Tourism is defined as the momentary faction of people to destinations outside their customary places of work and residence, the activities undertaken during their dwell in those destinations and the amenities created to gratify their needs. The World Tourism Organization defines tourists as people who "travel to and dwell in places outside their usual milieu for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited". Tourism has become a well acclaimed global leisure activity.

Tourism has always been one of the trendy modes of amusement for humankind. Instances of people wandering to places other than their hometowns or state or country to take a break from their routine lives have been common since centuries. Promotion of tourism entails the protection of natural resources and the environment. Escalation of tourism as an industry is a global phenomenon and it gets importance globally for the augmentation of global foreign exchange earnings, generation of worldwide employment, and above all, the infrastructural developments in tourism potential areas. The expansion of such an industry has amplified globally in the level of rivalry in terms of service provided, availability of the services as well as the price related factors of tourism.

The global ‘travel and tourism industry’ has previously grown out of its embryonic stage and now it has steadily developed into a matured
industry. The development of such a colossal industry has been momentous during the past decade due to the enhancement of technology and infrastructural enlargement globally.

1.1 Tourism through Ages

Moneyed people have always traveled to isolated parts of the world to catch a glimpse of great buildings, exert new arts, learn new languages, experience new cultures and to taste different cuisines. Travel, the act of paying money to go from one place to another to witness unusual and unique sights, has been a fact of enlightened life since approximately the 12th century. Of course, back in those days it was chiefly for the upper classes who had the time, money and curiosity in traveling from one place to another. The word "travel", by the way, comes from the medieval English utterance "travail" which means suffering great hardship and that was a very good portrayal of travel in its most primitive days. In the perspective of the history of tourism, Marco Polo is the world's first tourist.

Long ago, at the time of the Roman republic, Baiae was one of the most luxurious, fashionable and the popular coastal resorts for the well-off in the Roman territory. The word tourism came to be used by 1811 and tourist by 1840. In 1936, the League of Nations defined foreign tourist as "someone traveling abroad for at least twenty-four hours or more ". Its successor, the United Nations amended this description in 1945 by including a maximum dwell of six months.

In the beginning Tourism was the major concern of the wealthy people who preferred to go out to witness immense architectures and buildings and to learn new languages, novel cultures. At present tourism is no longer the luxury of the rich only; it has reached the masses and the only difference is that the rich can go by air whereas the middle class and lower
class people have no other choice except the road and rail transport. Medical Tourism has now become very trendy in many countries with laxity on health conditions and they seek experts in the field for complicated diseases. In addition to Medical Tourism some other kinds of tourism can be cited here to reveal the fact that it has profoundly deep-rooted in all countries. Other kinds of tourisms are adventure tourism, agri tourism, creative tourism, cultural tourism, educational tourism, gambling tourism, heritage tourism, hobby tourism, mass tourism, pilgrimage tourism, shopping tourism, space tourism and so on. The classifications may be extended to make bigger the value of tourism and how the people are involved in it.

Tourism is the act of travel for the purpose of amusement, it also includes the provision of services for this such as entertainment, accommodation and cuisine for tourists. It may seem that tourism brings only benefits, but it also has disadvantages.

Firstly, many countries depend heavily upon travel expenditures by foreigners as a source of taxation and as a source of income for the enterprises. Therefore, the development of tourism is often a strategy to promote a particular region for the intention of increasing commerce through exporting goods and services.

Secondly, it provides direct employment for the people associated with occupations in bars, local conveyances and hotels. The average standard of living of people increases well and at the same time the problem of unemployment is dwindling.

However, tourists cause environmental damage through forest fires, destruction of sand dunes and pollution. Consequently, this serves negatively as increased pollution disturbs local residents and it may discourage tourists from further entering the country.
After this, tourism undermines culture by commercializing it and this is often connected with increasing litter, graffiti, sabotage and noise. Tourists do not always respect traditional cultures, which is sad but true.

In general, tourism is a profitable business in most of the countries, especially those in which the process of development continues to depend on this industry because this industry does not require a lot of literacy and also it yields maximum profit with less investment.

1.2 World’s top tourist destinations

7In the year 2007, statistical figures were collected pertaining to tourism. It was found that France comes first, United States occupies the second and the third rank goes to China and the fourth place goes to Spain, followed by Italy, U.K., Ukraine, Turkey, Germany, Mexico, Austria, Canada, Malaysia, Ukraine, Poland, Hong Kong, Greece, Hungary, Thailand, Portugal, Netherlands, Saudi Arabia, Macao, Croatia, and Egypt.

Table 1.1:  The top 10 international tourist destinations in 2010[8]

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>International tourist arrivals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>France</td>
<td>71.8 million</td>
</tr>
<tr>
<td>2</td>
<td>United States</td>
<td>59.75 million</td>
</tr>
<tr>
<td>3</td>
<td>China</td>
<td>55.67 million</td>
</tr>
<tr>
<td>4</td>
<td>Spain</td>
<td>52.68 million</td>
</tr>
<tr>
<td>5</td>
<td>Italy</td>
<td>43.63 million</td>
</tr>
<tr>
<td>6</td>
<td>United Kingdom</td>
<td>28.13 million</td>
</tr>
<tr>
<td>7</td>
<td>Turkey</td>
<td>27.00 million</td>
</tr>
<tr>
<td>8</td>
<td>Germany</td>
<td>26.88 million</td>
</tr>
<tr>
<td>9</td>
<td>Malaysia</td>
<td>24.58 million</td>
</tr>
<tr>
<td>10</td>
<td>Mexico</td>
<td>22.40 million</td>
</tr>
</tbody>
</table>
1.3 **Tourism as a Global Industry**

Tourism is a gigantic industry. It is an imperative pillar of many economies that generates billions of dollars annually. Even though the economic slump, which has prevented many people from travelling, the world's most fashionable destinations still receive massive numbers of visitors, who leave enormous amounts of money in the pockets of their hosts.

In 2010 there were 988 million tourists travelling to foreign countries (impressive 2 per cent growth year by year) where they spent US$ 968 billion, according to the World Tourist Organization. Obviously, 2009 showed a decline in tourism due to the recession - in the first four months of the year there were 8 per cent less tourists traveling around our globe in comparison with the same months of 2008. Still, by 2010 international arrivals are anticipated to reach 1.6 billion.

1.4 **World’s top tourism earners**

The World Tourism Organization reports the following countries as the top ten tourism earners for the year 2010. It is noticeable that most of them are in the European continent, but the United States continues to be the top earner.
Table 1.2: The top 10 international tourism earners \(^{11}\)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>UNWTO Regional Market</th>
<th>International Tourism Receipts (2010)(^{9})</th>
<th>International Tourism Receipts (2009)(^{9})</th>
<th>International Tourism Receipts (2008)(^{9})</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>United States</td>
<td>North America</td>
<td>$131.1 billion</td>
<td>$100.1 billion</td>
<td>$96.7 billion</td>
</tr>
<tr>
<td>2</td>
<td>Spain</td>
<td>Europe</td>
<td>$61.6 billion</td>
<td>$57.6 billion</td>
<td>$51.1 billion</td>
</tr>
<tr>
<td>3</td>
<td>France</td>
<td>Europe</td>
<td>$55.6 billion</td>
<td>$54.3 billion</td>
<td>$46.3 billion</td>
</tr>
<tr>
<td>4</td>
<td>Italy</td>
<td>Europe</td>
<td>$45.7 billion</td>
<td>$42.7 billion</td>
<td>$38.1 billion</td>
</tr>
<tr>
<td>5</td>
<td>China</td>
<td>Asia</td>
<td>$40.8 billion</td>
<td>$37.2 billion</td>
<td>$33.9 billion</td>
</tr>
<tr>
<td>6</td>
<td>Germany</td>
<td>Europe</td>
<td>$40.0 billion</td>
<td>$36.0 billion</td>
<td>$32.8 billion</td>
</tr>
<tr>
<td>7</td>
<td>United Kingdom</td>
<td>Europe</td>
<td>$36.0 billion</td>
<td>$38.6 billion</td>
<td>$33.7 billion</td>
</tr>
<tr>
<td>8</td>
<td>Australia</td>
<td>Oceania</td>
<td>$24.7 billion</td>
<td>$22.3 billion</td>
<td>$17.8 billion</td>
</tr>
<tr>
<td>9</td>
<td>Turkey</td>
<td>Europe</td>
<td>$22.0 billion</td>
<td>$18.5 billion</td>
<td>$16.9 billion</td>
</tr>
<tr>
<td>10</td>
<td>Austria</td>
<td>Europe</td>
<td>$21.8 billion</td>
<td>$18.9 billion</td>
<td>$16.6 billion</td>
</tr>
</tbody>
</table>

\(^{12}\) In 2010, among 69 million tourists who arrived in US, 35 million tourists visited Times Square, 31 million had a stopover at the Las Vegas Strip, and 24 million saw the National Mall and Memorial Parks in Washington. The United States is the second most visited country in the world - the US got back its number two position in arrivals, which it lost to Spain after 11 September 2001. Moreover, the USA is the number one state in terms of revenues spawned by tourism. In 2010 the country earned over US $ 131.1 billion, which is just about twice as much as Spain, the world's second biggest earner.

The word ‘tourism’, in the contemporary sense of the term, had not developed until nineteenth century. Instead of the word tourism, it was leisure travel which today has broadened to the larger part of tourism industry.
1.5 Leisure Travel

The definition of leisure is spending time, doing what you desire to do for whiling away your confused life only for a little span of time. Leisure travel is allied with the Industrial Revolution in United Kingdom, the first European country which allocated spare time to the increasing business population. Initially, this concept was applied only to the owners of the machinery of production, the economic oligarchy, the factory owners and the traders. These comprised the new middle class. Cox & Kings was the first official travel company formed in 1758.13

1.5.1 Mass tourism

Mass tourism can only be built-up with the recuperations in technology and which means the consent to the haulage of outsized numbers of people in a little span of time to places of leisure curiosity. Accordingly, large numbers of people could start on to find pleasure in the uses of leisure time. In the United States, the first seashore resorts in the European style were at Atlantic City, New Jersey and Long Island, New York.

1.5.2 Adjectival tourisms

Adjectival tourism refers to the abundant slot or field travel appearance of tourism that has materialized over the years, each with its own adjective. Many of these have come into frequent use by the tourism industry and academics. Others are emerging concepts that may or may not get into popular usage. Examples of the more common niche tourism markets include.

1.5.2.1 Agritourism

Agritourism refers to the act of visiting a working farm or any agricultural, horticultural or agribusiness programme to delight and be
knowledgeable or be concerned in activities. It is the idea of holiday trip that usually takes place in a farm or ranch. This may comprise the chance to be of assistance in the farming and ranching tasks through the visit. Agritourism is measured to be a niche or uniquely custom-made form of tourism and is often experienced in wine growing regions such as Australia, Italy, Portugal, Spain, and North America. Tourists were employed in farm activities varying from picking fruits or feeding animals or sowing seeds.

1.5.2.2 Culinary tourism

In its broad sense, Culinary Tourism is defined as the hobby of inimitable and sundry cookery experiences, often while travelling, but one can also be a culinary tourist at home itself. It can also be described as the pursuit of unique and memorable eating and drinking revels, in the words of International Culinary Tourism Association. Culinary Tourism differs from Agritourism. Culinary tourism is considered as the split of cultural tourism (cuisine is the symptom of culture) whereas Agritourism is the division of rural tourism.

1.5.2.3 Cultural tourism

Cultural tourism is defined as 'the interest group of people to cultural fascinations away from their common place of abode, with the objective to collect new information and experiences to keep happy in their cultural needs’. This variety of tourism is also becoming commonly more fashionable throughout the world, and the new result has highlighted the role that cultural tourism can play in regional expansion in different world regions.
1.5.2.4 Eco – tourism

Ecotourism is defined as: "Conscientious travel to innate areas that safeguard the milieu and develop the well-being of the local people."

Principles of Ecotourism: Ecotourism refers to the subject of uniting preservation, communities, and sustainable travel. It is a fact that those who put into practice and take part in ecotourism activities should chase the following ecotourism ethics:

- Diminish shock.
- Put up environmental and cultural awareness and admiration.
- Offer positive experiences for both visitors and hosts.
- Provide direct financial benefits for upkeep.
- Provide financial remuneration and empowerment for local people.
- Elevate sensitivity to host countries' political, ecological, and social climate.

Eco-tourism, as a concept, is catching up with the city-pent consumers who would pay to get out of the hustle and bustle of a city to a quieter place nearer to nature.

Eco tourism is a breed of nature-based tourism in the market place. Ecotourism (also known as ecological tourism) is a form of tourism that caters to the ecologically and socially mindful individuals. In general, ecotourism focuses on volunteering, personal augmentation and learning new customs to live in the planet. It typically entails the travel to destinations with social and natural specialties.

Ecotourism is an abstract experience, enriching those who engage into exploring and understanding the surroundings around them. It gives us immense insight to our sensibilities as human beings and also greater
pleasure for our own natural habitat. Responsible ecotourism includes programs that curtail the negative aspects of conventional tourism in the environment and boost the cultural integrity of local people. Therefore, in addition to appraising environmental and cultural factors, an integral part of ecotourism is the promotion of recycling, energy efficiency, water conservation and creation of economic opportunities for the local communities.

Eco tourism is an accountable travel to scenery areas that conserve the environment and take care of the well-being of local people.

Eco tourism as a concept: Eco tourism is a sub-component of the meadow of sustainable tourism. It tenders a reflection of where ecotourism can be placed within the process of developing more sustainable forms of tourism. This also demonstrates how tourism is chiefly a sustainable version of nature tourism, while including rudiments of rural and cultural tourism.

1.5.2.5 Heritage tourism

Cultural heritage tourism (or just heritage tourism) is a stem of tourism oriented towards the cultural heritage of the site where tourism is going on. Cultural heritage tourism is vital for various rationales; it has a positive economic and social relevance, it institutes and reinforces identity, it helps to protect the cultural heritage, with culture as a mechanism, it facilitates harmony and sympathy among people, it ropes culture and helps renew tourism.

Heritage tourism comprises visiting historical or industrial spots that may include old canals, railways, battlegrounds, etc. The overall intention is to achieve an appreciation of the ancient times. It also refers to
the transportation of a location to associate in the Diaspora (a permanently displaced and relocated collective) who has distant family roots there.

### 1.5.2.6 Medical Tourism

Medical tourism is the custom of travelling to other countries to attain medical, dental, and surgical care (either critical or voluntary medical procedures). Medical tourism (also called medical travel, health tourism or global healthcare) is a phrase primarily invented by travel agencies and the mass media to express the rapidly-growing practice of travelling across international margins to acquire health care.

Such services naturally take account of elective procedures as well as complex dedicated surgeries such as joint replacement (knee/hip), cardiac surgery, dental surgery, and cosmetic surgeries. However, in effect, every type of health care, including psychiatry, alternative treatments, convalescent care and even burial services are obtainable.

More than 50 countries have recognized medical tourism as a countrywide industry. However, endorsement and other measures of quality diverge widely across the globe, and there are risks and ethical issues that make this method of accessing medical care as problem-ridden. Also, some intentions may turn out to be hazardous or even dangerous for medical tourists to negotiate.

The notion of medical tourism is not a new. The first recorded illustration of medical tourism dates back to thousands of years when Greek pilgrims travelled from all over the Mediterranean to the small territory in the Saronic Gulf called Epidauria. This terrain was the sanctuary of the healing God Asklepios. Consequently, Epidauria became the original travel destination for medical tourism.
Medical Tourism is, at present, mounting to around 30 per cent per annum. Medical Tourist advents are anticipated to reach one million soon. The tourism industry of India is based on certain core nationalistic and ideal standards. Among this one is Safaai or hygiene and Suraksha or safety and everything leads to ‘health care’. Health and medical tourism, adventure tourism, pilgrimage tourism, etc. are the other emergent segments, and India is self-confident enough to play a dominant role as a preferred destination for such tourists.

Travel and tourism is the second highest foreign exchange earner for India, and the government has given agencies in this industry to promote it.

### 1.5.2.7 Religious tourism

Religious tourism, frequently referred to as faith tourism, is a form of tourism, whereby people travel in isolation or in groups for pilgrimage, missionary, or leisure (fellowship) intentions. North American religious tourists cover an estimated $10 billion in this industry.

### 1.5.2.8 Nautical tourism

Nautical tourism is a progressively popular way to merge love of sailing and boating with vacation and holiday activities.

### 1.5.2.9 War tourism

War tourism is an expression that the media uses to portray the initiative of entertaining travel to war precincts for the purposes of sightseeing and superficial voyeurism. War tourist is also an uncomplimentary term to describe thrill seeking in dangerous and outlawed places. There has been no proof of the theory in authentic life but the idea has gained currency in a number of media reports, none of which have actually interviewed or found a tourist who has visited the active warfare areas.
1.5.2.10 Wildlife tourism

Wildlife tourism can be an eco and animal friendly tourism in both caged and wild surroundings. It has experienced a remarkable and swift escalation in recent years world wide. Wildlife tourism, in its simplest common sense, is watching wild animals in their natural habitation.

Wildlife tourism is also a multi-million dollar industry offering modified tour packages and expeditions.

1.6 Globalization Process: Challenges for Tourism Countries

Tourism is one of the world economy’s intensification sectors. In the outlook of the magnitude of tourism in most tourism oriented countries, there is a bona fide need to think about the consequences of the reorganization now taking place as a result of the globalization process and to build up new concepts to escort tourism-dependent small and medium – sized enterprises (SMEs). In this perspective, the study on tourism will be more obliging and well-mannered to demonstrate the crucial role of the destination in the tourism industry, particularly for the SMEs which suffer from the tribulations caused by their lack of size, amenities and resources. It also advocates that integration, collaboration, team work and cooperation strategies are an inevitability for the destination oriented SMEs and tourism prospective countries.

Today tourism is one of the most significant internationalized sectors of the world financial system. The world tourism market has been unlimited, adding perceptible potentialities for the further enlargement and at the same time fetching rivalries among tourism countries.

This raises the question that whether or not tourism will be able to survive and prosper in such a competitive world economy in countries where
the structure in this sector is based primarily on small-to-medium-sized enterprises, limited resources, parochial state of mind in business activities (SMEs), and if so how.

Tourism is an artifact of the modern industrial economy and the relaxation society to which it has given rise. It is a segment that can only be defined in terms of demand. The prime unit of dimension is the tourist. Whether travelling for commerce or enjoyment the visitor spends money and creates demand for tourism products and services.

1.7 Dominant Market Structure: Perfect Competition

In fact, perfect competition should be the benchmark in the world tourism market but now it has been broadly slackened with the prices being dictated by the market\textsuperscript{33}. But the fact that the accessibility and distribution of resources in assorted tourism markets show a discrepancy greatly from one place to another and it generates a state of monopolistic competition in tourism markets. The diverse natural, cultural and civilization-related magnetisms that subsist in each country make it feasible to differentiate destinations on a geographical basis. Each tourism country, region and place is thus inimitable and unambiguously a delightful entity.

Differentiation is the market stratagem of destinations. It brings individual status of SMEs in the form of “brand value”. Differentiation strategies work because of the need for multiplicity in the psyches of tourists. This “adore of variety” also facilitates to make clear the barter of tourists between the countries of the industrialized world. The monopoly status of the SMEs in destinations is revisited to the visitors in the form of an amplified variety of products and services.
Competition in tourism is therefore the core competition among the destinations, and secondarily the rivalry among individual service providers. Visitors set in motion by choosing an apt destination. Then only they prefer the combination of products and services available as they wished to consume. For tourists, the spirit, supremacy and stiff decision everything depends on the attractiveness of destinations and finally the relative importance of each, to a great amount, agree on an eventual area with tourism potential to visit.

1.8 Global Tourism Industry – A Statistical Estimate

World Travel and Tourism Council (WTTC) is the round-table for business privileged in the travel and tourism industry. It takes in hand the adversities and opportunities that have an effect on the tourism sector industry globally. It works to move up attentiveness of travel and tourism as one of the world's prevalent industries, employing approximately 231 million people and generating over 10.4 per cent of world GDP. It is steadfastly devoted to realize the tourism industry's potential for augmentation and ensuring maximum and sustainable benefits for everyone involved in it. According to the WTTC, tourism accounted for 10.4 per cent of global GDP, 12.0 per cent of the total world exports and 8.3 per cent of global employment in the year 2006. In 2007, 76.1 million Travel & Tourism Industry related jobs were generated internationally. It means that 2.7 per cent of the overall employment worldwide was from the escalated Travel & Tourism Industry. According to WTTC’s projection, the global travel and tourism movement is expected to boost up the correlated careers by 4.7 per cent between 2007 and 2016.
1.9  Global Status and Trends

Even though the upshot of global recession and the terrorism have resulted in a momentary decline in travel and tourism demand, international and domestic tourism is projected to boom over the next two decades. The World Travel and Tourism Council (WTTC) guesstimates a 4.5 per cent increase per annum in the total amount of travel and tourism economic activities between 2002 and 2012. It will largely result in global wealth, liberalization of international airspace, cheaper flights and the use of the internet as a travel device. The income from the tourism has made it one of the world’s biggest industries and the fastest budding sectors of global trade accounting for 9.4 per cent of the global capital investment.

1.10  Global Market Trends

Consumer’s drift in tourism is progressively changing and have need of an appropriate response in terms of both strategy formulation and investment.

Current market trends show that:

- Long lug travel will nurture faster than intra-regional travel. An intensification of 24 per cent is anticipated by 2020.
- People with less time for relaxation are likely to take more time frequently but shorter expeditions with proximity to home, opening up occasions for ‘neighboring country’ tourism.
- The knowledgeable traveller requests authentic secluded trips in inaccessible and less renowned places as against luxurious five-star vacations, leading to an interest in rural and racial tourism.
The increase in the number of people with bags of money but slight leisure time has resulted in an upward emphasis on rest and relaxation, and ‘wellness’ and ‘health’ holidays.

The mature population in key tourism producing markets and has shown a preference for cultural tourism against sun-and-sand vacations.

There is prominent and rising interest in spiritualism.

The demand for eco-tourism and natural world based holidays is possible to double and even triple in the next 20 years. Sports and adventure holidays continue to be trendy with the young.

Promotion of global hospitality and tourism industry has been inalienable right from the year 1990 when developed countries took a lead as it influenced the escalation of other subsidiary industries such as hotels, airlines, laundry services, cleaning and washing, transportation and photography besides, its gigantic potential to create employment and income. But now, even the budding economies have understood the worth of tourism and in the light of that significance of tourism it is capable of transforming the developing countries into developed in all respects. Consequent to these measures, the industry had experienced an enlargement of more than 9 per cent internationally at the commencement of the new millennium, wherein it has contributed a growth of 7.39 per cent during this period in terms of global foreign exchange returns.

But together with this growth, there has been an incurring risk of environment pollution and diminution of natural resources. This has greatly endorsed the concept of “Sustainable Tourism” which focuses on the future. Besides, health hazards are the main area for concern and tourists should be aware about all features of it in order to achieve an unbiased expansion in this sector.
Tourists who visit a place strange or new to them should be treated as guests. And guests, according to Indian culture, are equivalent to God. Therefore, it is the duty of each one of us to give an auspicious and temperate welcome to the tourists who visit our places. It is our responsibility to make sure that the tourists are not debilitated in any way.

Travel and tourism has grown into a full-grown industry over the past few decades. This is because of the overall change in human lifestyle globally and creating more traveling needs. The significant contribution of the industry has been primarily economic, generating a large number of jobs worldwide.

Tourism industry, in turn, helped in wiping out poverty especially in the rural areas, which had for a long period, served towards fulfilling travel delight of tourists. The economic involvement can be further measured through foreign exchange revenue, which has contributed significantly with the growth of tourism-based activities. Developing countries like India, Sri Lanka, and Pakistan have greatly benefited from tourism activities, especially, international tourism, which had grown 2 per cent to 8 per cent in the last decade. The industry has also supported the growth of women employment and the development of social circles and community destinations such as entertainment parks, swimming pools, zoos, animal parks, etc.

But the impact of the growth of global tourism activities is not only economic, but it also has far reaching consequences both socially and ecologically.

Tourism has resulted in rapid urbanization which has transformed the cultural aspects of those tourist destinations and as a result it will lead to modernization of the land, standardization of the public who are in the
tourist destinations, finally enormous progress in infrastructural facilities of the region.

In the light of all these, an in-depth analysis of the Government’s initiatives together with the role of the Private players in the field follows. The researcher has taken pains to make a step by step study of the data and findings and an overview of what has been done and what needs to be done for the promotion of tourism in Alappuzha. There are some suggestions desultorily put together and tentatively put forward.
1.11 Significance of the Study

The study is significant as tourism and hospitality industry is one of the major sources of foreign exchange for our country. The country itself is dependent on tourism and hospitality industry for earning foreign exchange. Tourism and hospitality industry together contribute significantly to the Gross Domestic Product (GDP) of the country. Alappuzha is a land of immense and substantial natural beauty and also famous for boat races, houseboat holidays, backwaters, beaches, coir industry and many other enchanting natural scenery. There are ample resorts and hotels in Alappuzha that provide luxurious accommodations to the tourists. But still it fails in attracting more tourists to the place when compared to other North Indian states and south Indian districts.

In this context, it is necessary to study the gaps formed in between the demands of the fast moving tourism in Alappuzha and the initiatives taken by both Government and Private Agencies there at Alappuzha for promoting Tourism. Also the study attempts to assess the role which both Government and the Public of Alappuzha can take for acquiring foreign money through Tourism.

Though there is a peaceful atmosphere in Alappuzha for tourists, they face exploitation from the ordinary auto rickshaw drivers and high-level resort owners. It is found that several unethical practices are being followed in Alappuzha in the name of tourism. It is also found that the tourists are charged very high for every activity. The reason behind all these unethical activities is the selfish and narrow mindset of the natives themselves. Instead of treating the tourists as the guests and providing them a warm welcome and other facilities, the natives themselves are cheating them. Therefore, it is relevant to overview the tourist’s perception of the unethical practices in Alappuzha. Mainly we have to consider this issue because the effectual word of mouth of the tourists is the foundation for the growth of tourism. One should remember that tourism is the backbone of national economic growth and that tourism industry contributes much to the Indian economy.
1.12 Relevance of the Study

The immense potential of the tourism sector to act as a catalyst of economic and social development has been acknowledged in national and international forums. Almost all the states in India have placed tourism on a priority platform, making efforts to exploit the tourism resources and potentials offered by the state.

Kerala has been extraordinarily successful in its tourism efforts, in creating a key tourism platform for the state and in positioning itself competitively in the international tourist market. In 2010, the state was able to augment its tourism earnings to Rs. 13080.05 crore as against Rs. 9975.34 crore in 2009, representing an increase of 31.12 per cent. In 2003, it recorded India’s highest growth in international arrivals at 26.8 per cent. Acclaimed as India’s only ‘tourism super brand’, Kerala has been able to develop strengths in certain core areas of product development and infrastructure creation.

With almost all states in India struggling to establish a brand and to seek a positioning in the domestic and international arena, it becomes relevant to make a study on Kerala’s general strategies and approach to tourism development especially in its tourism flourishing areas. Also the study will enable us to understand the extent to which the department of tourism, ministry of tourism, culture of the land, infrastructural facilities offered by the state etc influence the tourists to visit Kerala as a preferred destination.
1.13 Review of literature

Tourism industry is a fast growing industry in the world. There are a number of studies conducted in the problems and prospects of tourism industry in India and in Kerala. However, the research in the problems of local tourism potentials areas like Alappuzha and Kumarakom has grown only in recent years. No systematic, detailed and comprehensive study in local tourism potential areas in Kerala has been made so far. Very poor data base in the available record of government tourism departments even at the important tourist centres and the illiteracy of the general public of Alappuzha are the serious problems in the study. An attempt is made in this chapter to review some of the relevant existing literatures. Anand in his work examines the reasons for the poor infrastructural and transportation facilities in India especially in tourism potential areas. He says that hotels, resorts and other supplementary accommodations, infrastructural facilities, the mind set of the natives of the tourism potential areas, initiatives taken by the government officials as well as private agencies, traditional events of the region are the core of the tourism industry development and suggests that the required events, programs, facilities and line-ups should be made available in local tourism potential areas for the proper development of tourism. Negi, in his work, deals with all kinds of demands and problems faced by resorts and hotels industry in Kerala. He predicts that resorts, hotel industries, governmental initiatives, infrastructural facilities have a big scope and a major role for the expansion of tourism in Kerala in the near future. The Indian Institute of Public Opinion is considered accommodation sector as one of the central elements because 55 percent of the total foreign tourist expenditure accounts for food, accommodation and beverages and it dominates to foreign money earnings. Seth Pran Nath is of the opinion that there should be close connection between growth of accommodation facilities and developments.
in the modes of transport. Selvam\(^5\) in his study deals with the adequacy and future needs of modernized accommodations, the modernization of tourism destinations and the government initiatives for the endorsement of tourism in local tourism potential areas.

1.13.1 Role of hotel industries, resorts, events for promoting tourism

In the study conducted by the ministry of tourism, it is pointed out that star hotels of four stars and above, high quality resorts, enchanting local events such as boat races, terrific beauty of the sights etc are generally considered as the basic factors that attract the foreign tourists as well as the most affluent domestic tourists to the tourism flourishing areas\(^5\). So the focus and the research should be in the development of star hotels, resorts and attracting events in the local places for escalating tourism and for attracting tourists. But nobody has done relevant and valuable research in this regard for the promotion of tourism in the local places such as Alappuzha, Kumarakom etc in Kerala. Robert Collier asserts that in order to survive in today's global market and for attracting tourists hotels, resorts and local events etc have to be heavily branded or linked to a brand or positioned to escalate tourism\(^6\).

1.13.2 Kerala, the God’s own land

Tourism was declared as an industry in Kerala in 1986 with a view to developing tourism in the state\(^7\). It brings concessions and incentives as applicable to the industrial sector from time to time to all those who engage in tourism promotional activities in the state. The existence of well known and acclaimed hotels and modernized resorts, enchanting sights and pieces of memorable scenery, adequate and properly maintained transportation facilities, modernized and beautified canals and rivers, attractive events such as boat races, festivals, trips by modernized house boats, monuments
and beaches etc will go a long way in promoting a place as a tourist destination.

Skipper. G is of the opinion that various groups and individuals are carrying out excellent work within the tourism industry in Kerala but sometimes it would seem as a vacuum; it is uncoordinated and sometimes unplanned and piecemeal. He admits that there are superb quality hotels across the state and quality guest houses, resorts with attractions, long canals and rivers, big house boats, attractive beaches, unique memorable sights, but all these do not match with the expectations of the overseas foreigners. According to Najeeb E.M, it has to be cleared with the initiatives of local government by means of tourism related projects. This results in a demur for the tourism promotion with the limited facilities, lack of projects and government initiatives in the tourists’ destinations.

At the world Tourism Meet 1994, major local and national tour operators reported about the pitiable tourism infrastructure of Kerala and the inability of the local tourists’ destinations like Alappuzha, Kovalam, Kumarakom etc to meet the foreigners’ expectations. Sudheer S. V observed that private agencies in the local places are rendering better services for the foreign tourists. He is of the opinion that more hotels and restaurants cleaned, moderately expensive and assuring best service, may be provided in the close vicinity of the tourism centers. The Asian Institute of Development and Entrepreneurship made it clear that in order to increase the percentage of arrivals of foreign and domestic tourists to Kerala and especially to local tourism potential areas, it is necessary to create the obligatory additional infrastructural facilities and amenities. The state government officials should concentrate on the wretched situation of the rail and road transport of the state, especially in the district Alappuzha. This condition brings the need of a research to find the intensity of
government initiatives offered for the promotion of tourism and the gaps, if any, with the private agencies’ initiatives in the district Alappuzha.

1.13.3 Backwater tourism in Alappuzha

According to a study reported by Mathews Varghese, Kerala is an incomparable land in the world\textsuperscript{12}. He says that Alappuzha, a district in Kerala has the added advantages of the sun, sand and surf, the three universal tourist attractions. He suggests that high standard hotels and resorts should come up near the backwater tourism centers of Alappuzha. Jose Dominic is of the opinion that Kerala's tourism industry and tourism product are in a stage of infancy due to the indifference of government officials\textsuperscript{13}. He points out that the resource truly unique and peculiar to Alappuzha is undoubtedly the back-waters. He asserts that the backwaters can be to Kerala what the Taj Mahal to India or the Pyramids to Egypt. According to him, recently there are some developmental activities to be done in building backwater based hotels, resorts and infrastructural facilities in Alappuzha with regard to tourism promotion. He opines that there is an urgent need to review existing regulations which are constraints in the development of hotels and resort facilities in the backwater tourism centres. According to Skipper G, the backwaters are Kerala's unique selling proposition\textsuperscript{14}.

1.13.4 Government and Private sectors in the tourism industry

According to Skipper G, there are some activities, connected to tourism development, which can be done only by the government sectors and there are some other activities which can be done only by the private sectors for the promotion of tourism. Skipper argues that put them together to have the best of both initiatives in the tourism booming areas to grow the tourism industry there\textsuperscript{15}. The Informal Committee on Tourism 1963 made
it clear that the government or private sector should have a major role to play for the growth of tourism in local areas such as Alappuzha district, Kumarakom etc in Kerala\textsuperscript{16}. Tourism industry is not a monopolistic market with a single seller. According to Skipper, there are a large number of chances in tourism industry with potential tourism operators and they should offer the best services with varieties of structures and credibility to attract the tourists. Private agencies, big and small, have to come forward to provide services of such quality that these services themselves should become an attraction for the foreigners. According to Mahajan, tourism is a people's industry and it is not possible for the government alone to develop it, the government can provide necessary basic infrastructure and give all possible incentives to the private sector to understand that this industry is properly a potential one for the economy of the country\textsuperscript{17}. In order to understand the degree of the government initiatives to be acted upon the tourism sector to flourish it, nobody has done a research so far in this field. For finding the gaps, if any, in between the government and private agencies efforts done for the promotion of tourism in local areas such as Alappuzah, nothing has been contributed in the form of a research. The Estimates Committee of the Lok Sabha in its report on tourism, October 1966 has opined that the tourism industry is predominantly suitable for the private sector and that the government sector need not encroach upon this sphere. The government should invite the private sector to take up the task of investing massive amount for creating additional tourist facilities and proper accommodations for them in all ranges of tourism.

The recommendations made in the final draft of the advance paper of seventh five-year plan 1985-'90 stated that the private sector investments have to be encouraged in developing tourism and government sector investments should be focused on the development of support
infrastructure in the tourism potential local areas. The objectives of tourism can be achieved successfully only with the joint effort of both government and private sectors with the government’s action as a catalyst. Ganapathy is of the opinion that the tourism depends on the great deal of the private sectors for which adequate incentives and concessions are necessary\textsuperscript{14}. The role of the private sectors in tourism promotion has to be increased significantly during the eighth five year plan period, according to the National Development Corporation\textsuperscript{15}. The nation invited the private sectors in a big way in the tourism sector in the seventh five year plan period because of the resource constraint at the government level.

Experts from the Third World Countries attended the U.N conference on industrial development recommends ways to encourage private foreign investment and remove government constraints in order to ensure economic recovery \textsuperscript{16}. The government liberalization policy in tourism related projects has attracted private initiatives and investment in existing hospitality industries. It stresses again the government’s role as a sovereign in the tourism promotion.

It is seen that for the accelerated growth of tourism, adequate hotel accommodation, infrastructural facilities, canalization and modernization of the district, active support from both government and private agencies, wide support of the natives etc are inevitable and which are the prerequisites for the rapid promotion of tourism. The economic significance of tourism industry strongly recommends the setting up of additional tourism activities of different types, especially the "archetypal marketing strategies” for which the private sector should involve in a big way.

In this perspective, with the visions of all these in mind, it will be fruitful to conduct a study on the topic “A critical analysis of measures
initiated by government and private agencies for the promotion of tourism in Alappuzha district “to identify the roles of government and private agencies in the tourism promotion and also for finding the gaps in between these two, if any, in Alappuzha district.
References

8. Tourism Trends and Challenges.