origin of travellers, purpose of trip, socio-economic characteristics of tourists and infrastructure.

William, A., (1979)\textsuperscript{19} in his study “Impact of Domestic Tourism on Host Population”, classified four major categories of components in tourism namely stages of development of tourism, types of tourist, types of tourism and types of impacts. There is a strong positive correlation among these variables.

Murphy (1985)\textsuperscript{20} in his study “Tourism: A Community Approach”, found that certain group of people appeared to develop much more positive attitudes to the tourism industry in any tourism related community. Residents with a commercial and vocational investment in tourism were found more likely to be favorably disposed to the industry than where other community members. Those who owned or operated business as well as those who worked in those businesses had been found to be more likely to have a positive attitude towards the industry than those who have no direct involvement or perceive that they derived no benefit from tourism.

Chon (1989)\textsuperscript{21} studied tourist satisfaction and reported that satisfaction is the result of the relationship between tourist’s expectation about the destination and their experience at the destination. Satisfaction is based on the goodness of fit between the expectation about the destination and the perceived experience which is the result of comparing previous images of the destination and what is actually seen and felt at the destination.

Leiper (1990)\textsuperscript{22} defined satisfaction with travel and tourism services as the total of traveler’s satisfaction with each service aspect like pre trip services, satisfaction with services at the destination and satisfaction with transit route services.

Vijayakumar, A., (1991)\textsuperscript{23} in his study entitled “New Strategy for Indian Tourism Industry”, points out that the main reasons for poor performance of tourism in India are mainly location at distance far away from the main tourist originating markets, inadequacy of tourism infrastructure, concentration of tourist flow into a few areas, short tourist season in India, continued regional conflicts and terrorists activities, lack of credibility of tourism data, health and security concerns and varying tax burden on tourism industry.

Barsky and Labagh (1992)\textsuperscript{24} introduced the expectancy disconfirmation paradigm into lodging research. Basically, the proposed model in these studies was that customer satisfaction was the function of disconfirmation, measured by nine “expectations met” factors that were weighted by attribute – specific importance. The model was tested with data collected from 100 random subjects via guest comment cards. As a result, customer satisfaction was found to be correlated with a customer’s willingness to return.

Selvam M., (1993)\textsuperscript{25} has stated that tourism industry is noted for its tremendous social impacts. Cultural heritage of the country is the most important social benefit from tourism. Improvement of people’s knowledge is another social benefit. Travel makes a person more knowledgeable. Tourism has such an educative value. International understanding is promoted through tourism. Exchange of cultural values is another social benefit of tourism. Protection of flora and fauna is another social benefit of tourism. The flora and fauna are the nature’s biological gifts. Youth tourism, Sport tourism, Adventure tourism and the like all involve the youth to come, coalesce and contribute together to the common good. Tourism is not an

unmixed blessing. Ecological and environmental degradations, commercialization of culture, destruction of livelihoods of the local populace and social tensions, mount from unplanned tourism growth. Tourism is considered as a ‘Smokeless industry’.

**Thirumalai Kumarasami E., (1993)**\(^{26}\) in his work, “Role of Boarding and Lodging Sector of Tirunelveli Kattabomman District in Tourism” has studied the importance of tourism and the boarding and lodging sector with reference to Tirunelveli Kattabomman District. He has brought out the features, standards and role of the boarding and lodging sector to estimate the possible growth of a few key variables of the boarding and lodging sector in AD 2000. He has provided some useful suggestions for the improvement of functioning of the boarding and lodging sector of this district with respect to tourism.

**Betty Weiler (1993)**\(^{27}\) in his study “Nature-Based Tour Operators: Are They Environmentally Friendly or Are They Faking it”, found that about 40 per cent of nature based tour descriptions are promoted as being environmentally -friendly. Universities and non-profit tour brochures are more likely to promote the environmentally- friendly aspects of their tours than private-based tour brochures. Nature- based tour brochures do not usually mention specifically that tours will be low impact or environmentally friendly. 30 per cent of the tour operators viewed that the tour results were in both beneficial and harmful while to 6.6 per cent of the respondents viewed that the tours stimulated interest, appreciations or understanding or educates visitors about impact. The operators should be held responsible for the education of their clients regarding environmentally-friendly behavior.

---


\(^{27}\) Betty Weiler, “Nature - Based Tour Operators: Are They Environmentally Friendly or Are They Faking it”, *Tourism Recreation Research*, 18 (1), 1993, pp.55-60.
Bijender K. Punia (1994)\textsuperscript{28} in his book, “Tourism Management problems and Prospects” has done good work with details of tourism patterns, arrivals, plant facilities, natural and man-made tourist resources in the Haryana state; and has reviewed the plans and policies of state government in the context of present and future development of tourism. He has brought out the existing problems in the way to tourism development in the state particularly in terms of tourist resources, human resources, tourist information and publicity, tourism awareness and allied aspects. He has suggested practical measures towards accelerated development of tourism in the state.

Dowling, K. (1995)\textsuperscript{29} in his study “The Perceptions of Eco-tourism Operators in Western Australia”, reveals that the key consideration in Eco-tourism is to get environmental impacts. The popular nature based activities are bush walking and observing animals. Equal number of tour operators work to a predetermined itinerary only or provide a choice between set activities and itineraries selected according to the needs and interest of the each individual or group. Only a small number of operators carry out tours designed to suit specific requirements. Majority of the operators opine that they visit destination such as Natural Park, natural reserves, and bush land on a weekly basis. Others visit the parks yearly or monthly while a few one use them daily. The main adverse environmental impacts that occur as a result of the activities of the respondent clients are the disturbance of vegetation, wild life and landforms.


Ameen A.M. Al-Momani (1995)\(^{30}\) points out the economic gains of tourism industry. The economic gains of tourism include the direct as well as indirect effect of expenditure on tourism. Tourism generates foreign exchange earnings for the host countries and it has become the largest single item in the world’s foreign trade. Tourism provides employment generation on a large scale. The employment capital ratio in this industry is amazingly high. Moreover, the provision of infrastructure hospitals, communications systems, shops and civic amenities made for tourists also benefit the local population and their living conditions improve substantial.

Batra G.S., (1995)\(^{31}\) in his book, “Tourism in the 21st century” has studied the performance and development of state tourism corporation in Punjab. He has analyzed the financial performance of tourism industry in India and has reviewed the business strategy of tourism industry. He has pointed out the extent to which the tourism potential could be managed. He has provided a strategy for overcoming the problems and promotions of tourism industry.

Wilkerson, Mary L. (1996)\(^{32}\) in his article, “Developing a Rural Tourism Plan: The Major Publications”, discusses the role of tourism as an economic development strategy for rural communities. The author reviews four documents designed to assist in the planning process of rural tourism. The discussion is aimed at tourism practitioners and local community officials involved in economic development efforts.

---


Rabindra Seth, Gupta O.M. (1996) after analyzing the relationship between tourism and foreign exchange concluded that tourism is a revenue earner and the most significant source of foreign exchange in several countries. He warns that a badly organized tourism development strategy will have some adverse effects on the country rather than the development of the country.

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

Rakesh Kapoor, (1996) in his book, “Tourism Policy, Organization and Management” has analyzed the organization and the functioning of Himachal Pradesh Tourism Development Corporation Ltd. and the role and performance of this Corporation in terms of its goals and objectives and its impact on environment. He has elaborated the ecological constraints on the performance of H.P.T.D.C. Limited. He has provided some valuable suggestions for improving the performance of H.P.T.D.C. Limited, keeping in view its internal functions and external environment.

Lakshminarasaiah, M., (1997) in his study “Tourism and Environment”, pointed out three types of tourists from a socio-historical point of view. (a) Industrial Tourist for whom work is the centre of existence, the motivation for travelling can be summed up as rest and

---

freedom from responsibilities. (b) Hedonistic tourist, who belongs to the generation that discovered entertainment and consumerism. Such tourists like to go on holidays to experiment, to explore the unknown, enjoy themselves, meet other people and relax in unspoiled natural surroundings. (c). Modern age tourist, someone who tends to reduce the conflict between work and play, neither not just work, nor just not fun. Their reasons for travelling include broadening their personal horizons and getting back to simple things and nature, with a touch of creativity.

Brahmankar E.B., (1998)\(^3\) in “Travel and Tourism as a career”, reveals problems such as red tapism in ticketing, checking, language difficulties and poor communications, unsatisfactory accommodation, difficulty in transport and traffic, lack of recreation and entertainment facilities, beggars and tipping, problems in meeting people and overcharging by taxi drivers and private transport operators which are faced by the tourists.

Vijaya Kumar, A., (1998)\(^3\) has carried out a study about the “New Strategy for Indian Tourism Industry”. According to him; there is a need to evolve an integrated strategy for the promotion of tourism in a big way. This need assumes considerable importance with proper emphasis on a comprehensive long-term approach to achieve sustainable development in harmony with the country’s overall development objectives.

Agnes Stephen, (1998)\(^3\) in her article, “Tourism in Kanyakumari District” makes a descriptive study about tourism in Kanyakumari district on a micro level basis. The study is undertaken to know the important tourist

places in the study area, to project certain unfamiliar tourist spots, to enquire into the existing problems and the part played by the tourist attractions to the general public and the government and make suggestions for improvement.

**Brahmankar, E.B., (1998)** in his study “Travel and Tourism as a Career”, reveals that the major factors, which attract tourists to India include beautiful natural scenery, attractive customs and way of life, wildlife sanctuaries, backwaters and rivers, mountains, beautiful creations of man, traditional art and dance forms and typical festivals. The negative features include red tape in ticketing, checking, language difficulties, poor communication facilities, lack of personal safety, unsanitary conditions, difficulties in transport and traffic unsatisfactory accommodation, beggars and tipping, problems in meeting people, over charging by taxi drivers and private transport operators.

**Krishna R.R and Govindasamy M.,(1998)** in their article, “Marketing of Tourism” have given a clear-cut definition of marketing of tourism. Marketing of tourism means systematic and coordinated execution of business policy by tourist undertakings whether private or state owned, at local, regional, national or international levels to achieve the optimal satisfaction of the needs of identifiable consumer groups and in doing so as to achieve an appropriate return. Tourism marketing in general emphasizes both consumer orientation and satisfaction. The tourist product can be analyzed in terms of its facilities, accessibility and attractions.

---


Satish Babu, A., (1998)\textsuperscript{42} in his book, “Tourism Development in India” has studied about Tourism development in Andhra Pradesh and also the structure and working of The Department of Tourism and Travel and Tourism Development Corporation Limited in general and with particular reference to organization, operation, marketing, finance and human resource, to review the important policy decisions such as Government control, implementation of projects and co-ordination with other tourism promoting agencies.

Bhardwaj, D.S., and Manjula Chaudhary., (1999)\textsuperscript{43} in their book, “Contemporary Issues in Tourism” have observed the performance and development of State Tourism Corporation in Punjab. They have stated the prospects and potential of tourism at State level. The study reveals the problems of tourism management and provides useful suggestions regarding the functioning of State Tourism Development Corporations. (STDC).

Nageswara Rao, S.B., (1999)\textsuperscript{44} in their study “Encouraging Tourism To Earn Foreign Exchange”, pointed out six aspects for the growth of tourism as Attraction, Accommodation, Assistance, Awareness, Accessibility and Atmosphere. The reasons for the set back of tourism in India are uncertainty, violence, pollution and unstable political climate.

Bazbaruah M.P. (1999)\textsuperscript{45} in his article “Tourism: Current Scenario and Future Prospects” points out the current scenario of tourism. Tourism employs 10.6 per cent of the global work force. It contributes 10.2 per cent to world’s GDP. Tourism generates tax revenues of $655 billion. It is the

\begin{itemize}
\end{itemize}
largest industry with $3.4 trillion gross output. Tourism accounts for 10.9 per cent of all consumer spending, 6.9 per cent of all government spending and also 10.7 per cent of capital investment in the world. Tourism enters a new millennium and the prospects face numerous challenges of continued expansion and greater importance in the world economy.

**Pragati Mohanty (1999)**\(^{46}\) in his study “Problems and Prospects of Tourism Potential in Orissa”, pointed out that the rate of foreign tourists arrivals in Orissa is declining due to high degree of seasonality, lack of adequate infrastructural facilities. Even though the tourist potential in Orissa is rich, the explorations are very poor. The major constraints in tourism at Orissa are poor and inadequate infrastructure and management, short tourist stay and non-availability of basic facilities of tourist places, concentration of tourism flow into a few areas like golden-triangle, lack of domestic and international airport and lack of requisite hotel accommodation.

**Farida Shah (2000)**\(^{47}\) in her study “Dynamic of Tourism Industry: A Study of its Growth and Potentialities”, revealed that the high spenders among foreign tourists in Udaipur are those who usually stay at lake palace hotel and two heritage hotels namely Shrini was Palace Hotel and Father Prakash Palace Hotel. The actual foreign exchange earnings from high spenders foreign tourists in the city are much higher as it must also include expenses on hiring taxies, expenses on lunch and breakfast, sightseeing expenses and also the expenses incurred on games, entertainments and excursions.

---


Unni Krishnan Nair G., (2000)\(^{48}\) in his work, “An Economic Study of Tourism and Employment Generation in Kanyakumari Township”, has studied the employment potentials of tourism in Kanyakumari Township. He has brought out the income generation of tourism traders and the growth of investment in tourism employment from the tourist’s point of view. The important problems of tourism in Kanyakumari Township are stated in this work.

Chaudhary (2000)\(^{49}\) conducted a study to determine pre- and post-trip perceptions of foreign tourists about India as a tourist destination. A gap analysis between expectations and satisfaction levels was used to identify strengths and weaknesses of India's tourism-related image dimensions so that necessary efforts can be made to ensure that tourists' expectations are met. The study revealed that India is rated highly for its rich art forms and cultural heritage. However, irritants like cheating, begging, unhygienic conditions, lack of safety dampen the spirits of tourists. It was suggested that India can be positioned on the world map only after these hygiene factors are improved along with other motivators.

Kozak and Rimmington (2000)\(^{50}\) studied travel satisfaction in Mallorca and found that the tourist’s intention to revisit was influenced by destination attractiveness, facilities and services at the destination airport, overall satisfaction and previous experience. The intention to recommend Mallorca was influenced by destination attractiveness, availability of English language and facilities and services at the destination airport.

\(^{48}\) Unnikrishnan Nair, G., An Economic Study of Tourism and Employment Generation in Kanyakumari Township, M.Phil Project, Manonmaniam Sundaranar University, Tirunelveli, September 2000, pp.1-91.


Gautam Murthy (2001) makes a study about India’s tourism potential leveraging for the Millennium. Tourism creates a right image abroad, by stressing on India’s uniqueness, as a visitors’ destination, covering every taste and preferences. It should be a dynamic publicity program to create awareness of the nation’s diverse tourist attractions by promotional brochures and innovative advertisements. The proof of the most effective tourism’ promotion is this; after their tour in India the tourists must carry back happy memories.

Abha Agarwal K.M. (2001) in his study named “Tourism for the sustainable development-a case study of Uttaranchal State”, pointed out that Uttaranchal has its flexible margin of accommodating more population in agriculture as well as in industry in Bhawaar and Tarai areas while the interior hilly areas have reached its saturation point. In this context, first of all the State Government should constitute a ministry for development of tourism and tourism development department should also be established in each and every district of the state. Thus the above description makes it clear that tourism for India, particularly for Uttaranchal will prove the main source of revenue and ecological regeneration which is of immense need for today’s sustainable economic development.

Kozak (2001) compared satisfaction of tourists across two nationalities in Turkey. The study employed the Principal component analysis and eight factors emerged: services at accommodation, local transport services, cleanliness and hygiene factors, customer care and hospitality, activities, price, language and communication and airport services. Aspects like security, information and attractions have not been considered in the study.

---

Sanjay Verma (2002) believes that ecotourism has become a need for everyone who wants to refresh from the routine fast city life. Ecotourism provides many interesting tours to the heart of Mother Nature. Ecotourism in India is about taking a break from the busy life and leading a slow paced life in the midst of greenery. In her words, instead of waking up with the alarm we can wake up with the chirping of birds, we can have healthy and timely food rather than having fast food-fried stuffs. India offers many ecotourism spots, which are safe.

Usha Bande (2002) analyses that the national policy of tourism stipulates that tourism should become a unifying force internationally. It should also help to preserve, retain and enrich our worldview and lifestyle, our cultural expressions and heritage in all its manifestations. The prosperity that tourism brings should strengthen and cause accretion, rather than damage, to our social and cultural values and depletion of our natural resources. He opines that realization of these policy objectives particularly in the context of ecotourism would involve a selective approach and scientific planning.

Shankar, T.S., (2002) points out that Indian Tourism Development Corporation has to focus on profit making. It was engaged in upgrading its duty-free shops to provide them not only a new look but also to make them reflect traditional culture. Tamilnadu Tourism Development Corporation for synergizing mutually beneficial programmers aimed at attracting overseas tourists.

O’Neil Malcolm, (2003) in his work, “Tourism Maturity and Demand: Jamaica” estimates a demand function for Jamaica’s tourist product. He also assesses the stage in the product cycle of the industry. An
error correction model (ECM), structural time model (STM) and an autoregressive moving average (ARIMA) model were employed. The ECM was more robust than the ARIMA and STM models in predicting tourism demand. The ECM and ARIMA models captured the major turning points in the series well and provided reasonably good forecasts. In contrast to the results indicate that source country income is significant. The explanatory power of the ECM improved with the inclusion of the tourism density ratio, implying that researchers should include interaction factors in tourism demand models. The empirical analysis indicates that Jamaica has a mature tourism product. This implies that policy needs to focus on diversifying the product, promoting such diversity and targeting new markets.

**Sasankan Silpa (2004)**\(^{58}\) stressed the need for providing training in all aspects of HRD for developing appropriate and suitable manpower. It is also suggested that tourism industry can be socially beneficial if three aspects-need, affordability and worth are considered. The HRD in tourism industry can be done by identifying the potential of employees, bring the potential of employees to the level of awareness, developing their potential and using their potential for the benefit of the organization, society and themselves.

**George. P.O (2004)**\(^{59}\) pointed out that there is an urgent need to shift from urban centre’s to rural areas as it would give the tourists a chance to view our religious festivals, temple architecture, local art forms, cottage industries, dance and music festivals, backwaters etc. When tourists come into contact with local people there occurs cultural sharing and more tourism awareness. But uncontrolled tourism in village could damage our social, religious and moral values. Therefore a possible trade-off between positive social and cultural impacts over negatives is needed.


Anbalagan. M et al. (2004)\textsuperscript{60} highlighted the social, cultural and economic transformation of the country through tourism. Indian tourism industry is poised for a major breakthrough in the new millennium due to infrastructural development, spread of telecommunication network and importance of service sector in nation building. An integrated approach with multi-pronged strategy can yield rich fruits in tourism sector in the years to come.

Thomas Asha E. and Raju.G (2004)\textsuperscript{61} reviewed the literature on the origin, growth and development of and the demand for rural tourism as a specific sector of the overall tourism market. They have also analyzed the role and potential of tourism in socio-economic development and regeneration of rural areas to promote tourism industry of the developing countries by concentrating on rural heritage and culture.

Anilkumar K. (2004)\textsuperscript{62} identified certain negative factors that hinder tourism growth in Kerala which are classified as major and minor factors has come up with suggestions to avoid such bad practices. He has also assessed present stage of negative factors, level of impact of negative factors on tourists; evaluate the level of impact of negative factors on host community.

Anandan. D (2004)\textsuperscript{63} described about the tourism product, market and market research techniques in tourism and the function of marketing in tourism. A tourist product can be identified as a composite product which is a combination of attractions, transport, accommodation and entertainment. It can either be sold as a package or assembled by the tourist himself. Through

market research, it is possible to identify the key market segments. Research techniques like desk research, filed research and motivation research where desk research includes collection and analysis of all available data on tourist trend, field research based on research work carried out in tourist generating markets itself. Motivation research forecasts the psychology of tourists. It helps in discovering the needs of potential tourists to adopt the tourist supply accordingly and try to satisfy them. The role of marketing is to create awareness about the product in the minds of existing as well as prospective customer in the overall market area. In all tourism promotional activities, an effective and meaningful communication with the consumer and trade intermediaries is essential. It is possible through advertising and public relations.

**Rengannathan R. (2004)** this article describes the vital role played by positioning in tourism marketing and presents various approaches to positioning a tourism destination. One of the most effective tools in tourism marketing is positioning. The objective of positioning is to create a distinctive place in the minds of potential customers. Positioning is not what you do to a destination. Positioning is what you do to the mind of the prospect (visitor-Tourist). That is you; position the product (Destination) in the mind of the prospect. Marketer has to position the places (Destination) properly to grab the attention and make the tourist to visit places. It is the duty of the marketers to position the places of attraction properly to visitor.


---


industry and gives a financial, managerial and historical overview of its
growth potential. It discusses how the tourism industry markets: physical
and cultural environments, to sell into the consumer market. The authors
cover all aspects from organizational, planning, promotional and marketing
point of view and describe how the industry can be utilized for a particular
business. The several kinds of tourist products are described and guidelines
for their development are also highlighted. Special emphasis has been laid
on various segments and operations in the hospitality industry and its
changing dimensions at the national and global level.

Murugan A. (2005)66 this paper examines tourism in the Global
scenario, status of Tourism industry in India, bottlenecks for employment
opportunities and suggests suitable measures for future development. He
further states that tourism in India is an industry with huge potential. At
present it is already the second largest net foreign exchange earner in India.
According to the figure put by Confederation of Indian Industry (CII) by the
year 2020, India could have 40 million arrivals constituting 4% of the world
travel as against 0.4% at present. Forecast data from the World Tourism
Organization show that the share of tourism volumes and related receipts,
Gross Domestic Product, employment and export earnings is expected to
move away from the developed countries towards the less developed
countries as a result of favorable economics, motivational, technological and
policy factor.

Williams P. and Soutar G. (2005)67 through their article reveal how
in recent years, there has been an explosive growth in adventure tourism
with large numbers of consumers seeking novel, challenging and exciting
adventure experiences while on a holiday. To cater to this demand

---

66 Murugan A. (2005), “Challenges and changes in Indian Tourism”, South Asian Journal of
Socio Political studies (Sajosps), Vol-6, No-1. July-December

67 Williams P. and Soutar G., (2005), ‘Close To The Edge; Critical Issues For Adventures
specialized adventure operators have emerged with a diverse range of commercialized activities. Adventure tourism demands is predicted to grow at around 15% per year, and as demand grows adventure travel companies are urging consumers to go higher, harder, stronger and longer to gain the ultimate experience. On account of this growing demand, large numbers of new companies are joining the adventure industry. Thus, putting pressure on resources. As a result, competitive market pressures are forcing adventure tourism operators to cut corners in order to remain financially viable and issues such as sustainability of natural resources come to the fore. It is contended in their paper that many adventure tour companies are operating ‘close to the edge’ in terms of their operating practices, indicating a short term perspective for the industries. Adventure tour operators need to address the critical issues: such as protecting the natural environment, protecting tourist from potential risks and protecting long term market share through better understanding of adventure customer needs and wants. If adventure tour operators address these issues now, it will help to provide a long term and sustainable future for this sector of the tourism industry.

Shini Dev (2005)\(^{68}\) conducted a study about relationship between demographic characters and preference of ecotourism activities among Indian eco-tourists. This study attempted to explore the relationship between the demographic characteristics of eco-tourists and their preferences of ecotourism activities. His study reveals that the preference of ecotourism activities of Indian eco-tourists is almost same, irrespective of their age.

Edward (2006)\(^{69}\) analyzed service quality in Kerala, India. He measured the perception on the performance of the attributes, namely, quality of accommodation, tourist information, airport services, restaurants,

---


local transport, safety, hygiene, staff attitude, friendliness of the local people, language of staff members, service of the tour operators, service of tour guides, climate, rest and relaxation, nightlife, shopping, fun and excitement activities, basic amenities near attractions, access, beach cleanliness, natural attractions, cultural attractions and historical attractions.

**John Connell (2006)**\(^70\) says that Medical tourism has grown rapidly during the past decade and several Asian countries have become dominant. Conventional tourism has become a bye-product of this growth, despite its tour packaging and overall benefits to travel industry have been considerable. Rise of medical tourism has emphasized privatization of health care due to accelerated globalization of both health care and tourism.

**Dileep. M.R (2006)**\(^71\) highlighted the fact that there is an urgent need for good information systems, especially at the destinations. The usage of IT at the destination in developed countries is very poor. The suggestions include formation of an expert group of IT, tourism and management professionals to eliminate the gap between technology evolutions and market needs in the destination as well as the government level in relation to tourism. Further, the Government should motivate small and medium agencies in tourism to come up and adapt itself to the latest changes in the field of IT.

**James Murdy (2006)**\(^72\) explored the exciting possibilities in tourist motivation research and practical usages of it in the field. Tourism and other crimes against tourists will be an ongoing challenge to both tourists and management of hotels, and other tourism resources. Before tourism and

---

\(^70\) Connell John, medical tourism: Sea, sun, sand and surgery, Tourism management, 27(6), December 2006, pp.1093-1100.


tourists can become agents of peace, a better understanding of the latter must be achieved. In order to achieve this task an integrated model of tourist motives, motivations, attitudes and behaviour, information search expectations and needs may be made. To study the motives of tourists a methodological innovation must be developed to study drives, urges, latent needs and motives.

Sundara S. (2007) discloses that India with its diverse socio culture, varied eco system and cost effective health care industry has immense potential to become the most preferred tourist destination. As a result of ‘Incredible India’ campaign the foreign tourist arrival increased to 44, 29,915 in 2006 up from 39, 18,610 in 2005 and 34, 57,477 in 2004. The foreign exchange earnings from tourism were Rs. 216,030 million in 2004, Rs. 251,720 million in 2005 and Rs. 296,030 millions in 2006. However, 21 paisa goes to the tax kitty in every rupee a tourist spends. This incidence of tax is on the higher side. India is slowly but surely awakening to its tourism potential. Concerted efforts have been made by the Indian Government to boost tourism activity. Proper coordination between the centre and states will help in toning up the image of tourism. One must realize that sustainability of tourism activity in the long run is more important than immediate gains. We must also take note that India is best suited for all kinds of tourism. Rural, cultural, eco-tourism, spiritual, sports and adventure tourism and Indian tourism Industry must concentrate on encouraging Indian citizen to holiday within the country.

Stephen, J. Page (2007) in their paper titled ‘tourism growth in India and ecotourism impact on rural development’ clarified that ecotourism is based on the four principles - (i) nature orientation, (ii) eco-sustainability,

---


(iii) possibility of conducting research and (iv) involvement of local people. Modern tourism industry may take different forms including adventure, health, trade fairs, cultural and religious festivals, national celebrations and food festivals. Among these ecotourism blends a different strategy of enjoying the nature’s serenity in its own way.

Singh A. (2007) in his article gives a fascinating account of travel in the Indian content from prehistoric times to the present era. Since prehistoric age travelling for various motives formed an integral part of Indian culture. Man in its primitive stage wandered in search of greens pasturages. When man’s primary needs were fulfilled he turned his attention to trades, industry and pilgrimage. Man with his ardent courage and adventurous outlook started discovering new routes and areas. But in early stage travel was not fully safe, so moving about in groups brought in the concept of caravan. Since very early age, Indian culture started crossing the frontiers of India sub-continent and made great impact on Central Asia, China and South East Asia. Throughout the ages many races and people who either came temporarily in contact with India or settled permanently within its border contributed to its richness. In the vast panorama of Indian history there were men who seemed to know life and understood it. Out of their wisdom they built a structure which provided India a cultural stability which lasted for thousands of years. Travelling has been a great force in the history of India and it still survives though the passage of time has transformed travelling a good deal. Pilgrimage trade, adventure etc. are still one of the most important and motivating forces behind travel in India.

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

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

Mohammed. I. Eraqi (2007) analyzed the service quality and positioning in Egypt. The variables included were transportation quality, hotel service quality, restaurant quality, tourist guide quality, driver’s behavior, airport services, security and safety and friendliness of the people. The variable friendliness of people was rated as excellent and the weak points came across as the tourism transport services, airport services and bad behavior of the drivers. Suggestions to improve tourism infrastructure in the weak areas were made.

---

76 Jacob Robinet, Joseph Sindhu and Philip Anoop, Indian Tourism Products, Abhijeet Publications, Delhi, 2007. pp.11-12.
Jennifer Laing and Betty Weiler (2008)\textsuperscript{79} A number of factors have influenced the growth of medical tourism, including the high cost of medical procedures, long waiting lists and ageing populations in the `rich world countries’, greater affordability of flights and travel and a shift in medical care away from the public sector, such that people are more comfortable with paying for medical services offered by private bodies or companies.

Williams P. and Soutar G.N. (2009)\textsuperscript{80} in their article talk about the significant growth in adventure tourism in the recent years making it a major niche within the special interest tourism sector. They also state that it is the fastest growing outdoor tourism market sector with an estimated annual growth of fifteen per cent. Their study examines the relationship between adventure tourist perceptions of value, satisfaction and intentions in an adventure tourism context. In their study four hundred and two respondents provided their perceptions of the value for adventure tourism in Australia. Their study revealed that customer value was conceptualized as a multi-dimensional construct. Also, their value dimensions had strong positive influences on customer satisfaction and behavioral intentions in an adventure tourism setting. Value for money, emotional value and novelty value were significant predictors of satisfaction and intentions.

Jayalatha J., (2009)\textsuperscript{81} in her work, “Tourism Development: A Micro Study”, the importance and development of tourism in the country was merely regarded as one’s own private affair or a matter concerned with one’s own individual happiness. Now tourism is not only a good industry in the field of economic development but it is equally an important medium for

international socio-cultural links. It is evident from the study the tourism development hotel ITDC industry and travel agents need to develop a good network to attract travelers’ interests.

**Gracious J. (2009)**[^82] analyzed that there were significant differences in the methods adopted for product development as classified and non-classified hotels, ayurvedic centres and approved tour operators developed their tourism products depending on seasonal demand. The suggestion included need for urgent attention on the part of the Government of Kerala on education of tourism marketing and further, organization of more trade shows would attract large number of tourism enterprises, more tourists to be attracted during off-seasons. The modern technology should be utilized to its fullest potential.

**Janet D. Neal and Dogan Gursoy (2008)**[^83] examined how traveler’s satisfaction with the pretrip services, satisfaction at the destination and satisfaction with return trip services affects the overall satisfaction with travel and tourism services in Virginia. The Leiper model was employed. The study found that the tourism experience happens in phases and travelers use services from more than one existing organization. Their satisfaction or dissatisfaction with the services they receive from each of those organizations will determine their overall satisfaction or dissatisfaction with the trip and therefore it is imperative to manage and control every service encounter to enhance overall customer satisfaction with travel.

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

Rajasulochana N. (2008) reviewed the rural tourism policy in Tamilnadu context. It was pointed out that most of the ongoing schemes as well as proposed schemes are concentrating only on religious sites thus reinforcing ‘temple’ tourism rather than rural tourism. Other variants of rural tourism such as sports and adventure tourism, eco-tourism, farm tourism and nature tourism were ignored. The suggestion included that Tamilnadu should learn destination marketing from Kerala and Goa. Innovation is required for destination marketing and Tamilnadu should recognise the significance of branding, packaging, promoting and positioning of its products.

Prasad Purna (2008) analyses the problems and prospects of tourism in Kerala and to manage tourism effectively by employing new management strategies. It was found out that the tourist information centre’s in Kerala are inadequate, basic amenities are absent in tourism centres, non-

---


availability of trained guides, cleanliness to be developed, taxi drivers to be more humane and pleasing etc. The suggestions included getting feedback from tourists, distribute tourism publicity material at airports, proper sign boards and so on.

Tyrinopoulos and Antoniou (2008) nonetheless emphasized the differences of customer perception between different transit operators due to their specific characteristics and service conditions. In general the most important satisfaction attributes across transit operators are service frequency, vehicle cleanliness, waiting conditions, transfer distance and network coverage. However the results are varied among the transit systems. In her study of customer satisfaction with public transport in Indonesia.

Bindu Narayan, Chandrasekharan Rajendran, L. Prakash Sai and Ram Gopalan (2009) analyzed the dimensions of service quality in the Indian context and they proposed 10 dimensions that categories service quality of a tour. They were core tour experience, information, hospitality, Fairness of price, hygiene, amenities, value for money, logistics, food and security. They concluded that in an ever expanding service industry like tourism, there is a need for relooking what constitutes service quality.

Budiono (2009) identified two groups of service attribute. The soft quality factor includes security issues and comfort while the functionality quality comprises frequency, travel time, punctuality and time. The author believed that the functional factor is more influential and thus should receive more attention to improve the customer satisfaction. Several authors have explored the users’ level of satisfaction with public transport. However, most studies focus on the local residents and little research has examined the use of this service by tourists.

---

Elita Bielza-Valdez, (2009)\textsuperscript{90} in his study, “The Socio-Economic impact of Tourism and Entrepreneurship in Vigan City”, has determined the socio-economic impact of tourism and entrepreneurship in Vigan City, particularly along the profile of tourism related entrepreneurship; impact of tourism in existing business establishment, impact of tourism on the personal improvement of entrepreneurs: impact of cityhood of Vigan to tourism and perception extent to which tourism and entrepreneurship have addressed the socio-economic goals of the entrepreneurs. Descriptive method of research was used in this study.

Vithiranjan C. (2010)\textsuperscript{91} in his article has presented an overview of the impact of tourism on Indian economy. Tourism helps in regional and economic development. The Government of India understood the important of tourism as an industry in 1980. Recent study reveals that the globalization and open economy helped tourism to emerge as one of the biggest foreign exchange earners for India. Economic progress and industry development depends completely on the overall development of a country. And tourism plays a major role in this overall infrastructural advancement. It also helps agriculture and other industries directly and indirectly. The impact of India’s economic growth on tourism is increasingly being felt in specialty sectors like spiritual tourism, spa tourism, and family vacation plan as well as adventure tourism.

Chauhan G.S., (2010)\textsuperscript{92} in his study, “Analyzing Tourism Potential of Tamilnadu State of India: A People – Tourist’s Perception Approach” points out that in the rapidly changing global economic scenario, tourism is

considered to be one of the largest and fast growing industries. The occupation of tourism is providing very useful and fruitful avenues especially to those people who are engaged in tourism activities because through this smokeless industry, they are not only enhancing their standard of living but also generating income and employment opportunities. In the contemporary era of globalization and industrialization, the whole world has shrunk into a global village. Tourism has played a very decisive role to transform the world into a globalized economy where all nations can exchange free trade and culture and share their interest of mutual benefits based on tourism industry. India is one of the major destinations of the foreign tourists particularly the state of Tamilnadu which has a rich cultural heritage among the Indian states. All over the world, tourists are visiting it due to its climatic, scenic beauty and ecological resources. The statistical figures reveal that major shares of total tourist’s arrivals both foreign and domestic are coming to Tamilnadu. For instance during 2005, the percentage share of domestic tourists was recorded around 11.3% out of the share of ten major states. According to the tourist statistics of Tamilnadu, the total number of domestic tourist arrivals went up from 32.33 million in 2005 to 39.51 million in 2006 to 50.65 million in 2007, while foreign tourist arrivals had increased from 1.18 million in 2005 to 1.35 million in 2006 to 1.75 million last year. The major centres of tourist attraction in the state are Chennai, Kanchipuram, Mahabalipuram, Trichy, Pondicherry, Thanjavur Madurai, Rameshwaram and Kanyakumari. The research paper deals with the analysis of tourism potential of Tamilnadu state and highlights the significance of various tourist places, especially Kanyakumari. The research paper also encompasses people's perception regarding tourism and assesses the impact of tourism on various developmental activities. The paper suggests important measures to promote tourism in the state of Tamilnadu and to tapping its potential properly.
Richard Sharpley and David J. Telfer, (2010)\(^93\) in their book, “Tourism and Development Concept and Issues” address the gap in the literature by challenging many of the widely-held assumptions about developmental contribution of tourism. In the first part, a theoretical link is established between the discrete yet interconnected disciplines of tourism studies and development studies. More specifically, the meaning of the development and successive development paradigms are considered within the context of tourism. This provides a conceptual foundation for the second part of the book, which addresses a number of fundamental issues related to potential contribution of tourism to development. These include issues of economic development, regional development, socio-cultural development and environmental development. Finally, the third part focuses upon barriers to tourism induced development, arguing that a new political economy of tourism, the consumption of tourism and the dominance of the sustainable development paradigm represent significant counterpoints to overly simplistic models of tourism’s potential contribution to development.

Patil, R.M. (2010)\(^94\) in their study hold the view that ecotourism in the Indian context has significant implications for nature and culture conservation, rural livelihoods and conservation education. Existing documents on ecotourism policy are briefly reviewed in this paper to draw insights for the Indian context. This paper also suggests ways of linking indicators of impacts and incentives.

---


Devesh Chaturvedi (2010)\(^95\) “protection, development and improvement of the various constituents of the environment are among the basic conditions for the harmonious development of tourism”. Similarly intelligent tourism management can contribute in large measure to the protection and development of the physical environment and cultural heritage of mankind as well as the improvement of the quality of human life. It is therefore advisable that tourism development and sound environmental management should be integral concerns of national development policies.

Santhosh Yadav (2010)\(^96\) emphasizes the importance of ecotourism for long-term conservation and bio-diversity. He explains that in most protected areas, ecotourism remains an unrealized possibility and the links between ecotourism development and conservation are poorly understood. He also says that ecotourism developments are often limited by a narrow focus on infrastructure development and have failed to maximize opportunities for generating local benefits.

Diana (2012)\(^97\) examined the degree of satisfaction of multimodal travelers with public transport services in Italy. Nine service aspects were measured. The author found that satisfaction and frequency of use of urban transit are not correlated. Public transport was of greatest use in the city centres, followed by towns of above 50 thousands inhabitants. Smaller towns and suburbs saw little use of transit. Besides, satisfaction levels tended to be highest in smaller towns and lowest in metropolitan areas.


**Lunt, Neil, and Percivil Carrera** (2013)\(^98\) Since Yoga’s birth (more than 5,000 years ago), medical travelers and students have trooped to India to learn more about Yoga and other forms of alternative medicine. India gained reputation as the centre of Eastern cultural, spiritual, and medicinal progress when Buddhism came along 2,500 years later. And even when Western clinical medicine became more popular and credible, India remained the best destination for alternative medicine practitioners from all over the world.

**Fisher M.** (2010)\(^99\) Reports that brand building plays an important role in attracting a high inflow of tourists throughout the year. Smaller countries around India are attracting a larger crowd only on account of intensive brand building. Quality international tourists are gradually shifting its preference for new destination from Europe and North America to South Asia. Goa is one major South Asian tourist destination. Unfortunately the tourism industry in Goa faces myriad challenges due to poor brand building, lack of advertisement campaign. Goa has only beaches to offer and it is high time, we hasten and develop areas of interest in hinterland, smaller lakes and adventure tourism. There is need to focus on new markets like U.S., Japan, Finland, Luxemburg, Singapore at the same time we should not ignore domestic tourism.

**Fernandes P.** (2011)\(^100\) reveals that Goa is emerging as a dive destination. South Goa’s two picturesque islands Grande Island and St. George Island boasts of some attractive corals, shells, fishes and ever a few ship wrecks. These two coral fringed islands are slowly turning Goa into a major dive centre in India. Hundreds of tourists are being taken to this spots

---


by a few dive operators during fair weather in the tourist season period. Although Gown marine life is not of the same quality as that of Bali or Philippines. It is the only State in mainland India after Andaman and Nicobar Islands and Lakshadweep Island which offers scuba diving facilities. Amidst growing fears of tourist arrivals plateauing out the promotion of activities like scuba diving, snorkeling, sports fishing, crocodile safaris, wind surfing and other water sports are seen as a strategy to boast Goa’s profile. Goa’s tourism will be a big gainer if tourists are offered exciting adventure activities. But for water sports to really take the big plunge Government support is needed. There is a need to formalize an exclusive area for scuba diving in the form of a marine park. This will add to the states profile of being the best State for adventure tourism.

Rodriques C. (2011)101 Clara A. Rodriquez in her article reveals how many Goans are all set to escape the sweltering heat by venturing into water sports activities. With a vast ocean, plenty of options to steer in the calm hinterland and an easy connectivity between water channels, aqua-terrestrial activities are fast catching up in the State. Quite a few locals along the coast, seeing that water sports can be a money spinner, have invested in banana boats, jet skis, Para-sailing and other equipments. The best time to do water sport would be from 6.00 a.m. in the morning to 12 noon. Beyond that the wind speed and scorching heat can throw a wet blanket on your waters sports activities. During the monsoon also water sports sees a downward graph due to unpredictable weather and choppy seas. The surge in water sports has led to an increase in a lot of unregulated activities, increase in accidents and water pollutions.

---

2.3 Research Gap

In the process of surveying the literature it has been observed that there has been substantial research conducted in the area of tourism, techniques of tourism development, development of tourist resorts, places of interest and various means of promoting tourism. Most of the studies deal with social, economic and environmental aspects of ecotourism and its importance. Only a few literature reviews have been done in the field of adventure tourism in India. Some of the studies that have been published on medical tourism in major journals have been explored. The literature survey shows that no doctoral theses have been submitted on Tourists’ expectation and satisfaction. Studying the Tourists’ perception is undoubtedly one of the most significant areas of research in tourism studies today. There were studies undertaken in North India on Tourists’ expectation and satisfaction, however it is clear that no systematic study has been conducted so far on the evaluation of Tourists’ expectation and satisfaction in Tamilnadu. Therefore the present research focuses on ‘Tourism services and the level of satisfaction of tourists in Tamilnadu’.