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. A review of previous research studies helps find out the research gap and to define the research problem. A review made by the researcher in this context is presented below:

The value of any research study would much depend on a review of the earlier literature related to that study. It would enlighten the researcher on the various types of research dimensions and problems pertaining to the study. It would help the researcher to frame the right type of objectives for the study with a high level of research motivation. It would be most fitting to review some of the studies that have already been made on the subject. Though voluminous literature is available in these areas, only a few important related works are reviewed here. Such a review would facilitate the researcher to have a comprehensive knowledge on the concepts, modify and formulate an improved conceptual framework, for the use of the present study and draw meaningful conclusions. A review essentially serves as a background material.
2.2 REVIEW OF LITERATURE

Satya Suresh\(^1\) (2011) in his study on “Promoting Health Tourism in India: An Exploratory Study on the Role of Specialty and Corporate Hospitals in Bangalore” concluded that the role of hospital management in promoting medical tourism is vital. Their interface with the various stakeholders can create synergy and common platform for promoting medical tourism to India. Doctor’s expertise and their networking can enhance the scope of this field. However certain aspects like language, cross cultural issues are in the scope of the hospital management to nurture and adhere. But other aspects like post operative care, visa and insurance streamlining, air connectivity, laws regarding organs and transplantation are outside the preview of the hospital management but they can intervene effectively with the Government and lobby for their cause which is are also very essential for the growth of this sector. If the hospitals and the Government of India take concrete planned steps to promote this sector it can help in wealth generation.

Gaurav Jaiswal, et al\(^2\), (2010) 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

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\(^1\)Satya Suresh, “Promoting Health Tourism in India: An Exploratory Study on the Role of Specialty and Corporate Hospitals in Bangalore”, *Indian Journal of Marketing*, March 2011, p.3.

satisfaction. By this study, it has been concluded that various factors are responsible for affecting the choice of consumers regarding restaurants. Consumers are generally familiar with such products. They hold their attitudes and values related to purchase and consumption. Such trends differ to a great extent. The conversion of rural consumers to purchase sophisticated products is a great challenge for the marketeers. 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.

Manish Srivastava³ (2009) in his study found that there is tremendous hike in tourism in all over the world. Even tourism has got the status of largest export industry of the world. The estimates about tourism says that the number of tourists leaving their homes is 898 million in 2007 and this number is likely to swell to 1600 million by 2020 and the receipts from it are estimated to cross $2000 billion. Although the benefits of tourism are not to be judged in terms of economic benefits alone, tourism has wider implications encompassing not only economic benefits but also social and cultural benefits as well. From the social and cultural point of view, there is enough evidence to support the fact that tourism and travel unquestionably produces an interaction between the cultural customs of the visitors and those of the host population. Heritage tourism is a

fertile ground for exercising creative talents, festering special kinds of relations between the visitors and the host population, between the tourist and the host environment.

Vikas Sharma and Sunil Giri⁴ (2009) in their study stated that the pilgrims of all castes and classes of different states and countries have devotion and faith in the matter of religious worship. It is believed that there is a sacred aim behing this and that aim is to fulfill the desire of obtaining “Punya” (merit) and to get rid of ‘Paap” (sin) apart from their personal motives. They concluded from the analysis that the pilgrim tourists to Shiv Khorī and Jwalaji have been facing many problems regarding transport and transport infrastructure facilities during their pilgrimage to these Holy Shrines. It has been observed that after the incorporation of a separate government body for the shrines, flow of pilgrims to Shiv Khorī and Jwalaji increased substantially during the past decade (as compared to previous decades). But concrete steps have not been taken for the development of a better transport infrastructure, which has consequently resulted in lesser popularity of these shrines among non-local pilgrims. The poor infrastructure has led to a decline in the number of pilgrims visiting these shrines and hence, these shrines have not contributed much towards the state’s economy.

Akash\(^5\) (2008) in his article explains that consumer is the important segment of the economic cycle of the country as other development activities centre around him. And they decide the success or failure of business in competitive economy either by buying or not buying the product. And the performance of an organization is purely based on consumer satisfaction. If an organization does not take proper care towards satisfaction of consumers, it may adversely impact on profitability of the organization. Hotel industry plays an active role in developing and developed countries in increasing employment opportunity and economic status of the country and what it earned during the financial year 2006-07 was Rs.604.32 billion a growth of 21.27 per cent. The study clearly revealed that most of the customers were not happy with the services of the hotel industry. However, the success and survival of hotel industry depend upon proper service to the customer.

Anbalagan and Gunasekaran\(^6\) (2008) in their study pointed out that Vellore district is blessed with a cultural heritage, pilgrim centres, wildlife sanctuaries and hill station. Due to lack of publicity, the medical tourists are unaware of beautiful sights in the district. This study revealed that the word of mouth is the most influential media among the tourists. Medical tourists are ambassadors in their own countries. They will be the one to tell others of their experience, good


or bad. Mass media also plays an important role in promoting medical tourism. There are number of magazines that describe medical tourist attractions. Major drawbacks of medical tourism in Vellore district pointed out by the patients are lack of proper infrastructure, inadequately maintained roads, very high rates of air fare, lack of tourist information centres, good middle class accommodation, pollution, unsafe drinking water and non-availability of hygienic food stuff. The development of medical tourism depends upon the marketing strategies adopted by Government tour operators and facilitators.

Sheaba Rani, (2007)\(^7\) opines that marketing is a critical aspect of tourism development plans as it links the supply of tourism products to demand for the same and thus facilitates the capturing value. Marketing includes identification of the target market, creating awareness of the destination and specific sites, disseminating information to the target customers to facilitate itinerary planning and promoting tourism demand through various means. So the author suggests that in-order to attract the target segments, an aggressive marketing and promotional plan should be implemented using a mix of media. In line with the latest developments, an attractive, interactive website can be designed to arouse interest in the potential tourist and enable him to plan his itinerary.

Bhaskar Rao (2007)\textsuperscript{8} discusses that the tourism is basically a service industry and is an amalgamation of both tangible and intangible components like accessibility, amenities, attraction, accommodation and activities. The socio economic implications of tourism include enhancement of foreign exchange, employment generation, cultural assimilation and support to the local people. This study suggests that the package tour is a kind of single window service of a tour and also to examine the perceptions of tourists towards package tours.

According to Dimblebey (2005)\textsuperscript{9} a travel writer from Holland “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 makes all the difference”.

Ganesan (2005)\textsuperscript{10} opines that tourism is the second largest contributor of foreign exchange to the Indian Economy. Although tourism is net earner of foreign exchange for the country today, the growth of outbound tourism arising out of increased per capita income could provide different pictures in the future. And this study found that the only way to counter the threat of outbound tourism


is to develop and promote tourism within the country and to make India internationally competitive as a destination, and to suggest that the various agencies are responsible for the development of infrastructural services. In order to attract tourists from India and abroad Tamilnadu Tourism Development Corporation provides transport facilities to tourist to make their travel better and comfortable.

Ramalingam (2005)\textsuperscript{11} opines that tourism is a composite phenomenon, which embraces the incidence of a mobile population of travellers who are strangers to the places they visit. It is essentially a pleasure activity in which money earned in one’s normal domicile is spent in the place visited. Prof. John Gabbrith Once said, “One of the greatest pieces of economic wisdom is to know that you do not know”. It also promotes national integration and international understanding, creating concept opportunities and augments foreign exchange earnings. So tourism gives support to local handicrafts and cultural activities too.

Rathi Vinay Jah (2005)\textsuperscript{12}, discussed in an article that Tourism had major role in poverty eradication. India registered a growth of 14.2 percent in tourist arrivals and about 16 percent in forex earnings in January and February 2003, despite various negative factors on the global front, which affected tourism to other countries. The author suggested that the thinking had changed that tourism


\textsuperscript{12}Rathi Vinay Jah, “Tourism has Major Role in Poverty Eradication”, \textit{The Hindu Business Line}, Chennai, 1\textsuperscript{st} October 2005, p.4.
was an elitist activity not just in India, but in other parts of the World. Tourism was the largest employer in most parts of the world and a major socio-economic factor important in poverty eradication.

Pravin et al (2004)\textsuperscript{13} study international and domestic tourist arrivals and purpose of visit, various types of accommodation used, responding to tourists by media of information, mode of transport, places of interest, expenditure on domestic and foreign tourists. The results of the study will help the host population, visitors, and the tourism development department to co-ordination among them for addressing the different problems. Tourism authorities have accepted that this study will help to understand and sort out the problems faced by tourists and in formulating a policy and in planning for development of tourism in Banaras.

Robert Ingakaran et al (2004)\textsuperscript{14} in his study points out that there has been a steady flow of research output highlighting the tourists’ destination choice, travel expectation and satisfaction in the last two decades divided in two groups of opinion, female and male. It is concluded that female and male travelers have


wide differences in the mean rating, which reflect different levels of satisfaction. However, the male group was more satisfied than the female group.

Bagri and Amitabhishra (2004)\textsuperscript{15} analyse the domestic and foreign tourist arrivals in terms of season, length of stay, motivation, impact, regional tradition and culture, infrastructure facilities in tourism, environmental pollution, religious practices.

Verma (2004)\textsuperscript{16} examined the challenges and opportunities of promoting tourism in India. The author highlighted the fact that the time had come to promote leisure tourism in addition to cultural tourism. For long we have sold Taj Mahal, Red Fort and Jama Masjid, the Burning Ghats of Varanasi, our temples, history, culture and classical dances.

Nicole Koenig (2004)\textsuperscript{17} analysed different events in 2001, most notably the outbreak of foot and mouth disease and the 11 September terrorist attacks in the USA, caused many tourist businesses in the UK to experience significant changes in demand volumes. This author examines the occupancy performance of serviced accommodation establishments in Wales from 1998 to 2001 and focuses


especially on the changes in demand patterns in 2001. The approach is based on a combination of principal components and cluster analysis. The results are used to group establishments with similar performance profiles. Detailed conclusions are drawn about the temporal and spatial shifts in demand in 2001. ‘Winners’ and ‘losers’ are identified and several concrete implications for marketing and development policies are discussed.

Filipe Rodrigues et al (2004) have analyzed the introspected growth of tourism, tourism infrastructure, tourism products, new dimensions in tourism, tourist satisfaction and the association between tourism product and the satisfaction level of tourists in Goa. The study discloses that tourism in Goa has been growing by leaps and bounds in terms of infrastructural facilities such as roads, rail, air, and water transport, new tourism products namely beaches, temples and churches, forts and monuments and wildlife sanctuaries, Eco tourism, heritage tourism, adventure tourism and village tourism, have contributed to as a tourist satisfaction. Tourists have expressed high level of satisfaction towards all the tourism products in Goa.

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Kandari and Ashish Chandra (2004)\textsuperscript{19} says that in cultural tourism both demand and supply must be taken into account. Thus cultural tourism encompasses all the cultural activities undertaken by the visitors and the supply of products for the cultural visitors during their visit. Cultural tourism can be evaluated by combining information on tourism activities undertaken during the trips, consumption of tourism products and the cultural destinations. The variables to be taken into account are the number of establishments and local units, the number of festivals, parks, exhibitions and, maximal reception capacity, the number of arrivals of visitor, number of ticket issued, entrance fees. The economic variable is the investment value and promotion evaluations.

Deivamani et al (2003)\textsuperscript{20} in this study discuss the growth of the tourism industry, analyse the growth in tourism revenue receipts and expenditure and portray the pattern of tourism in Tamil Nadu. A cross section analysis of tourist arrivals in Tamil Nadu has been carried out. The study says tourism flourishes only where the great majority of people enjoy some prosperity and security.


\textsuperscript{20}Deivamani, (2003), “A Profile of Tourism Development in Tamil Nadu” (ed.) Dr. Dhulasi Birundha, \textit{Environmental Challenges Towards Tourism}, Kaniskha Publisher, Distributors, New Delhi
The study conducted by the Chamber of Commerce and Industry (2003)\textsuperscript{21} has suggested and analyzed the adoption of a five point strategy which include greater private-public sector partnership in marketing and infrastructure development, theme-based tourism promotion and time-bound implementation plans so as to make tourism an important catalyst in bringing about economic growth. The suggestions are based on the interaction the chamber had with the state governments of Madhya pradesh, Himachal Pradesh, Punjab, and Rajasthan. Reducing poverty by bringing about co-operative development and providing social security through sustainable livelihood.

Maneet Kumar (2003)\textsuperscript{22} highlighted the existence of a great potential in the state of Himachal Pradesh 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.

Gopalsamy and et al., (2003)\textsuperscript{23} focussed that tourism is a part of the service industry. Its economic and social importance has to be balanced by government in relation to the competing priorities of a nation. The economic benefits of tourism


\textsuperscript{22}Maneet Kumar, 2003, \textit{Tourism Today - An Indian Perspective}, Kanishka Publishing House, New Delhi.

are reflected in the balance of payments, higher employment, rising income and new entrepreneurial activities. Tourism helps to beautify areas around ancient monuments, Vivekanandha Kendram, Gandhimandapam and Kamaraj Mandapam are good monuments in India for tourism. The study suggested that government should develop super infrastructure to provide recreation facilities for visitors and the resident population, preserve cultural resource and the heritage improve the standard of living, generate new employment opportunities, finally the government can help tourism planning running hotels and tourism through manpower development by training school courses.

Bipin (2003), the writer begins his article with a definition of eco-tourism. Then the author indicates that the interest of the United Nations general assembly and the endeavors to give importance to the theme as it deserves. In the view of the writer eco- tourism is not new to India and the assertion is obvious in the animalistic approach to nature and the human needs. The writer briefly points out three significant aspects: nature, tourism and local communities ending with the difference with mass tourism. The writer gives an exposition of the aims and redeeming features and proceeds to explain the essence of eco tourism. Concerning India, the special and creditable factors are set forth. Moreover, the writer brings out decisions of the government and the private sectors to promote eco tourism, and gives credit to that of Maldives. The essential key elements of

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eco tourism are a well-preserved eco-system to attract tourists, culture and adventure activities, active involvement of the people to provide authentic locals with information.

Mani (2003)\(^{25}\) describes and examines the trends and patterns in tourist arrival India. The aim of the study is to assess the infrastructure available for tourism in India. The study reviews the impact of tourism on environment. The analysis shows that flow of domestic tourists in the months of April and May is significantly high. The study implies that a sustained flow of tourists can be ensured only if there is proportionate growth in infrastructure, thus ensuring the complementarities between infrastructure and tourism. The study argues that tourism promotion is proportional to infrastructure development and inversely proportional to sustainability of environment to a great extent. The study concludes that the tourism promotion strategy can be finalized only after strengthening the infrastructure.

Patil (2003)\(^{26}\) focused that the tourism has come to be equated with a worldwide service industry and is ranked as the second highest revenue generating industry, next only to the oil industry. It is often necessary to make a distinction between different types of tourism for analytical purposes. For the


purpose of the present article, tourism has been classified into two broad
categories namely, international tourism and domestic tourism. The author
interestingly discussed that ‘tourists product’ is described as a composite product
consisting of attractions of a destination, transport to the destination, hotel\motel
accommodation, local transportation, sightseeing and other diversions available at
the destination. There are certain practical and promotional aspects of the tourist
product which may be called as the seven A’s which have been suggested by the
author. That is A₁ stands for Attraction, A₂ stands for Accessibility, A₃ stands for
Accommodation, A₄ stand for Amenities, A₅ stands for Attendance, A₆ stands for
Alertness, and A₇ stands for Accord and concludes that India is a multi-
destination country of continental dimensions and has a vast potential for the
development of both domestic and international tourism. For the effective
development of this potential, it is essential that tourism-marketing strategies are
made more dynamic and the tourist products more attractive.

Carson (2001)²⁷ considered three aspects of international tourism. First the
author examined the contribution that tourism had made to the development
process in the third world countries, and also 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

²⁷L. Carson, *Tourism in Third World Development–Fact or Fiction*, Deep and
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.

Cees Goossens (2000)\textsuperscript{28} focused on the motivational aspects of destination choice behaviour. In a marketing context a conceptual 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.

Manjula Chaudhary (2000)\textsuperscript{29} conducted research for the purpose of determining pre-and post-trip perceptions of foreign tourists on India as a tourist


\textsuperscript{29}Manjula Chaudary, “India’s image as a Tourist Destination Perspective of Foreign Tourists”, \textit{Tourism Management}, Vol.20, 2000, pp.37-40.
destination. A gap analysis between expectations and satisfaction levels was made to identify strengths and weaknesses of Indian tourism-related image dimensions; so that necessary efforts could be made to meet the tourist expectations. Along with the overall comparison of the expectations and satisfaction levels of the total sample 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.

Simon Wong Chak Keung\textsuperscript{30} (2000) investigated the tourists’ perceptions of hotel frontline employees’ questionable job-related behaviour. Tourists were asked to indicate their perceptions on hotel employee’s ethics in three 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 among 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, disciplinary rules, and equitable rewards for catering to tourists needs.

Bezbaruah (1999)\(^{31}\) dwells on the current scenario of tourism. Tourism generates tax revenues to the tune of $655 billion. It employs 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.

Bezbaruah (1999)\(^{32}\) says Bill Gates, the Guru of IT industry predicts tourism as one of the three industries of the future. He explains the growth of tourism industry in the world and makes a comparison with Indian Tourism. Relevant facts and figures are given to support his conclusion. Among the south-Asian countries, India is the leading destination with maximum earnings from tourism.

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Praveen Sethi (1999) holds that earnings from international tourism represent an invisible export; they are the result of selling the country’s tourism products to tourists from abroad. Expenditure on tourism is the opposite. They represent an invisible import once residents are buying tourism namely, government organizations and institutions, intermediates, ancillary support services. Citing the case of Singapore, he says Singapore lacks outstanding natural resources and has little by way of heritage attraction and cultural sites. Yet, the island attracts tourists for shopping, entertainment, and tours, excursions that are mostly man-made.

Mohammed Zulfikar (1998) goes deep into the “tourism scenario in India” and tourism under five year plans. Much attention is devoted to hotel industry and current innovations in hotel industry in the country.

Bhatia (1997) in the preface of his book writes: by the year 2005, the WTTC stated that there would be 338 million people working in tourism related fields. There were 212 million jobs in 1995 with gross output of about $ 3.4

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trillions. This may reach up to $7.2 million by the year 2005. In 1995, travel and
tourism contributed about 655 billion dollars in taxes and this is likely to grow to
1.4 trillion dollars by the year 2005.

Batra and et al., (1998)\textsuperscript{36} examined new vistas in tourism management and
tourism business and pointed out the fact that marketing and promotional efforts
in marketing tourism were not aggressive. The tourist flow, both foreign and
domestic, had not been as much as one would expect. Tourism was a highly
complex phenomenon and the magnitude of tourism was always on the increase.
To keep the performance anywhere near the track of world tourism India has to
formulate a policy of tourism by taking a far more comprehensive approach,
keeping in sight the long/short haul traffic of international and domestic tourists
and evolve new strategies to tap the country’s enormous tourism potential. The
implementation of the policies and strategies is as important as their formulation
to bring the industry into the forefront of economic activity.

Kriesel and et al., (1996)\textsuperscript{37} report analyses the impact of recreational use,
by both residents and visitors, of the Florida Keys and Florida Bay on the
economy of the Local County and region. At the regional level the authors used
an input-output model based on IMPLAN. However, at the country level it was

\textsuperscript{36}G.S. Batra and A.S. Chawla, \textit{Dynamics of Tourism Marketing}, Deep and Deep

\textsuperscript{37}W. Kriesel and V.R.Leemoorthy, “Economic Contribution of Recreation
determined that IMPLAN was overestimating the economic impacts and more simplistic wage-to-sales and wages-to-employment ratios were used to calculate economic impact. This paper provides a good layperson's description of the concept and process of input-output modeling.

Perver Korea\textsuperscript{38} (1996) focuses on measurement of the most positive and negative impact of tourism as perceived by local residents. This study identified some of the variables that are important in differentiating resident attitudes towards tourism in Antalya, which is one of the main tourism centers on the Turkish Mediterranean coastline.

The research study of Martin Opperman (1996)\textsuperscript{39} suggests a correlation between nationality and spatial travel pattern within the destination country. To that end, a spatial parameter was identified in the study. If a relationship existed, then each country or residence should be ranked similarly for all destination countries. If no correlation existed, then one would expect different destination countries with respect to the same parameter. This study suggested that nationality could be an important differentiating variable in tourism market segmentation analysis with respect to travel patterns within destination countries. The task ahead in studying spatial travel patterns, market compositions and maturity appeared


\textsuperscript{39}Martin Opperman, “Relevance of Nationality in Tourism Research”, \textit{Annals of Tourism Research}, Vol. 21, 1994, pp.165-167.
enormous but fruitful, especially to decide which nationality would emerge as the important differentiating variable owing to the specific composition of the individual markets.

Stephen Witt et al (1995)\textsuperscript{40} claim that “public sector intervention is necessary to ensure that the associated benefits of tourism are maximized and any potential problems are minimized for the benefit of the economy, society, environment as well as for long term interest of the tourism industry itself”.

Arputha Moorthy\textsuperscript{41} (1994) placed accommodation as the first and the foremost infrastructure facility to improve the tourist traffic, since the demand for accommodation has become an important factor of tourism at Kodaikanal. Hence without an adequate development of hotel accommodation all the places of attraction would not sustain a large number of tourists. This study focused on the tourist traffic and the development of hotel industry at kodaikanal, to find out the conditions of demand and supply of hotel accommodation, season-wise and tourist-wise, evaluated the problems encountered by hoteliers and tourists.


Ron Dodson\textsuperscript{42} (1994) highlighted the need for global tourism for promoting peace and tranquility among the masses of the world. The author felt that the world was becoming a global village in which people from different continents were made to feel like next door neighbours. In facilitating more authentic and social relationship between individuals, tourism could help overcome many real prejudices and foster new bonds of fraternity. In this sense tourism had become a real force for peace.

Clare A. Gunn (1994)\textsuperscript{43} in his book is of the view that both a regional plan and continuous regional planning process are needed if tourism is to be developed properly. A specific plan renewed periodically can document strengths, weaknesses and desired action at the macro scale. However, because both markets and supply side developments are dynamic, such plans must be accompanied by ongoing planning from all public and private decision-makers”. Gordon D. Taylor states that: “Growth in the number of tourists and the amount of their expenditure cannot be the sole objective of tourism. A far better criterion would be the number of tourists the area can support at a high level of operation and with improvement in the quality of environment, over a set time period”.

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\textsuperscript{42}Ron Dodson, \textit{Ticket to Thailand: A Study of Tourism}, ABAC Publication, Bangkok, 1994, pp.138-143.  \\
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Roger. J. Calontone and Josef A. Mazanec\textsuperscript{44} (1994) presented an overview of the uses of marketing management in tourism and a few selections of marketing research tools, which had been applied to the task. Tourism services are generally provided by various business and government organisations. To a great extent, they provide services to the travelling public. The marketing and management of these service exchanges were the thrust of this study, which focused on the management and information analysis of these organisations within a marketing context. An overview of the management literature philosophies is provided at the macro-level, while at the micro-level the study pursues marketing science and marketing research contexts for tourism research. The service encounter, its conduct, direction and information needs are emphasized.

Samuel V. Lankford and Dennis R. Howard (1994)\textsuperscript{45} developed a multiple item Tourism Impact Attitude Scale (TIAS) to measure the attitudes of residents towards tourism development. The scale of development process and testing of the scale are described in this study. The tourism impact literature cites a number of key independent variables that influence attitudes towards tourism. Using the


TIAS, a multiple regression model was used to test the effects of these independent variables on residents attitudes towards tourism development.

Tewari (1994)\textsuperscript{46} presents a comprehensive survey of modern tourism. He seeks to establish that the scope for further growth and expansion of tourism, both domestic and international, is immense which necessitates its integrated planning, development and management. Instead of treating tourism solely as an “industry” the book seeks to lay emphasis on recognizing it as a human activity in the light of the Manila Declaration on World Tourism.

Vaidyanathan (1994)\textsuperscript{47} in “Temples and Legends of Kerala” makes a detailed exposure of the temples and the legends of Kerala. “And the feverous imagination of passionate saints, poets and people”, as Mulk Raj Anand put it has “created a rich heritage of unique temples built like domestic houses with ample courtyards and tiled conical roofs. The accompanying ritualistic arts of dance drama such as Kathakali, Kuruthiyattm, Mohiniyattam and the folk styles like Theyyam and ottam thullal were rehearsed generation after generation. The walls of the shrines were painted in large-scale adumbrations of the legends of the gods in vivid colours to offset the greens of the earth.

\textsuperscript{46}Tewari S.P.(1994) \textit{op.cit.}

According to Selvam (1993)\textsuperscript{48} foreign tourism and domestic tourism together contributed to our GDP considerably. Statistics relating to earnings from domestic tourism are scanty. But its contribution is manifold. Indian tourism contributed 4 per cent of GDP is thus growing at just one third of the place of growth of our foreign tourism should be pushed up. With intensive promotion, abroad, encouragement for more charter tourists and with balanced development of infrastructural facilities the above objective can be fulfilled.

Murugesan (1993)\textsuperscript{49} focused on the concept of marketing of tourism, which includes tourist product in Tamilnadu, pricing strategy of the tourism product and the attitudes of both foreign and domestic tourists towards tourism marketing in Tamilnadu. This study surveyed and analyzed tourism marketing and estimated the attitude of tourists towards tourism marketing involving 4’ps namely the product, price, place and promotion are analyzed in detail. The tourist’s attitude towards tourism marketing is analyzed with a comparative approach.

Thirumalai Kumaraswami, (1993)\textsuperscript{50} focused on the important role of tourism, the board and lodging sector in tourism development of Tirunelveli

\textsuperscript{48}M. Selvam, “Tourism: An Economic Bonanza”, \textit{Facts for you}, Vol.4, No.11, June 1993, pp.27-29.


Kattabomman district. This study analyzed the growth and functioning style of the board and lodging sector with respect to promotion of tourism. It has suggested some measure for the effective functioning of the boarding and lodging sector at Tirunelveli Kattabomman district of Tamilnadu for the development of tourism.

G.S. Batra and A.S. Chawla (1993)\textsuperscript{51} highlight the fact that the impact of tourism on national economy was becoming increasingly important because of the growing size of the tourist market and the global business change taking place in India. Tourism as an industry has to be planned and to be developed on scientific lines. It needs organisational and managerial skills. Various state governments are giving top priority to developing tourism for the sake of economic growth and to solve socio-economic problems. Increasing efforts are being made to market the tourism products by the Punjab Tourism Development Corporation on sound business lines. The authors feel that there was a need for proper management of tourism in the State of Punjab.

Velmurugan (1992)\textsuperscript{52} opines that the role of transport in tourism and the role of travel agency in promoting tourism. He discussed the development of tourist van operators in Tamilnadu. Under the vehicles covered by permit the main types used for tourist purposes in Tamilnadu, like ordinary taxies, Motor cab


\footnotetext{52}{S. Velmurugan, The Economics of Tourist Van Operations in Tamilnadu, Unpublished Ph.D., Thesis submitted to Madurai Kamaraj University, 1992, pp.31-34.}
or tourist taxi’s or tourists taxi with all India permit and also this study analyzed the cost and revenue structure in the tourist van operators to examine the various indicators of physical performance of the tourist van operators and to analyze the factor which influence the profit of the tourist vans. To explore the views of the owners/operators, van drivers and passengers regarding the manner in which the van operators can be improved.

In this study an attempt is made to analyze the economic viability of transport operation in the state of Tamilnadu. He concludes that the tourist van operation in Tamilnadu is found to be economically not viable in spite of its growing importance as a mode of tourist operation in Tamilnadu. The future of tourist van industry is dependent on a set of relaxations, certain reforms and efficiency of van operators and promotion of organizations to voice the opinion of the van operators.

Bhatia (1991)\textsuperscript{53} shows that “like any other industry, tourism is also subject to planning, marketing and promotion. Marketing assumes a rather special significance because of the comparative nature of the tourist industry. The need for trained manpower in the tourism sector assumes a great importance to maintain high professional standards in product planning and development”. He describes tourism as a great economic and social force. The rapid transition and the swift developments that are occurring not only in the technology but also in

\textsuperscript{53}Bhatia A.K. (1991), \textit{op.cit.}
the social structures in customs and in behavioural patterns will have profound effects on the travel and tourism industry in the years to come.

Sharma (1991)\textsuperscript{54} advises to improve the hospitality services associated with tourism and for the healthy development of tourism in a country like India, “a land of contrasts”, it is desirable for the government to provide facilities for training in hotel management, tourism and travel agency work. Great emphasis must be laid on linguistic efficiency in the major languages of Europe.

Chopra Suhitha (1991)\textsuperscript{55} conducted the study on potential of tourism in Madhya Pradesh. The author has emphasized economic, social, physical and cultural impact of tourism in Khajuraho. Main ideas of this study are as follows. The findings on economic impact showed that tourism has opened new employment opportunities in Khajuraho, labor intensive, the distributive effects of tourism have been selectively in favor of the rich in comparison of some of the lower castes.


Roger Carter (1990)\textsuperscript{56} states that the major challenge of Tourism the next decade is to recruit, train and retain and the staff to deliver quality of service. Education and training play a vital role in tourism development.

According to the National Committee (1990)\textsuperscript{57} 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 underdeveloped.

Rao (1990)\textsuperscript{58} viewed that tourism has been recognized as an important economic activity by many nations around the world. As, it was a rapidly growing industry, it could play a significant role in India’s economic growth. In order to exploit the potential opportunity India must first eliminate the constraints or barriers that are addressed in a strategic approach to exploit the vast American tourist potential, a strategic marketing approach to develop India’s tourist potential.


\textsuperscript{57}National Committee, “Tourism Industry Needs Revamp”, \textit{Southern Economist}, Vol.29, No.2, June 1, 1990, pp.3-4.

Negi and Mohan (1990) study has highlighted that tourism was an economic and industrial activity in which many individuals, firms, corporations, organizations and associations are engaged. It is economically important as it provides as source of income. It provides employment it brings in infrastructure importance. In India tourism has emerged as the single largest net earner of foreign exchange. It is a high employment sector.

The study undertaken by S.C. Davar and Viritin Davar (1990) highlights the working of the Haryana Tourism Corporation Ltd., on the basis of the annual report of the corporation. The study focuses its activities only on the boarding and lodging services of the Haryana Tourism Corporation.

According to Selvam (1989) has attempted to analyse the growth of tourism and its developmental needs of tourist arrivals. The study has also analyzed the important tourist infrastructure facilities such as tourist attraction, accommodation and transport. The role of tourist guides and travel agents in the promotion of tourism is also discussed. However, the author fails to discuss other infrastructure facilities such as destinations, recreational facilities.

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David L. Mickee (1986) viewed that a major contributor to the increasing popularity of international travel has been the spectacular improvement in air transportation since the world war II; today jet aircraft can transport people almost anywhere in the world safely and with relatively modest expenditure on the part of the travelers have also been realized in the time required for international travel accessible to millions who earlier in the century might never consider it.

Vivek Sharma (1985) points out that the major economic benefit in promoting the tourism industry had, therefore tended to be the earning foreign exchange. Income from foreign tourism in the form of foreign exchange earnings adds to the national income, and as an invisible export, may offset a loss on the visible trading account, and be of critical importance in the overall financial reckoning. Tourism is thus a very means of earning the much-needed foreign currency. These earnings assume a greater significance in the balance of payment calculation.

Jag Mohan Negi (1983) analyzed the changes that had taken place in the construction and management of hotels. According to him the accommodation

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facility, as tourism infrastructure, is one, which leaves a lasting impression on both foreign and domestic tourists.

Liu and Turgut. (1983),\textsuperscript{65} an early example of the application of Archer's (1976) regional input-output model to tourism research. A relatively low-income multiplier was calculated, 0.65, which is consistent with other island economies where there are high leakages. Overnight visitors had a greater multiplier impact on income, while day-trippers had a higher multiplier impact on employment. However, in total numbers overnight visitors generated 23 more jobs than day-trippers. The authors list three policy implications of their study, which are all designed to limit leakages from the island economy as even small changes in leakage amounts can have large income impacts.

Bhatia\textsuperscript{66} (1982) in his book stated that the study exploring some important concepts in tourism, what makes tourism possible and how tourism is an important factors in the prosperity of any nation and the early history and development of tourism; tourism psychology and motivations for travel, cultural tourism is planned, organized, developed and prompted; tourism research and benefits; international tourism organization, accommodation and travel agents. The study reveals that 54 per cent of tourist enjoyed their stay because of the beautiful creations of man buildings temples and churches.


Philip Kotler (1982)\textsuperscript{67} defines a service “as any activity of benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may not be tied to a physical product”. Tourism being a hospitality industry has all the features of a service industry.

Prakash Adrun (1981)\textsuperscript{68} has analysed the issues and problems involved in promoting tourism in an integrated manner. He has brought out the general potentials and also discussed the measures to be adopted to reach the optimum levels in this intricate area, with promising reward. This work could be rated as a path-breaking one in the sense that a number of dimensions of the tourism industry have been examined from the demand side also.

Bakhshi\textsuperscript{69} (1980) in his study pointed out that in the field of heritage tourism has made a comprehensive study on the heritage aspect of tourism industry, in his opinion that the heritage factor, is central to tourism. As he has put it is a major pre-requisite to strike a balance between the environment and heritage consideration of the tourism industry, in order to usher in an era of plenty and prosperity to the growing millions of country like India.

\textsuperscript{67}Philip Kotler, (1982) \textit{Principals of Marketing}, Prentice hall and Engle wood Cliff


\textsuperscript{69}L.K. Bakhshi, “Tourism Promotion in Haryana”, \textit{Yojana}, June 16, 1980, pp.11-12.
Anand (1976)\textsuperscript{70} in his study quotes Jawaharlal Nehru, the first Prime Minister of India, who highlighted the benefits and importance of tourism thus: ‘we must welcome those friendly visitors from abroad for economic reasons, for tourism brings foreign exchange but even more so because this leads to greater understanding and mutual appreciation. There is nothing that the world needs today more than this mutual appreciation. There is nothing that the world needs today than this mutual understanding.’

An in-depth analysis of the various tourism growth related studies had helped the researcher to identify the research lacuna in this field and it had emphatically stressed the need for a study of tourism growth and the development of tourism industry and their impacts with the facilities available for the tourists.

\textbf{2.3. RESEARCH GAP}

The above studies on review show that though there are many studies concerning various aspects of tourism in India, Tamil Nadu. A majority of them are dealing with the socio-economic contribution and impacts, assessment of infrastructural facilities in tourism centres and no serious attempt has been made to study the growth and development of tourism industry in Tirunelveli district. To overcome the above gap, the researcher has chosen this vibrant topic for research.

\textsuperscript{70}M.M. Anand, , 1976\textit{Tourism in India}, Prentice Hall of India Ltd., New Delhi,