1.1 INTRODUCTION

Hotel industry plays an active role in increasing the employment opportunities and economic status of developed and developing countries and is closely linked to the tourism industry. The success and survival of hotel industry depend upon proper service to customer, cleanliness, acceptable hospitality, proper rooms and other facilities, proper customer-relation management, quality employees, and proper place. However, revenue from hotel and restaurant industry in India during the financial year 2006-07 was Rs.604.32 billion, a growth of 21.27 per cent over the previous year, primarily driven by foreign tourist arrivals that increased by 14.17 per cent. Currently, there are 1,934 hotels approved and classified by the Ministry of Tourism, Government of India, with a total capacity of about 1,03,973 hotel rooms. The hospitality industry is expected to grow at a faster rate and reach Rs.826.76 billion by 2010. It is estimated that over the next two years 70,000-80,000 rooms will be added across different categories throughout the country. With this backdrop this study has been undertaken to analyse the satisfaction level of customers on the services of hotel industry. According to Philip Kotler (2006) customer satisfaction refers to the individual feelings of pleasure or disappointment resulting from comparing a profit - perceived performance in relation to his or her expectation. Westbrook & Oliver (1991) feel that customer satisfaction is a post consumption evaluative judgment, concerning a specific product.
or service. However, customer satisfaction is a measure of how products or services supplied by an industry meets customer expectation and it is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person. The performance of an organisation is purely based on consumer satisfaction. If the organisation does not take proper steps towards satisfaction consumers, it may adversely impact on the profitability of the organisation.¹

The hotel industry constitutes a very important sector of the touristic infrastructure and is considered the king-pin of the tourist industry. It has been aptly said “No Hotels, No Tourism”. Among the numerous types of facilities, sought by the tourists, transport and accommodation form the important items. In this study, “accommodation” is assumed to be the first and the foremost infrastructure, necessary to improve tourist traffic. It is rightly said that “the accommodation facilities are the places where tourists stop (cease to be travellers) and become guests. The level of guest satisfaction achieved by an area’s accommodation facilities will, in a large measure, determine the total success of the tourism programme.”²


Tourism has emerged as the most lucrative business of the world, having tremendous potential for earning foreign exchange. Globally speaking, tourism accounts for nearly 5.4 per cent of world’s trade and 11 per cent of world’s gross product. In the global market of 400 million tourists, India’s share constitutes, at present, a meagre 0.35 per cent.\(^3\)

In modern times, tourism has received the widest recognition and it is the second largest industry in the world while it is the sixth largest in India.

India has much to offer, both to the foreign and domestic tourists. In fact, it is no exaggeration to say that no other single tourist destination in the world has a greater and diverse range of tourist attractions than India.\(^4\)

India’s tourist attractions are many. Its historic and cultural mosaic is, indeed, unique. Indian civilization is a combination of Vedic, Islamic and Western streams. Its monuments, sculptures and paintings, bear testimony to the national ethos for harmony and diversities. Its geographical features are both colourful and varied. India has the lofty Himalayas, to inspire human spirit to divine heights. It has some of the best beaches of the world, with an irresistible combination of Sun, Sand and Sea. It has a chain of bird sanctuaries and national parks. It also

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\(^3\) _The Hindu_, Wednesday, October 7, 1992.

has some of the best hill-resorts. In addition to all these fairs and festivals are in abundance. In spite of such attractions, India’s share constitutes less than half-a-per cent, mainly, because of insufficient infrastructure. However, it is heartening to know that the earnings in terms of foreign exchange from tourism are generally on the increase, in India. To be more specific, its earnings were just 31.5 crores of rupees in 1971 and it increased and touched the level of Rs.1,063 crores of rupees in 1981. The earnings from tourism rose to Rs.2,440 crores in 1991 and it is expected that by the end of the present century, the amount will increase to Rs.10,000 crores.

Several agencies in India, are involved to develop and promote tourism at national and international level. The agencies are (1) Department of Tourism; (2) Indian Institute of Tourism; (3) India Tourism Development; (4) Travel Management; and (5) National Council for Hotel Management and Catering Technology.

The Department of Tourism is responsible for the promotion of India as a tourist destination, development of tourism infrastructure and facilities in the country. It also performs regulatory functions in the field of tourism. There are four regional offices in Delhi, Bombay, Calcutta and Madras.

The Indian Institute of Tourism and Travel Management was set up in January 1983, with its registered office at New Delhi. It is designed as an institute for offering different level academic courses in the field of tourism and travel management and related areas.

India Tourism Development Corporation, a public sector undertaking, established in October 1966, is responsible for creation, development and expansion of tourism. It provides varied services to tourists, by way of accommodation, catering, transport, entertainment, shopping facilities, conventions, etc. It also produces, distributes and sells tourist publicity material and renders consultancy services in the field of tourism, both in India and abroad.

The National Council for Hotel Management and Catering Technology, with its headquarters in New Delhi, acts as an apex body to co-ordinate training and research in hotel and catering management.7

1.2 CONTRIBUTION OF TOURISM INDUSTRY TO INDIAN ECONOMY

Tourism is one of the fastest growing sectors in the country. It offers immense opportunities to entrepreneurs in various segments. But what is detrimental to our tourism growth is lack of basic facilities at our monuments, pilgrimage places and tourist sites. We need to improve the

basic facilities by roping in all the stakeholders, as the government cannot do this job alone. The Asia region is as important for us as other regions and we are going to aggressively market there.

Tourism industry is largely attributed to a rise in global wealth, liberalization of international airspace, cheaper flights and the use of the internet as a travel tool. Interestingly, a recent study has found that India, today, ranks eighth in the world, in terms of the number of billionaires and has over 1.6 million households that earn over Rs.45 lakhs per year and spend about Rs.4 lakhs, on luxury on premium goods and services. So, it is estimated that Indian tourism market potential is worth Rs.65,000 crores and the number of such households is growing at the rate of 14 per cent.8

Another healthy trend in foreign tourism in India since 1991 is the conspicuous increase in business travels with its spinoff effects in the upgradation of accommodation and introduction of new technology in communications and other services. On an average, a foreign tourist stays for about 27 days in India which is an important indicator of increase of the foreign exchange, earned by the country.

Recent political unrest, fear of violence, terrorism, strikes, epidemics etc., are detrimental to our tourism business. However,

8. Ibid., p.156.
considering the recent developments, it is hoped that India will get her share in world tourism. Marketing of tourism services, includes mainly the services sold to domestic and foreign tourists. Domestic tourism fosters a sense of unity in otherwise diverse environment of the country and contributes to national integration.

Tourism in India has a vast employment potential much of which still awaits exploitation. Another important aspect of employment in tourism is that it employs a large number of women in hotels, airlines services, travel agencies, handicrafts business and marketing and cultural activity centres. In other words, every man, woman and child could become richer by Rs.7,000. India has yet to realize its full potentials in tourism. The travel and tourism industry holds tremendous potential for India’s economy. It can provide impetus to other industries, create millions of new jobs and generate enough wealth to help pay off international debt. That is why we have included tourism amongst the core sectors of the Indian economy.9

Hotel sector is the key segment of tourism industry to earn foreign exchange. Places of tourist interest are so numerous and of varied nature that it is not easy to describe these places comprehensively. These include mostly, the Himalayan region, the Great Plain of north India, the Peninsular Plateau and coastal plains. In general, the tourist

9. Ibid., p.156.
spots are counted more like Buddhist sites, shrines, forts, places of historical importance, hot springs, Jain monasteries, lakes and bird sanctuaries, religious centres, science spots, sea beaches, summer resorts, waterfalls and wild life sanctuaries.

Tourism involves travelling to relatively undisturbed or uncontaminated natural areas, with the specific objects of studying, admiring and enjoying the scenery and the wild flora and fauna, as well as other existing cultural and historical aspects. A visit with a desire to know these areas is nothing but tourism. Places of tourist interest are numerous and of varied nature. These include places of archeological and historical importance, pilgrimage centres, sanctuaries, national parks, hill resorts and sea beaches.

In order to give a fillip to the tourism trade, the Central Government as well as the State Government, should come forward to develop some of the newly unexploited and selected tourist places, diversify some of the culture oriented tourism to holiday and leisure tourism, develop trekking, winter sports, wild life, beach resort tourism, launching key markets near tourist centres, provide inexpensive accommodation and to improve service efficiency. India hopes still to improve tourism marketing services and to take equal and more challenging steps with her competitors in the field more vigorously.
There is no dearth of tourist destinations in the world. Tourist generating countries are themselves gifted with diverse natural and man- made tourist attractions and therefore they are excellent tourist destinations. So to win targets and attract maximum inbound tourists, creative plans and innovative strategies have to be adopted. A tourist organisation should employ a core group of professionals who will engage in shaping plans, strategies and programmes for implementation. The progress of these actions must be evaluated periodically and if necessary, corrective revision and updating must also be undertaken.

Tourism plays an important role in promoting international goodwill. It creates awareness and appreciation of other countries’ culture and tradition and makes possible, cultural exchange and enrichment. In Indian context, the age old saying “Atithi Devo Bhavo” is apt and appropriate. Tourism can be a vehicle for international understanding, by way of bringing diverse people from different cultures and traditions and can greatly enrich and promote friendship between different countries in the world. The socio-economic benefits from tourism are powerful.

Tourism development must be guided by a sound and careful planned policy, a policy not built on balance sheets and profit and loss statements alone, but on the ideals and principles of human welfare and happiness. Sound development policy can have the happy results of a
growing tourist business and the preservation of the natural and cultural resources that attracted visitors in the first place. Main advantages of tourism are that it provides employment opportunities, both skilled and unskilled, because it is a labour intensive industry, generates a supply of foreign exchange, increases income, creates increased gross national product, requires the development of an infrastructure that will also help stimulate local commerce and industry, justifies environmental protection and improvement, increases governmental revenues, helps to diversify the economy, creates a favourable worldwide image for the destination, facilitates the process of modernization, by education of youth and society and changing values, provides tourist recreational facilities that may be used by a local population, gives foreigners an opportunity to be favourably impressed by a little known country or region.

Global tourism continued to move upward during 2006, with the number of international tourist arrivals worldwide reaching about 846 million (UNWTO estimates) and international tourism receipts scaling US $ 735 billions in the year. The aforesaid variables grew at 5.7 per cent and 8.4 per cent respectively, compared to 2005. The rate of growth of the tourism sector of India has been above the world average in the last few years, 2006-2007 is the fourth consecutive year of high growth in foreign tourist arrivals and foreign exchange earnings from tourism.
Both inbound and outbound tourism from India registered 15 per cent to 20 per cent growth in 2006-07 and is expected to cross 20 per cent this year too. By 2020 tourism in India could contribute Rs.8,50,000 crore to the GDP.

The prospects for growth of tourism in India are bright. The overall development of tourism infrastructure, coupled with other efforts by the government to promote tourism, such as appropriately positioning India in the global tourism map through the “Incredible India” campaign, focusing more on newly emerging markets such as China, Latin America and CIS countries, and participating in trade fairs and exhibitions will facilitate tourism growth.

Year 2007 saw over 5 million foreigners visiting India, generating about $12 billion in foreign forex earnings. The bullish trend continues in 2008, with about 12 per cent growth in foreign traffic and 29 per cent of growth in forex earnings in the first four months of the year. The opening of a tourism office in Beijing in April 2008, has opened a new gateway. But India has miles to go before it catches up with its neighbour China, which boasts of 50 million foreign visitors. The success of ‘Incredible India’ campaign has proved that the potential of the country is immense. On top of an excellent marketing campaign, efforts are being made to create better tourism infrastructure to sustain the growth momentum, at national level by maximizing tourism. ‘Incredible
India’ campaign has been able to capture the high-end tourists, who are spending a longer time in India. This is evident from the UNWTO’s latest report which indicates that even though countries like Indonesia, Thailand and Singapore may be having larger number of foreign tourist arrivals, the foreign exchange earned per foreign tourist, by India is much higher (at about $1,920) compared to that of Indonesia ($905) and Malaysia ($520). These facts confirm that India is attracting travellers from across the globe, that are spending more time and money, compared to those from other SEA countries.

In 2007, India received 5 million foreign tourists and had a Foreign Exchange Earning (FEE) of $12 billion. Thailand earned a little more than India, about 14 million tourists during the year. While India has been a long-haul tourist destination Thailand and Malaysia are short haul destination. India is also trying to attract tourists for short – haul destinations. Some important heritage sites are Hampi, Ajanta and Ellora, Bodh Gaya and Taj Mahal. India would also convert more sites into short-haul tourist destinations. For 2008-09, India has a budget of about Rs.1,000 crores to develop tourism infrastructure.

The tourism sector is an economic driver. It directly and indirectly employs about 8.9 per cent of the total work force in the country. Globally, 8.1 per cent people are employed in this sector. We expect a total tourist arrival of 10 millions in 2010 which will lead to huge
employment. We are promoting rural tourism, food, medical, tribal, shopping and tea garden, among many other types of tourism. We are also encouraging adventure and sports tourism like rafting and mountain climbing. We expect to have a significant share in the MICE market.

1.3 MARKET POTENTIAL OF INDIAN TOURISM INDUSTRY IN GLOBAL PERSPECTIVE

India has a significant potential for becoming a major global tourist destination. The growth in India’s tourism market is expected to serve as a boon, stimulating the growth of several associated industries, including hotel industry, medical tourism industry and aviation industry. The following achievements and contributions are enough to prove India’s tourism potential in global world:

1. **Travel and tourism:** Travel and tourism is the second highest foreign exchange earner of India, and the government has given organizations in this industry ‘export house status’.

2. **Domestic trips:** The industry is waking up to the potential of domestic tourism as well, with 382.1 million domestic trips in 2005 as against 236.5 million domestic trips in 2001.

3. **Exports:** Export earnings from international visitors and tourism goods are expected to generate 6.7 per cent of total exports of 718.2 billions (INR) or US $ 18.5 billion in 2008, growing (nominal terms)
to INR 2,750.2 billion or US $ 51.6 billion (4.4 per cent of the total) in 2018.

4. **Employment:** There is considerable government presence in travel and tourism industry. Each state has a tourism corporation, which typically runs a chain of hotels / motels and operates package tours, while the Central government runs the India Tourism Development Corporation. Divestment of these state-run tourism corporations has either already taken place or is in process. The contribution of the travel and tourism economy to employment, is expected to rise from 30,491,000 jobs in 2008 i.e., 6.4 per cent of total employment or 1 in every 15.6 jobs to 39,615,000 jobs i.e., 7.2 per cent of total employment or 1 in every 13.8 jobs by 2018.

5. **Gross Domestic Product:** The contribution of travel and tourism to Gross Domestic Product is expected to stay the same at 6.1 per cent (INR 2,859 billion or US $ 73.6 billion) in 2008 to 6.1 per cent (INR 9,141.1 billion or US $ 171.5 billion) by 2018.

6. **Growth:** Incoming foreign tourist arrivals have shown a 6 per cent compound annual growth rate over the last 10 years. The government has realized the potential and has advanced several incentives to promote infrastructure growth in the tourism sector. Real GDP growth for travel and tourism economy is expected to be
7.9 per cent in 2008 and to an average 7.6 per cent per annum over the coming 10 years.

Current investments are likely to see hotel room capacity increase, by 20 per cent over the next three years, with several international hotel chains entering the hotel industry. Similar growth is anticipated in air travel capacity also.\(^{10}\)

1.4 LAWS GOVERNING THE HOTEL INDUSTRY AND TOURISM

The laws governing the professional status of the hotel industry, should be subjected to review and amendment, by both governmental authorities and trade organisations. The aim is to provide a suitable environment for hotels and other tourist establishments, so that they may practice their trade under favourable conditions. Emphasis should be placed upon raising the standards, in general. This should cover a broad range of facilities, like furnishings and equipment and also quality of service. It is most important, that the legislation must set up incentives for capital investment.

The laws should deal with regulating the relationship between hotel guests on one hand and the hotel management on the other. It should provide stipulations, regarding rates and the means of controlling them, the procedures for sanctions, including closing and granting of

\(^{10}\) Ibid., pp.156-158.
licenses. Standards should also be established for grading hotels and other tourist accommodations in accordance with international practices.

The law may consist of several sections dealing with the following aspects:

**Tourist Establishment**

These include public establishments that may be authorised by the Ministry of Tourism for accommodating tourists. These are:

(a) Hotels
(b) Floating Hotels
(c) Motels
(d) Tourist Shops
(e) Tourist Bungalows
(f) Rest Houses
(g) Tourist Rest Houses
(h) Apartments (permitted)
(i) Tourist Villages
(j) Homes
(k) Guest Houses.

The public places that could be licensed by the Ministry of Tourism to offer food and beverages to the tourists are restaurants, bars, night clubs and casinos.
Also included under the Law for Licensing are transport facilities on land, sea and the river water.

For the setting up and management of these establishments, a license must be obtained from the Ministry of Tourism, in accordance with the regulations and procedures defined by the Ministry.

The engineering and structural conditions of such tourist establishments should be specified by the Ministry of Housing and Public Utilities, except floating hotels and transit ships, which are the concern of the Ministry of Transport. In all cases, the Ministry of Tourism should approve such specifications.

Only gambling casinos should be open to non-Indians under the jurisdiction of the Ministry of Tourism, which specifies the places of gambling and the conditions imposed. All dealings in gambling must be in foreign currency.

Taxes

Tourist establishments, including hotels and authorised places defined above, may be exempt from taxes, including taxes on commercial and industrial profits and real estate taxes. These exemptions may be granted for the first five years of operation, beginning with the date when such taxes become due. Income taxes are borne by individuals and are based on the net income of the person.
All capital goods, including building material and equipment, whether for initial erection or for rehabilitation and renovation, are custom-free for authorized tourist establishments.

**Operating Personnel**

The conditions and standards to be met by hotel personnel are to be defined by the Ministry of Tourism.

**Guest Relations**

The Act should regulate the relationship between clients and hotels in such matters as refusing to rent out rooms and renting rooms at higher rates than authorised.

**Hotel Rates**

The determination of tariffs for various services and the grading of tourist establishments are to be covered under this head.

**Relation with Ministry of Tourism**

The obligations of the tourist establishments need to be spelled out in this section. It includes:

1. Publishing the hotel grade and price of services in both English and Hindi in guest rooms as well as in the reception office.
2. Notify the Ministry monthly, of the number of guest-nights realised.
3. Maintain a reservation register for all requests for room reservations.

These should be made mandatory by the Ministry of Tourism.\textsuperscript{11}

15. STATEMENT OF THE PROBLEM

Modern tourism is the most striking phenomenon of the 21\textsuperscript{st} Century and offers us an opportunity to learn, enrich humanity and to identify what may be termed as goals, for a better life and a better society. As an industry the impact of tourism is manifold. Tourism industry, nourishes a country’s economy, stimulates development process, restores cultural heritage, and helps in maintaining international peace and understanding. The most significant feature of the tourism industry is the capacity to generate large scale employment opportunities. It also contributes to national integration. Tourism consists of diverse operations, ranging from tour operators, travel agencies, hotels, destination development and promotion of airlines, road, rail and water transportation, entertainment, cuisine and so on.

In order to develop and promote responsible tourism, one also has to do away with or minimize the negative impacts of tourism, particularly on ecology and environment, culture, customs and traditions of the host population. People, in general, now view tourism as a way of life rather than a luxury item reserved for the affluent and the elite. The tourist

has become more cautious of the value of the money he/she spends. This means for the service providers, constant improvement in the quality of the service, maintaining certain standards and greater emphasis on customer care.\textsuperscript{12}

Hotel and its management, once regarded as a part, is at present being considered as a science and has therefore been realised that hotels provide an excellent setting for research studies. The problems found in socio-economic and managerial fields, facilitate enormous scope for research by sociologists, economists and psychologists. For example, problems connected with marketing of accommodation, advertising, sales promotion, training, production, communication, recruitment grievances, etc., are all becoming sensitive to the growth and development of hotel industry. Hence, the hotel industry, and particularly, the accommodation sector, is increasingly conscious of the research needs in its various operations. But until recently, no other industry has ever received less attention than hotel and tourism industry in the field of research and this fact is true, particularly in the case of India.

The researcher being fully aware of the need and importance of study about hotel industry, at micro-level in relation to tourist inflow,

has undertaken to do so choosing Kanyakumari – a beautiful summer resort in Tamil Nadu as the study area. It is optimistically believed that this modest attempt in this field, will certainly prove to provide some substantial information, in order to frame an adequate policy to tackle the problems connected with hotel industry in Kanyakumari in particular and hotel industry in other parts of tourist interest in India at large.

1.6 REVIEW OF LITERATURE

During the last decade, a number of studies have been undertaken on various aspects of tourism in India. The investigator makes an attempt to review the most outstanding among them.

Pangi,\textsuperscript{13} who has made an in-depth study on the uses of tourism, points out how during the last two decades, tourism has emerged as the world’s largest and fastest growing industry. He argues that the importance of tourism rests more on its contribution to the national income. It is known as the multiplier effect associated with the turn over of tourist expenditure. He emphatically adds that every unit of money spent on tourism, circulates in the economy and creates greater and greater benefits to the general public. The economic study conducted by him, on this, aspect has led him to conclude that each tourist rupee

spent in India, tends to create a transaction worth Rs. 3.5. In addition to this, the tourism industry, according to Pangi, plays a vital role in the development of tourist spots and creation of infrastructure and marketing facilities.

The factors determining domestic tourism have been dealt with at length by Kunal Chellopedhyay. According to him, domestic tourism develops and assures a significant proportion of total tourist trade as long as two conditions prevail. They are, a large number of tourism-minded people and availability of well-connected tourist sites. Kunal holds, that these two factors are present in an abundant measure in India. However, what is unique about the Indian tourists is that Indians travel thousands of miles on pilgrimages, in spite of their very low-earning potentials.

Francesco Frangialli puts forward five challenges for international tourism up to the turn of the century. They are, to benefit from socio-demographic factors favourable to international tourism and to incorporate technological changes that foster development in order to take advantage of the current trends in consumer behaviour, to opt for a

strategy of sustainable development and to develop and improve human resources.

Vivek Sharma\textsuperscript{16} has made a study on the socio-economic importance of tourism. Notably, tourism has come to be accepted as a catalyst to economic development and as a potent tool for social integration and foreign exchange earner. The author stresses, that economic importance of tourism can be studied in relation to its contribution to increase in income, foreign exchange earnings, employment, return on investment and conservation of resources.

The tourist traffic gives a boost to production of handicrafts and products of small and village industries and has its spin-off effects on all village industries. These ideas have been upheld also by Shiva Shankar Bhat.\textsuperscript{17}

The uses of tourism have been dealt with, in very great detail by Roy.\textsuperscript{18} In his opinion, tourism is endowed with the potentials to generate employment opportunities to the literates and the illiterates, the skilled and the unskilled population of a country. Further, it can rejuvenate certain dying cottage and handicrafts industries as well. In fact, it is a

\begin{thebibliography}{99}
\bibitem{16} Vivek Sharma, “Tourism: It’s Socio-Economic Importance”, \textit{Southern Economist}, Vol.24, No.14, November 15, 1985, p.11.
\bibitem{17} Shivashankar Bhat K., “Promoting Indian Tourism”, \textit{Southern Economist}, Vol.29, No.1, May 1 1990, pp.23-25.
\bibitem{18} Roy P.R., “Focus on Tourism, Blue Supplement to the Monthly Commentary of India”, \textit{Economic Conditions of Indian Institute of Public Opinion}, Vol. XXXI, No.10, May 1990, pp. I-II.
\end{thebibliography}
complex industry which is closely interrelated with every other sector of the economy.

According to Sharma's work on tourism, tourism industry will have its spin-off effects on the all-round economic and social development of a country only if environmental changes like better transportation facilities and communication system are brought about with systematic care. In the absence of such environmental changes, the tourism industry would always remain under-developed.

According to Shiv Shankar Bhat's work, tourism is a major foreign exchange earner and hence the industry should be treated on par with export oriented industries and the same benefits be extended to it. The outlook for tourism is bright if the Central and State Governments decide to step in and help this industry to grow by leaps and bounds. Bhat thinks of some ways to promote tourism in India. It is necessary to create a new environment. Also a new package of infrastructure facilities should be devised.

The evaluation of Joseph's work about the potential of the tourist market of Kerala suggests measures for the expansion of the same. In

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summer, tourist potential of Kerala emerge resourceful but is, yet to be fully exploited. Sound policies have to be evolved and implemented if resources are to be tapped to the fullest extent possible. Provision of cheap but neat accommodation and facilities for entertainment would be some of the measures to be taken as a starting point to cater to the needs of tourists.

Tourist attraction has been the main focus of those who specialise in the economics of tourism industry. Joseph who has evinced a very great interest in this area of research, has focused on fourteen major attractions. They include beach resorts, backwaters, scenic beauty, historical monuments, cultural performances, handicrafts, wildlife sanctuaries, mountain resorts, natural vegetation, waterfalls, beaches, temples, sanctuaries and others.

Singh comments on the problems and prospects of tourism marketing in India. The author explains the problems of tourism in the following series of questions:

Why is it that we do not have a fair share in the overall tourist spectrum?

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Why is it that only one out of every 250 tourists worldwide wants to visit India despite her enormous tourist potential?

Is there something fundamentally wrong with our tourism development programme?

Also, the author makes some suggestions of special significance in this context. Considering India’s vast potential in tourism industry, the government should accord to tourist sector, a high priority. Second factor that deserves attention is developing our beach resorts, hill resorts and resorts at other way-out places, to encourage a balanced development of all regions.

Due stress must be exerted on the development of infrastructural facilities for promoting tourism in the country. For this, we require a substantial injection of funds which may be obtained through local borrowings at concessional rates of interest, from financial institutions. Apart from undertaking vigorous and effective publicity campaigns, efforts must be made to ensure a favourable impression given to all the tourists, landing at our airports and make them feel more at home.

The profile of International Tourism in India has been traced by Kumar B. Dass and Mohanty\textsuperscript{24} According to them tourism is the second

\textsuperscript{24} Kumar B. Dass and Mohanty P.M., “Profile of International Tourism in India”, \textit{Southern Economist}, Vol.31, No.8, August 15, 1992, pp.21-23.
largest industry of the world and sixth largest in India. The historic and cultural mosaic it presents to foreign tourists is indeed unique. There is an abundance of fairs and festivals in India. ‘Product India’ boasts of being exceptional and unique in many ways.

The tourism industry is noted for its tremendous social impact. According to Selvam\textsuperscript{25} promotion of national integration is possible through tourism development. ‘Unity in diversity’ could be easily promoted through tourism. As tourists, people forget their own creed, caste, community and religion and increasingly tend to mix with all. Standard of living improves with the development of tourism. Foreign tourism brings precious foreign exchange into the nation. Domestic tourism also results in income transfer. There is a faster rate of growth of employment generation. Tourism promotes many wage-goods industries and the lower strata of people get additional income.

Development of people’s knowledge about a region is a social benefit. International understanding is promoted through tourism. Exchange of cultural values and protection of flora and fauna constitute a few other social benefits of tourism. Tourism involves grooming of the youth, harnessing their talents and channelling their energy in the right direction. Youth tourism, sport tourism and adventure tourism will

\textsuperscript{25} Selvam M., “Tourism: Social Impacts”, \textit{Kisan World}, Vol.20, No.4, April 1993, pp.49-51.
encourage the youth to come closer and contribute to the common good. Ecological degradation results from unplanned tourism. Tourism is considered as a smokeless industry. But, of late, smoke has begun to surface over and above the flora and fauna of the land, which is increasingly exposed to tourist population. Similarly, there seems to be the over exploitation of community resources like water and power for the exclusive use of tourists.

Ritu Galati\textsuperscript{26} observes the prospects and problems of tourism in Uttaranchal. The hilly terrain of Uttar Pradesh known as Uttaranachal comprises of eight districts. The author explains that, the U.P. government has announced some special packages for promoting tourism in this area.

Encouragement to hotel industry, Loan Grant Scheme, Luxury Tax, Registration of excursion agencies, the Kailash Mansarovar Yatra and also Tourism Development of Puri and Sheetlakhat are some of them. According to the decision taken by the government, special measures are being taken to develop Puri and Sheetlakhat as new tourist cities.

\textsuperscript{26} Ritu Galati, “Tourism in Uttaranchal – Prospects and Problems”, \textit{Yojana}, Vol.37, No.19, October 1993, pp. 17-18.
Veera Sekaran\textsuperscript{27} advocates development through tourism sector. According to him, tourism has become a major global activity. Countries like Philippines, Hong Kong, Singapore, Malaysia, etc., have considerably enhanced their economic development through tourism. Hence, tourism has emerged as a special type of development planning.

As a result, tourism has given rise to a special branch of knowledge in economics which will generate direct and indirect employment opportunities.

Thus tourism is an important medium of social and cultural development. It builds lasting goodwill and friendship among different nations. Tourism also helps in regional development of the country and acts as a measure of social education and better understanding, according to Padmanabha Rao\textsuperscript{28}.

Ameen A.M. Al-Momani\textsuperscript{29} points out the economic gains of tourism industry. The economic gains of tourism include the direct as well as direct effects of expenditure on tourism. Tourism generates foreign exchange for the host countries and it has emerged as the largest single item in the world’s foreign trade. Tourism provides employment on a

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large scale. The ratio of employment capital in this industry is amazingly.

Moreover, provision of infrastructure—communication systems, shops, hospitals, civic amenities etc made for tourists also benefit the local population and their living conditions continue to improve substantially.

Concerning the beneficiaries of tourism sector, Sarngadharan\textsuperscript{30} gives an account of the various categories of beneficiaries in the Indian economy through the systematic development of tourism, which include travel agents, airlines, banks, hotels, transporters, guides, artists, artisans and manufacturers.

The new strategy for Indian tourism industry was pointed out by Vijayakumar.\textsuperscript{31} According to him; it should evolve an integrated strategy for the promotion of tourism in a big way. This need assumes considerable importance with a proper emphasis on a comprehensive, long-term approach, in order to achieve sustainable development in harmony with the country’s overall development objectives.

Tourism industry needs promotion, according to Navin Chandra Joshi. He calls for widening the areas of interest, creation of more tourist


destinations and improvement of infrastructural facilities. He welcomes the move to allow foreign airlines to add to their fleet of passenger-cum-cargo combination.

Tourism, in any nation, is inextricably connected with its environment. According to Sharma,\textsuperscript{32} unplanned tourism will always hold the environment of a nation in total jeopardy. In other words, tourism sans planning, will ruin the entire environment. Hence, as Sharma has put it, tourism industry must respond to the aspirations of the environmentalists in a positive way.

Vijaya Kumar T and Bhagavan\textsuperscript{33} while adding to what Sharma has pointed out regarding tourists contributions to environmental degradation, are of the view that tourists are totally responsible for the growth of ruined flowerbeds, polluted lakes, accumulation of garbage in tourist centers, defection in tourist spots and actively contribute to bag nuisance. The ailing culture and negative habits are so infectious that they can easily vitiate the social environment of those who live not far from the ‘madding crowds’ ignorable strife.\textsuperscript{34} Herbmankham, the well-known futurologist, has treated tourism next only to atomic power as far as its potentials for environmental destruction is concerned. Taking

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\textsuperscript{32} Indar Sharma, \textit{Travel Industry in the Year 2000}.
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these strands of thoughts still further, Shrutidhar Paliwal\(^{35}\) stresses the need for eco-friendly tourists who can protect not only environment but also contribute sizably to the material growth of a nation. The eco-friendly trips promote a keen sense of good will between the tour participants and the people whom they come into contact with. Thus, according to Paliwal, eco-friendly tourism can add to one's personal awareness about the world and the people.

John\(^{36}\) while supplementing this view, points out how environmental factors like fresh air, natural landscapes and flora and fauna, attractive beaches, perennial rivers and waterfalls play a vital role in the growth of tourists. This idea has been upheld by Singa\(^{37}\)

The hotel industry forms an integral part of the tourism industry in any country. According to Dharmarajan et al.,\(^{38}\) hotels in India yield more than 300 crores of rupees, by way of central tax alone.


Tourist marketing has been a fascinating subject for research purposes Krishna and Govindaswamy\textsuperscript{39} have made an extensive study on tourist marketing. According to them, unlike the normal consumer product or service tourism cannot develop. Tourist product is marketed at two levels. (i) The national or regional tourist organisation must promote a marketing campaign to persuade the potential tourists to visit our country or a specific region for which it is responsible and (ii) The various individual firms providing tourist services can be allowed to market their own components of the total tourist product, after the national tourist organisations launch marketing campaigns, in order to persuade potential tourists to visit the country or region of their interest.

Bezbaruah\textsuperscript{40} dwells on the current scenario of tourism. Tourism generates tax revenues to the tune of $655 billion. It employees 10.6 per cent of the global work force. It contributes 10.2 per cent to world’s GDP. It is the 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.

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\textsuperscript{40} Bezbaruah M.P., “Tourism – Current Scenario and Future Prospects”, \textit{Yojana}, Vol.43, No.8, August 1999, p.7.
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Dharmarajan\textsuperscript{41} is of the view that tourism is an instrument for development. The most significant feature of tourism industry is the contribution to sustainable human development through poverty alleviation, employment generation and environmental regeneration in remote as well as backward areas.

Rabindra Seth\textsuperscript{42} points out the seven major hurdles to foster tourism growth in India. They are land and land laws, power, telecoms, roads, road transport, airports and aviation policy. The author says that these are the most striking hurdles, facing our tourism industry.

Brij Bhardwaj\textsuperscript{43} makes the following remarks about the infrastructure for tourism growth. ‘The steps taken so far include grant of export house status to tourism. With this, the tourism industry will get the benefit of special import license, waiver of bank guarantee for imports and income tax exemption for reinvestment in tourism industry which will help in building the infrastructure’.

Cees Goossens\textsuperscript{44} focused on the motivational aspects of destination choice behaviour. In a marketing context, a conceptual

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\item Brij Bhardwaj, “Infrastructure for Tourism Growth”, \textit{Yojana}, Vol.43, No.8, August 1999, p.31.
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model using push, pull and hedonic factors was developed for research on evaluation of destination attributes. In this context, tourists are pushed by their emotional needs and pulled by the emotional benefits. Consequently, emotional and experiential needs are relevant in pleasure-seeking and choice behaviour. From an information processing point of view, it is suggested that mental imagery is an anticipating and motivating force that mediates emotional experience evaluations and behavioural intentions. The conceptual model is relevant for managers who want to know the effective and motivational reaction of customers to promotional stimuli.

Simon Wong Chak Keung investigated the tourists’ perceptions of hotel frontline employees’ questionable job-related behaviour. Tourists were asked to indicate their perceptions on hotel employees’ ethics in their service encounters (Front Office, Housekeeping and Food & Beverage). Four dimensions were identified by factor analysis. Listed in a descending order, from “Wrong” to “Not Wrong”. They were:

1) Infringement of guests’ privacy 2) unethical behaviour; 3) benefiting at the expense of guest-supplementary service and 4) working against company work-rules. Pearson’s correlation analysis revealed certain relationships between the four dimensions and six independent

attitudinal statements. An attempt was carried out to investigate whether any significant differences existed between the tourists. Demographic variables were analysed using independent t-test and ANOVA with the four identified dimensions. It was found that gender exerted significant difference, while age, education, nationality and purpose of stay, scored differently in some factors. Recommendations to hotel practitioners were given in the areas of protecting guests’ privacy, ethical education to employees disciplinary rules, and equitable rewards for catering to tourists needs.

Kuo-Ching Wang, An-Tien Hsieh and Tzung-Cleng Huan identified the critical service features of the group package tour. In many countries, especially in Asia, the group package tour is the mainstream mode of outbound travel. Little effort has been devoted to improve our understanding of the grounded service features of the group package tour. In order to fill this gap and thereby enhance the foundations of group travel theory, this study was conducted. Based on the data, 25 distinct ground service features were identified. At the end, the authors also discussed implications for future systematic investigation model development, and made recommendations for tour operators.

Manjula Chaudhary\textsuperscript{47} conducted a research for the purpose of determining pre-and post-trip perceptions of foreign tourists on India as a tourist destination. A gap analysis between expectations and satisfaction levels was made to identify strengths and weakness of Indian tourism-related image dimensions so that necessary efforts could be made to meet the tourists’ expectations. Along with the overall comparison of the expectations and satisfaction levels of the total samples, the three groups of tourists (German, British and Dutch) were compared to find whether these segments differed regarding India’s image attributes as measured in the study. These three segments were considered important markets by leading travel agencies.

Enrique Bigne et al.,\textsuperscript{48} focused on the relationship between the image of a destination as perceived by tourists and their behavioural intentions, and their post-purchase evaluation of the stay. The authors also examined the relationship between quality and satisfaction and between these variables and the tourists’ behaviour variables. They placed the accent on a joint analysis of these relationships, using a structural equation model. The results of the empirical study showed that tourism image was the direct antecedent of perceived quality, satisfaction, intention to return and willingness to

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\item Manjula Chaudhary, “India’s image as a Tourist Destination-Perspective of Foreign Tourists”, \textit{Tourism Management,} Vol.21, No.10, 2000, pp.293-297.
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recommend the destination. The role of image as a key factor in destination marketing was thus confirmed. With reference to the other relationship, on the one hand, it was confirmed that quality had a positive influence on satisfaction and intention to return and that satisfaction determined the willingness to recommend the destination.

Christina and Anadam\textsuperscript{49} focused on the mediation of tourism by the host community in the pilgrimage town of Pushkar, India. This study provided a framework for understanding the impact of Western Tourism, in the context of a Hindu religious community. Locally, tourism was perceived as a threat to tradition and religion, even while a segment of the population gained economic benefits. This ambivalence was resolved through three types of rhetoric-exclusionary, political and religious. This strategy of rhetorical resistance, termed here as mediated resistance, allowed the host community to condemn tourists collectively while participating in tourism on individual basis. The theoretical focus of the study was drawn from cultural anthropology, religion and communication of research.

The crux of the argument was that the relationship between tourism and culture was a complex and subtle one, while it was resisted rhetorically. This matrix of culturally-derived rhetorical strategies,

which constituted mediated resistance function, to transform an ambivalent society was culturally acceptable to the host community.

Carson\textsuperscript{50} considered three aspects of international tourism. First, he examined the contribution that tourism had made to the development process in the third world countries. Secondly, he considered as to what extent this contribution had been real rather than nominal. Thirdly, he examined some of the criticisms of tourism in this process and asked whether or not the criticisms had substance. The author regarded tourism as a viable means of aiding development. In this sense, it was felt that tourism was recognised as having made a substantial contribution to the development process in many third-world countries. Its benefits have been real and are increasingly sought by many such countries. There are problems and areas of concern, but it would be a fiction to deny the reality of tourism’s contribution.

John\textsuperscript{51} says, “This study examines residents’ perceptions towards ecotourism travel, their level of interest in it as form of pleasure travel, and the barriers involved in undertaking this type of tourism activity. “Ecotourism provides one way to help educate the community to protect and conserve the environment through travel, and also to create and maintain a sustainable environment for both residents and tourists.

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However, a lack of community awareness and positive attitude towards ecotourism and the environment is likely to lead to misrepresentation and abuse of the concept, and further depletion of the environment especially, with mass tourism. It was found that with a sample of Honk Kong respondents, there was a low level of awareness and knowledge of ecotourism. Over half of the respondents were not aware of it and even if they were, they possessed limited knowledge. While most were aware of its environmental aspects, little or no recognition was given to the other aspects of ecotourism, mentioned by Honey (1999). Furthermore, most respondents also expressed indifference towards ecotourism and were unlikely to take such a trip in near future. Implications of these findings were discussed and addressed.

Maneet Kumar\textsuperscript{52} highlighted the existence of a great potential in the Himachal state which was still untapped and which provided ample scope for growth. He was of the opinion that an integrated approach encompassing product identification, infrastructure needs and support services could lead the state to make it a paradise for tourists.

Hubb Gayman\textsuperscript{53} says that before discussing the parameters of ecotourism success, it is necessary to discuss first parameters of ecotourism itself. Ecotourism has almost as many meanings as the

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\textsuperscript{52} Maneet Kumar, \textit{Tourism Today - An Indian Perspective}, Kanishka Publishing House, New Delhi, 2003, pp.127-139.

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people who use the term. Therefore, it may be more fruitful to accept that there are many forms and degrees of ecotourism, as opposed to dividing the tourism world into eco and non-eco. Proposed here, is a rating system, based on five parameters. Just as hotels and restaurants receive a rating of one-to-four stars, ecotourism attractions could be judged on a system of butterflies, with respect to their environmental policies. The proposed parameters are: reduced impact on environment/environmental sustainability policies, interaction with nature, community involvement and interaction with people, environmental activities, and economic sustainability. We then ask to what extent an ecotourism venture is able to score high on each of the parameters, on a continuous or sustainable basis.

Verma\textsuperscript{54} examined the challenges and opportunities of promoting tourism in India. He highlighted the fact that the time had come to promote leisure tourism in addition to cultural tourism. For long, we have sold the Taj Mahal, the Red Fort and the Jama Masjid, the Burning Ghats of Varanasi, our temples, history, culture and classical dances.

Ecotourism is a concept, which is gaining popularity in many developed western countries. India can be an ideal destination for lovers of ecotourism because of its vastness, salubrious climate and plenty of

landscapes. The future of tourism belongs to those who have the courage to move away from the beaten track and traditional itineraries.

Santhosh Thampi\textsuperscript{55} explains tourism as a major phenomenon of the modern society. Ecotourism is a new concept in tourism, which was originally sparked off by the idea of making harmonious co-existence with nature, a reality once again. This paper explains the characteristics of ecotourism, social, economic, cultural and environmental impact of ecotourism and moderating the impacts. Ecotourism has the potential to alleviate some of the pressures and problems of man tourism, which include environmental stress, economic dependency and societal disruption. Many protected areas in the country have enormous potential for ecotourism. Tourism Department and Forest Department should work together in co-operation and understanding, for the development and management of ecotourism destinations in the country. There needs to be significant attitudinal changes among the policy makers, the private entrepreneurs, tour operators, destination managers, the visitors and the local community, in order to make ecotourism successful.

James Macgregor\textsuperscript{56} considers that ecotourism has been promoted as a significant contributor to resource conservation and environmental protection. However, the typical ecotourism trip usually, includes a number of transportation, accommodation and food service components, that are not necessarily environmentally responsible, but which promote sustainable tourism. Nevertheless, the tourism industry is possibly the only industry sector that can avert the constant environmental destruction, caused by such phenomenon as global warning. A concerted effort by all stakeholders in tourism to adopt sustainable tourism policies and practices at the national and international levels could achieve substantial results over the next generation. The Bahamas government, in co-operation with the organisation of American States commissioned the most comprehensive set of sustainable tourism policies ever prepared.

According to Dimblebey\textsuperscript{57} a Travel Writer from Dutch “there is no country in the world where you can experience this amazing diversity of food and culture and festivals and the people. It is the natural warmth and immense hospitality of the Indian people that make all the difference.

Katrina Brandon and Richard Margolvis,⁵⁸ argue that the distinguishing feature of ecotourism should be that it benefits biodiversity conservation. We prepare a set of five benefits to conservation, which should be evident in any tourism activity, which claims to be ecotourism. These benefits will not happen spontaneously. They will only result from first specifying a clear framework for analysing the linkages between project-level activities and conservation. It identifies a series of steps, which need to be undertaken as part of project design, which help to identify the logical link between the project design cycle and measuring project success. When such methodological rigor is introduced into ecotourism initiatives, there will be a much greater chance for success to be verifiable and measurable in relation to real-world impacts. It can then provide better sources of learning for other projects and places and genuinely benefit biodiversity conservation.

Geoffrey Wall⁵⁹ says that ecotourism is an agent of change. Measurement of the impacts of tourism is fraught with similar challenges to those involved in assessing impacts in general and tourism in particular. Research on the impacts of tourism has not been cumulative because of the adoption of an inappropriate paradigm and

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inadequate attention to the contexts in which impacts occur. It is suggested that aggregated information is more useful than summary measures and the characteristics of useful indicator for measuring impacts and monitoring change are described.

George Wallace\textsuperscript{60} discusses a systematic approach to evaluating ecotourism operations in a given locale. It employs a set of six principles as the basis for evaluation. Indicators and standards are site-specific and agreed upon by managers and stakeholders. When possible, tour operators, protected area managers, visitors and local people participate in the evaluation. The paper gives its definition of ecotourism, discusses how the principles and valuative methods are derived and describes the evolution of methodology by looking at ecotour operations in both Brazilian and Ecuadorian portion of Amazon Basin. Suggestions are then offered for improving the approach.

Lori Gould\textsuperscript{61} looks at the role of ecotourism, in achieving sustainable community development. Since the focus of the paper is on the developing or less developed world, there is a detailed discussion, outlining the differences in sustainability between the two global areas. The purpose of this paper is to specifically examine ecotourism and sustainable community development, with emphasis on the developing


world. There are three main focuses (1) to examine the differences in sustainable development between the developed world and the developing or less developed world, (2) to discuss the variety of types of tourism, paying particular attention to the objectives, benefits and drawbacks of ecotourism and (3) to address what role ecotourism plays in sustainable community development in the developing and less developed worlds.

Akash\(^62\) in his article explains that consumer is the important segment of the economic cycle of the country as other developmental activities centre around him. He decides the success or failure of business in competitive economy either by buying or not buying the product. And the performance of organization is purely based on consumer satisfaction. If the organization does not take proper care towards satisfaction of consumers it may adversely impact on the profitability of organization. Hotel industry plays an active role in developing and developed country in increasing employment opportunity and economic status of the country and its earnings during the financial year 2006-07 was Rs.604.32 billion, a growth of 21.27 per cent. The study clearly reveals that most of the customers are not happy with the services of hotel industry. However the success and survival of hotel industry depend upon proper service to customers.

Ajith Kumar Shokla\textsuperscript{63} in his paper, explained that tourism has an international market, but marketing strategies need to be built up from the basic marketing inputs, used in domestic tourism. Cultural differences, political differences and geographical differences are a supreme importance in the tourism and travel market. Marketing strategy inputs need to be adjusted to foreign markets. The tourist products require simplification and adjustment to local differences in taste, price and quality levels. Tourist attraction is regarded as central to the successful development of tourism region and the tourism system as a whole. A range of conceptual frameworks can be seen as highly applicable to trends of marketing management in tourist attraction. The current study is relevant to but not conceived within any one of those frameworks. The concern of the present article is to use a diversity of sources to dormant recent business trends of marketing management in tourist attraction.

Yesodha Devi and Kanchana\textsuperscript{64} in their article on “A Study on Customer Preference and Satisfaction Towards Restaurants in Coimbatore city” stated that the majority of the consumers have visited different restaurants at different times. So the restaurant owners have


to take steps to retain the customers and make them their permanent customers. Majority of the respondents came to know about the restaurants through their friends. Hence, the restaurants can advertise in the local media like Radio, Newspapers, Magazines, etc. to attract more customers. Quality and taste are the two major factors considered by the respondents in selecting a restaurant and so the restaurant owners should not compromise on these aspects at any cost. Customers are more discerning than demanding and they always want to experiment with the money they spend. They look for new endeavours and experiences and it has become a challenge to keep them loyal to a particular eat-out. With rapidly shifting loyalties, customers who are ready to experiment, look for variety and do not have any specific likes or dislikes. The Indian restaurant industry has come of age by diversifying its services and is trying to cater to the Indian taste buds and is staying in the competitive arena amongst international giants and is able to provide better services to the customers.

Gaurav Jaiswal, et al.,\textsuperscript{65} in their study on “Customer Preferences Towards Service Industry: A Factorial Study of Restaurants” found that consumers prefer those restaurants that provide the maximum degree of satisfaction. From this study, it has been concluded, that various factors

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are responsible for affecting the choice of consumers regarding restaurants. Their attitudes and values related to purchase and consumption will be different. The conversion of rural consumers to purchase sophisticated products is a great challenge for the marketers. But this kind ensures a good demand for sophisticated products in the future. Here, the marketers may have to work harder to sell their goods in rural areas, because of the diversity of values and attitudes present in these regions.

1.7 OBJECTIVES

The main objectives of the study are

1) To undertake a comprehensive study of the major tourist attractions in Kanyakumari district.

2) To study the trends in tourist arrivals and hotel accommodation in Kanyakumari district.

3) To study the demand and supply of hotel accommodation for tourists in Kanyakumari district.

4) To analyse the expenditure portfolio and its determinants of sample tourists.

5) To examine the tourists’ evaluation of hotel facilities and services in Kanyakumari and
6) To make suggestions and policy recommendations so that tourism industry is general and hotel industry in particular can hope to have a prospective future.

1.8 METHODOLOGY

The study requires both primary and secondary data. The primary data could be collected from the respondents by the personal interview method. The secondary data required could be gleaned from prestigious journals and reports. Further, to an extent, reliance on the records and official bulletins of the headquarters of the Tourism Department, Kanyakumari and Office of the Assistant Director of Statistics, Kanyakumari would also be necessary.

1.8.1 Sample Design

In order to assess the development of tourism in Kanyakumari the researcher has adopted stratified random sampling method and the data are collected with the help of tourist information centre in Kanyakumari. For analytical purposes, 500 tourists are targeted as sample tourists and the samples are stratified into two categories namely domestic and foreign tourists. Out of 500 sample tourists, 348 (69.60 per cent) belong to domestic tourists group and the remaining 152 (30.40 per cent) belong to the foreign tourist group and all the sample respondents are randomly selected.
In Kanyakumari 65 hotels are identified as hotels approved by Tourist Information Centre of Department of Tourism, Ministry of Tourism, Government of India. Thus the sample population for the study is 65. The researcher has adopted census sampling method on hotels. All 65 hotels were targeted. Out of these 65 samples 20 hotels are star hotels ranging between 1 to 3 stars the rest were non-star hotels. At the time of data collection all the star hotels responded well and there was 100 percent response. However, as far as non-star hotels are concerned only 30 hotels out of 45 responded, with a response rate of 66.67 percent. In total the researcher collected data from 50 hotels out of 65 hotels with the overall response rate of 76.92 percent.

1.8.2 Collection of Data

On the basis of the information gathered, from the experts and officials of tourism development, a well designed pre-tested interview schedule was drafted and used in the field survey to collect primary data. Before undertaking the main survey, a tentative interview schedule was prepared and administered to 25 tourists, in order to test the validity of the interview schedule. It facilitated the removal of the ‘non-response’ and unwarranted questions and the modified final schedule were prepared on this basis.

The selected tourists were contacted in person and the objectives of the study were clearly explained to them and their co-operation was
ensured. The details regarding the time of arrival, departure, number of days / duration of stay, details of hotel accommodation, expenditure and the like marked the questionnaire.

The secondary data were collected from books, journals, newspapers and periodicals, official records of the Department of Tourism, and internet.

1.8.3 Period of the Study

In order to examine the arrivals of the tourists, the arrivals during the period of ten years from 1999-2000 to 2008-09, to taken as secondary data. The required primary data were collected from the tourists and hoteliers during the year December 2008 to November 2009. Thus the study covers a period of ten years from 1999-2000 to 2008-2009.

1.8.4 Tools for Analysis

In order to analyse the trend and growth of tourists’ arrival in Kanyakumari, Semi log trend equation has to be fitted.

In order to examine the opinion of the tourists, regarding environment, hotel facilities and services, the weighted average ranking technique has been adopted.
To identify the determinants of the expenditure of tourists, the log linear multiple regression model is to be fitted.

In order to examine the opinion of the tourists regarding booking of rooms and to assess the degree of delightful tourism activity, the Garrett ranking technique has been adopted.

1.9 LIMITATIONS OF STUDY

A diligent research work done with utmost care is not devoid of limitations. This research work also is not an exception for this. The researcher experienced the following limitations.

1. The first limitation was the non response rate of non-star category hotels. All the star category hotels responded and 66.67 percent of non-star category hotels alone responded. The researcher felt this as a limitation.

2. The time of data collection from tourists’ language was a major barrier. The researcher used English as the medium of communication but majority of the respondents found it difficulty in understanding the questionnaire and naturally there is possibility of collecting data from educated respondents only. These may be a sampling bias.

3. Another limitation is that the researcher has taken the hotels, approved by Tourists Information Centre of Tourism Department
and other hotels are not taken for the sampling. The reason behind this is that the hotels are approved by a Government agency from tourism point of view, However, it was observed by the researcher that the tourism department has also availed the services of other hotels also. As such hotels were not approved by any agency or government body, the researcher excluded such hotels. However, a major chunk of tourists also visit such hotels and this is another limitation.

1.10 CHAPTER SCHEME

The present study on “Role of Hotel Industry in the Promotion of Tourism in Kanyakumari - A Tourist Beach Resort in Tamil Nadu” has been divided into seven chapters.

The first chapter introduces the subject and discusses the contribution of tourism industry in Indian economy, market potential of Indian tourism industry in global perspective, laws covering the hotel industry and tourism, statement of the problem, review of literature, objectives of the study, methodology adopted for the present study, limitations and chapter scheme.

The second chapter deals with the tourist attractions in Kanyakumari district.

The third chapter discusses the hotel industry scenario.
The fourth chapter analyses the trends in tourist arrivals and hotel accommodation in Kanyakumari.

The fifth chapter discusses the profile of the tourists, expenditure portfolio and its determinants.

The sixth chapter undertakes an analysis of the hotel industry in Kanyakumari.

The seventh chapter presents the summary of the findings of the analysis, conclusion arrived at and offers suitable policy implications.