

CHAPTER - II

REVIEW OF LITERATURE

2.1 INTRODUCTION

Tourism occupies an important role in the modern study. Like other disciplines, tourism has many attractive features and complex nature. These characters influence various academic disciplines such as economics, geography, history, psychology and sociology as well as management and marketing. The disciplines like market research, planning and statistics are also used in tourism. Hence, the importance of tourism cannot be minimized or underestimated. Generally, tourism has attracted the entire world in many ways. The responsibilities of managing the affairs of nations have almost been universally recognized as the economic advantages of tourism. Tourism is a painless procedure for transfer of real resources from industrially capital surplus of developed countries to low income developing countries. It is a very important source for maximizing foreign exchange earnings of not only developing countries but also of many developed countries of the world. In this context, tourism is a fast growing industry in the world. Therefore, a large number of research articles and books have been published on it. The following studies are reviewed as a part of this study. The reviews were classified and grouped in to thirteen different categories such as International tourism, Marketing of Tourism, Tourism Management, Tourism and Agriculture, Tourism in India, Modern Tourism, Eco and Socio Tourism, Wildlife Tourism, Coastal Tourism, Cultural Tourism and Pilgrim Tourism.
Richard L. Bawen, Linda J. Cox and Morton Fox (1991) in their study on, “The Interface between Tourism and Agriculture”, presents a conceptual model of linkages between the agricultural and tourism sectors of a tourist destinations economy. Based on evidence from Hawaii and the literature, it is argued that the linkages can benefit both sectors. Unique agricultural products, government policy and the relative scarcity of resources are key determinants of the linkages character. In addition, agricultural services must be recognized as an important growth industry for tourist economies¹.

Bijender K. Punia (1994) in his book, “Tourism Management – Problems and Prospects” has emphasized a good work with details of tourism patterns, arrivals, natural and manmade tourist resources in the Haryana state, and has reviewed the plans and policies of state government in the context of present and future development of tourism. He has brought out the existing problems in way to tourism development in the state particularly in terms of tourist resources, human resources, tourist information and publicity, tourism awareness and allied aspects. He has suggested practical measures towards accelerated development of tourism in the state².

Batra, G.S., and Chawla, A.S., (1995) in their book, “Tourism Management – A Global Perspective” have studied that the recent trends in tourism industry in India. The work contains the performance and growth of central tourism corporation and state tourism development corporation in Punjab and highlights the problems of

Tourism Management and the leading suggestions for improving the functioning and performance of tourism corporations\(^3\).

**Pushpinder S. Gill** (1997) in the study on, “Tourism Economic and Social Development,” gives valuable information regarding significance of tourism in India, socio-economic dimensions of tourism, Indian and International tourism, tourism infrastructure, role of travel agencies, and profile of tourism development in Europe. Besides, this study will prove an ideal companion for researchers, academicians, tourists, travel agencies, officials and policy makers\(^4\).

**Praveen Sethi** (1999) in his study on, “Hand Book of Modern Tourism,” deals with the aspects of tourism such as development of Modern Tourism and International Tourism. In addition, this study also describes impact of sex tourism particularly in the South-Asian country. It promotes unequal gender relations in which women are subordinate to male interests. Based on the above such information this study will be of use to academicians, professionals and tourists in many ways\(^5\).

**Sinha, P.C.** (1999) in his study on, “Tourism Management,” explains the important volumes of International Encyclopedia of Tourism Management Series. In this volume potential area such as Environment Management, Tourism Planning Management, Tourism Marketing Management, Tourist Travel Management, Tourism Issues, Tourism Strategies, and Tourism Management Policy etc., are covered. These works aim at providing a basic reference on the subject, details about various

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concepts, principles and nature of tourism industry and a supportive literature on various facts.

Sharma, J.K. (2000) in his study on, “Tourism Planning and Development a New Perspective,” looks into the contemporary problems and prospects of the tourism industry. The purpose of this study is two-fold. On the one hand, it attempts to summarize the foundations of tourism planning and development and on the other it caters to tourism designers, planners, and developers of varied experiences and knowledge. The study makes an attempt to present an alternative tourism planning and development process which recommends for re-conceptualizing sustainable tourism. Therefore, the book is very useful to readers and researchers.

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

Sunil Gupta and Bansal, S.P. (2001) in their study on, “Tourism Towards 21st Century,” deals in two parts. The first part is an attempt to highlight the

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contemporary issues. It also explores some important concepts in global tourism. The second part of the study is related to regional tourism. This study will be of use to the tourists, policy makers, academicians, researchers and all those interested in the study of various aspects of tourism\(^9\).

**Jeyapalan, N.** (2001) in his study on, “An Introduction to Tourism”, explains that tourism occupies an important role in the world because the industrial revolution brought a significant change in the field of travel. Now, many countries depend upon tourists income. It is also recognized as a source of foreign exchange earnings as well as employment generation. The study provides a comprehensive authoritative introduction to the subject of tourism. It deals with history of travel, types of tourism, tour in modern period, nature of tourism, components as well as elements of tourism, motivation of travel, organization of tourism, measurement of tourism, planning of tourism, tourism marketing, and economic as well as cultural significance of tourism, travel agencies, travel documents and tourism in India\(^{10}\).

**Bheemaraj, P.** (2002) made a study on, “Tourism and Economic Development of Tamil Nadu with Special Reference to Tiruchirappalli District.” The study is divided into six chapters. The first chapter deals with objectives, hypotheses, and methodology of the study. The second chapter consists of definitions, concepts, and review of literature. It also includes the particulars on foreign exchange earnings by way of tourism and economic development. The third chapter presents the profile of the study area. The fourth chapter deals with the numerous places of tourist interest and tourist arrivals in Tamil Nadu. The fifth chapter comprises analysis of data and discussion of the findings. The last chapter consists of the summary of findings.

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suggestions, and conclusions. The above study is one of the basic and detailed studies of tourism field\textsuperscript{11}.

**Martin Mowforth, Lan Munt** (2003) in his study on, “Tourism and Sustainability,” assert that growth of tourism means for the third world countries to escape the confines of underdevelopment. This study also focuses on new purportedly sustainable forms of tourism to the third world destinations in the context of a world undergoing accelerated process of globalization. The growth of mass tourism has a range of problems. They include environmental effects, social and cultural degradations, unequal distribution of financial benefits, the promotion of paternalistic attitudes, and even the spread of diseases. Now tourism is still in its infancy stage. There is no clear agreement on their definitions and conceptual and practical boundaries. In this context, implementation of sustainable tourism will be ecological, social, cultural and economical. This study aims to present many of the issues and debates associated with different aspects of new tourism. Therefore, the work is very useful for understanding the positive and negative sides of tourism\textsuperscript{12}.

**Romila Chawla** (2003) in his study on, “Tourism in India-Perspective and Challenges”, attempts to examine the problems of tourism. The study also introduces the various tourist destinations like hill stations, beaches, pilgrimage centers, wild life sanctuaries and adventure centers in India. Finally, the study deals with the contribution of tourism to the Indian economy\textsuperscript{13}.


Jagmohan Negi (2004) in his study on “Grading and Classification of Hotels, Tourism Resorts and Restaurants Principles and Practices”, tells that the accommodation sector is fundamental to tourism. Therefore, the study deals with the needs, requirements, and existence of tourist accommodation units. It is a basic work to understand the importance of hotel industry.\textsuperscript{14}

Jagmohan Negi and Gaurav Manohar (2004) in their study on, “Tourist Guide and Tour Operation Planning and Organizing” deals with and highlights the role of the tourist guides and tour operators and their professional status. It is a useful work for the researchers to know the duties and responsibilities of tourist guides and tour operators.\textsuperscript{15}

Sudesh Lahri (2004) in his study on, “India Tourism Destination for all Seasons,” explored the possibilities of tourism in the context to India. This study brings to the reader much information regarding history, culture, museums, monuments, religions, festivals, dances, music, architecture, sculpture and paintings. This study is very useful to know wider range of tourism in India.\textsuperscript{16}

Anna Blackman, Faith Foster, Tracey Hyronen, Bronwyn Jewell, Alf Kuilboer and Gianna Moscardo, (2004) in their study on, “Factors Contributing to Successful Tourism Development in Peripheral Regions,” review 11 case studies describing tourism development in peripheral regions around the world. These cases were analysed using a tourism systems framework adapted from Winnett’s Behavioural systems approach. The analysis also identified a number of barriers to successful tourism development including lack of control over negative impacts.


\textsuperscript{16} Sudesh Lahri, “India Tourism Destination for All Seasons”, Adhyayan Publishers and Distributors, Delhi, 2004, pp.5-6.
difficulties with finance, community opposition and a lack of infrastructure. The results supported the use of the tourism systems framework for guiding the planning, implementation and control of tourism development in Peripheral regions\textsuperscript{17}.

Shanimol, S.P., (2004) in her study “The educational potentialities of Tourism Development in Kerala and Tamil Nadu” this reports gives information about Tourism education and Awareness. The main concept is socio-cultural aspects of educational Potentiality of tourism development in both the state are realised. But in certain aspects like tapping and exploration of educational potentiality, impact on tourism on environment. This study presents all formal and non-formal education is strongly felt and there is more awareness of education potentialities of tourisms\textsuperscript{18}

Prafulla Chandra Mohanty (2004) in his study titled, “Marketing of Tourism Services in India a Study with Special Reference to Orissa”, tells that the tourism in India has vast employment potential. At present about 8.5 million persons are directly employed by hospitality services. This is about 2.4 per cent of the total work force of the country. In addition, the industry provides indirect employment to about 30 million persons. Further, it is interesting to note that employment generation in proportion to investment is very high in tourism industry. According to an estimate, an investment of Rs.10 lakh creates 89 jobs in hotels and restaurant sector as against 44.7 jobs in agriculture and 12.6 in manufacturing industry. Another important aspect of employment in tourism is that it employs a large number of women in hotels, airlines services, travel agencies, handicrafts making and marketing and cultural activities centers. As per 1983 to 1984 indices, the employment output ratio in tourism was 71 whereas in leather 51 textiles 27, electricity 14, beverages 12 and

cement 6. Generally, the visit of a foreign tourist to India provides employment to 1 per cent and 6.5 domestic tourists generate one job. Based on the above such information this article will be useful to academicians and professionals in many ways.

Evaristus M. Irandu, (2004) in his study on, “The Role of Tourism in the Conservation of Cultural Heritage in Kenya”, discusses the contribution of International tourism in the conservation of cultural heritage in Kenya. The cultural impacts of International tourism are found to be both positive and negative. Doxey’s irritation index is used as the main theoretical framework in the study. The issues discussed in this study are relevant to other parts of the world including Asia and Pacific region.

Settu, T. Raveendran K, and Raja Narayanan, S. (2005) in their study on “Tourism Industry in India” revealed that tourism is the largest sector in the world wide export of goods and services and accounts for 12 percent of global income. The allied topics include the tourism policy, the role of the tourist transporter in the tourism policy, the co-ordination mechanism between the centre, states, benefits extended to the tourist transporter and steps against misuse of benefits by non tourist transporters.

Chanchal Kumar Sharma, (2005) in his study on, “Tourism Policy Innovations of an Indian State (Haryana) and their Implications”, tells that the sociocultural dimensions of various tourism strategies adopted by the state of Haryana, in order to underline the importance of ensuring effective planning and management for

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generating protection and preservation of cultural heritage, values, local environments and social well-being. It is thus a call for a mature response on the part of the government for ensuring sustainable development of tourism. There is a need to develop a strategic framework involving coherent partnership between all the stakeholders, ensuring generation of foreign exchange without creating socio-cultural and environmental problems and without having to exhaust assets which cannot be replaced.

Singh, B.N. and Manas Chatterjee (2005) in their study on, “Tourism in India,” describe the history, heritage and special folk arts of Jammu and Kashmir. This study also deals with the social responsibility and business ethics and the need for tourism laws and regulations. This study contains the basic ideas and ethics of tourism. This study also gives much information about economic impact of tourism, eco-tourism, and growth of travel agencies.

Charles R. Goeldner, (2005) in his study on, “Reflections on the Historic Role of Journals in Shaping Tourism Knowledge”, presents the origins, development and importance of tourism. The history of the development of journal of travel research is considered and included the roles of editors and referees. It is argued that the commencement of more journals has not damaged the field and that editor to editor co-operation is valuable.

Planning Commission of India (2005) prepared a report on, “Tamil Nadu Tourism.” This report gives information about global economy and the role of tourism

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in Tamil Nadu such as business and industrial tourism, pilgrimage tourism, historical
and heritage tourism, nature and wildlife tourism, ethnic tourism, coastal or beach
tourism, health care and nature cure tourism. This report presents all the statistical
information which is useful for those who go for further studies in the field of
Tourism in Tamil Nadu.

Industry with Special Reference to Kanyakumari District in Tamilnadu”, highlighted
the various tourist attractions, attitudes of tourism, and their socio economic
conditions, profile of tourist, impressions and problems of the tourist. She concluded
that there are some untapped potential areas in this district. Those places should be
identified and should be developed at the international standard. Through that we can
improve the employment potential to a greater extent.

in Tourist Industry”, suggests that the government or private organization has to take
drastic steps to provide proper entertainment throughout the year to attract tourists.

with Special Reference to Ooty Town in Tamil Nadu”, highlighted the various
attraction tourist parts, attitudes of tourists and profile of the tourists, impacts and
solutions. In this area, green lands are converted into brown buildings for
infrastructure facilities for tourists. The attraction of the environment will lose its

Planning Commission of India, “Tamil Nadu Tourism,” Tamil Nadu Development Report, Academic
Foundation, New Delhi, 2005, pp. 281-293.

Bramodha Devi, C.K., “An Economic study of Tourism industry with special reference to
Kanyakumari District in Tamilnadu”, submitted to M.S. University, September 2006.

Malini, R., Karthikeyan, R, “Marketing Concept in Tourist Industry”, Kisan World, Vol. 33, No.12,
charm and beauty. Unless systematic and sustainable efforts are made, Ooty may slip out from the favoured destination of the tourists in the course of time.  

**Arabi, U. (2007)** made a study on, “Online Tourism Services in Developing Countries: Need for the Website Marketing Infrastructure.” In the modern age, online tourism is a dynamic growing industry with highly competitive and powerful concentration mechanisms. Therefore, a number of online tourism providers have increased all over the world. They use the internet and they are able to reach more consumers and business partners globally in a more efficient way and at relatively low costs. The paper points out that the main challenges in the tourism sector are lack of IT and English skills, lack of online marketing knowledge and limited access of telecommunication systems.  

**Anil Kumar, K. and Sudheer, S.V. (2007)** in their study titled, “Identification of Negative Factors of Tourism: A Case Study,” describes that the factors like female prostitution, drug trafficking, pick pocketing and theft are identified as major negative factors of tourism in Kerala. In addition to these, factors such as water pollution and exploitation of natural resources are also identified as major negative factors.  

**Sheeba Rani, D.M. (2007)** in her study on, “Marketing of Tourism Services – A Case Study on A.P. Tourism (A.P.T.D.C Ltd.), Visakhapatnam,” probes into the marketing strategies, to study the tourist satisfaction of supporting and facilitating services and to find out tourists’ opinions about the major aspects like the quality of

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food, tour charges and reservation facilities. The study is based on the random sample of 80 tourists who have been selected and canvassed through a structural questionnaire. Out of 80 tourists, 8 are foreigners, 16 tourists are from within the country and outside the state and 56 are within the state. The study suggests that improvement of infrastructural facilities is very necessary for Visakhapatnam tourist centre.

Ramesh O. Olekar (2007) in his study on, “Pros and Cons of Tourism Industry in India,” explains that Tourism is one of the businesses of providing information, transportation, accommodation and other services to travellers. However, tourism has affected the environment, the quality of water, air and increased noise levels. In this situation, the Indian Government should adopt pragmatic, dynamic approach to develop tourism.

Yathish Kumar (2007) in his study on, “Tourism Sector and Sustainable Development,” shows that India is the seat of spiritualism and the confluence of different religions like Hinduism, Sikhism, Islam, Christianity, Buddhism, and Jainism etc. The followers of religion have built many temples, mosques, monasteries, and churches across the country. These are attracting both domestic and international tourists.

Bheemaraj, P. (2007) made a study on, “Tourism and Economic Development of Tamil Nadu with Special Reference to Tiruchirappalli District.” The main objective of the study is to study the inflow of foreign and national tourist into Tamil Nadu and to study the increase or decrease in the foreign exchange earnings.

The study tells that the underdeveloped regions of the country can greatly benefit from tourism. From this point of view, many of the economically backward regions contain high scenic beauty and cultural attractions may get employment and income. Therefore, tourism greatly helps the development of the backward areas. Satyanarayana, G., Raghavalu, M.V. and Reddy Ramu, M. (2007) in their study on, “Tourism and its Impact on Socio-Economic Sectors in Developing Countries,” tells that tourism developed only after the end of the world wars. The basic causes of steady growth of tourism are economic, social and technological in nature. Raising per capita income, leading to higher purchasing power, and an increase in discretionary incomes have made tourism accessible to a large majority of people. Thus, tourism is an important means of promoting cultural exchanges and international cooperation. At the same time, it must recognize that tourism also contributed to the protection of the natural environment and cultural heritage of people.

Paramasivan G. And Gand Sacratees J. in their report “Economics of Tourism in India”, pointed out that the economic significance of tourism and its relation to its contribution to increase in income, foreign exchange earnings and generation of employment are of high significance of foreign exchange and large scale unemployment. And concluded that tourism becomes one of the major industries of the world. It contributes significantly to employment, income and harmony.

34 Bheemaraj, P., “Tourism and Economic Development of Tamil Nadu with Special Reference to Tiruchirappalli District”, Seminar Paper submitted to Department of Economics, M.S. University, Tirunelveli, 2007, pp. 1-16.
However tourism is economically important, as it provides as a source of income, it brings infrastructural improvements and it may help regional development.\textsuperscript{36}

\textbf{Murugesan N.} (2007) in his thesis titled “Promotion of Tourism in Kanyakumari” has made an investigation of the infrastructural facilities available to the in Kanyakumari. He has offered constructive suggestions to promote Kanyakumari as an international tourist centre.\textsuperscript{37}

\textbf{Bhaskar Rao, M.} (2007) attempted a study on, “Tourist’s Perceptions towards Package Tours,” the objectives of the study are to identify the motivators of tourism and to study the relationship between the socio-demographic factors of tourists and their preferences towards package tours. The study reiterated that package tour is better than non-package tour, because package tour is a comprehensive program and is arranged by a single institution, which takes care of the interests of tourists in terms of accessibility, amenities, attractions, accommodation and activities.\textsuperscript{38}

\textbf{Anand, S.K.} (2007) in his study on, “Tourism Industry Today”, tells that many countries have developed tourism as a major source of national income. Some of the smaller countries like Singapore, Thailand, Indonesia, and Philippines depend largely on income from tourism. The study also tells that the western capitalist world has been able to invest more money in tourism industry and they get huge dividends from tourism whereas in the developing world there is great potential for tourism but

due to lack of funds. The tourism industries in these countries are still underdeveloped\textsuperscript{39}.

**Harikumar, P.N. Rajan George Panickar** and **Susha, D.** (2007) in the study entitled, “Role of Ayurveda Centers in Promoting Backwater Tourism in Kerala”, tells that tourism is an important means to attain development, foreign currency, and national prestige. The study concludes that the Kerala state has enough potential to promote backwater tourism by the close tie-up with the Ayurveda Sector\textsuperscript{40}.

**Mahananda B. Chittawadagi, Sangappa K. Nashi** (2007) in their study on, “GATS and Medical Tourism in India”, tells that medical tourism is the act of travelling to another country to obtain medical and surgical care. This study reiterates that India is capitalizing on its low costs and highly trained doctors. On this basis, many countries have developed links for speedy treatment in India\textsuperscript{41}.

**Udayakumari, N.** (2007) in the study entitled, “Medical Tourism in India: An Overview”, suggests that Indian healthcare providers can use information technology to keep in touch with patients who have been treated\textsuperscript{42}.

**Anbazhagan, M. and Gunasekharn, V.** (2008) in their study on, “Medical Tourism in Vellore District,” highlights the drawbacks in Vellore such as lack of proper infrastructure, inadequately maintained roads, very high rate of airfare and lack of tourist information centers, pollution, unsafe drinking water, and non-availability

of hygienic foodstuff. Thus, the study helps to identify the areas where special attention is to be given to accelerate the tourism development\footnote{Anbazhagan, M. Gunasekharn, V., “Medical Tourism in Vellore District’, Kisan World, Vol.35, No.3, 2008, pp.59-62.}

\textbf{Sonam Jagasia} (2008) in his study on, “Medical Tourism in India – A Report”, tells that medical tourism provides private medical care in collaboration with tourism industry to patients from other countries. In India, bulk of patients comes from neighbouring countries such as Bangladesh, Pakistan, other Asian Countries, Africa, and Middle East Countries but health care industry has some inherent drawbacks. Lack of standardization in medical care and cost, lack of regulatory mechanism, infrastructural bottlenecks, and poor medical insurance coverage are a few to mention here. On the other hand, tourism industry and hospitality industry are facing some major challenges to develop the infrastructure and services. In this situation, Indian Government encourages medical tourism through low-cost but excellent medical treatment for the travellers who come from foreign countries to India. This study also helps to understand the real situation of medical tourism in India\footnote{Sonam Jagasia, “Medical Tourism in India – A Report”, Acumen, Vol. Issue 2, 2008, pp.13 – 17.}.

\textbf{WTTO} and \textbf{IHRA} (2008) (World Travel and Tourism Organization and International Hotel and Restaurant Association) jointly prepared a study on, “The Global Importance of Tourism.” The study introduces the importance of tourism such as creating jobs and wealth, contributing sustainable development, and providing infrastructure. The study also warns that travel and tourism can damage environment and destroy local cultures\footnote{W.T.T.O. & IHRA, “The Global Importance of Tourism”, Tourism and Sustainable Development of Economic and Social Affairs, New York, 2008, pp.1-9.}. 

Sunil Kumar Saikia (2008) in his study on, “Potential for Tourism Industry (Arunachal Pradesh)”, points out the economic importance of tourism industry and attractions in Arunachal Pradesh. The study also points out that 1.5 billion tourists are visiting foreign countries annually by the year 2020, spending 5 billion US Dollar every day. The study concludes that there is considerable potential for developing tourism industry in Arunachal Pradesh. The state has rich natural beauty, serenity and exotic flora and fauna necessary for making and developing tourism as a potential industry. This study will help to expose all potentials of Indian Tourism

Dipankar Chatterjee, Arnab Das, Fulguni Ganguli and Liton Dey (2008) in their study on, “Domestic Tourism of the Urban Bengalis: A Shared Observation of the Culture”, explain that an overview of the culture concerning domestic tourism of the Urban Bengalis, the linguistically distinct people of India. The Urban Bengalis, especially the people of Kolkata metropolis are one of the largest sections of the tourists in India. The study is an exploration of relationship between the significant Bengali representations of travel and the contemporary preferences of Urban Bengali domestic tourists.

Ravichandran, K. (2008) made a study on, “Travellers’ Perceptions on Travel Service Providers in an Electronic Environment.” The study is based on Rwanda an emerging tourism destination in Africa. The objectives of the study are to seek an insight into the perceptions of travellers particularly on the issue of disintermediation in tourism industry and assessing how travellers perceive the traditional travel intermediaries in the current electronic environment. Based on these

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objectives, this study reports a series of relevant aspects like identification of the overall perceptions in the different categories of travellers\textsuperscript{48}.

**Suhrid Sankar Chattopadhyay** (2008) in his study entitled, “Tourism in the East”, gives an account of the historical sites, mountains, forests, wildlife, sea, and the Ganges which are the attractive features in West Bengal. The study also tells that eastern railway and south eastern railway have played major roles for promoting tourism in eastern India. Besides, some of the rare information related to tourism is also given in the study. Therefore, the study contains very useful materials related to the field of tourism\textsuperscript{49}.

**Eshraghi, H., Krishna Murthy** and **Khamish** (2008) in their study on, “Evaluation of Climatic Effects on Tourism”, explain that climate is a dominant attribute of a tourist destination and has a major effect on tourism demand and satisfaction. Therefore, Mieczkowski developed the Tourism Climate Index (TCI) in 1985. It allows quantitative evaluation of the climate for the purpose of tourism activity. The study introduces Mieczkowski’s Tourism Climate Index and its needs\textsuperscript{50}.

**Jenny Fyans** (2008) in his study on, “Cardamom House: A Model of Responsible Tourism”, highlights that the global tourism is one of the biggest perpetrators of destructive human behaviour. It also causes various problems for the environment and the people of the destination. In this view, the study gives more insights into making harmless and environmental protected tourism\textsuperscript{51}.


Selvaraj, C. (2008) in his study on, “The Principles of Tourism,” describes the basic ideas related to tourism. Now-a-days tourism is considered not merely an entertainment activity but an industry, which earns so much of foreign exchange and is a source to improve nation’s economy in divergent ways. The study gives a lot of information like history of tourism, elements of tourism, motivation of tourism, kinds of tourism, forms of tourism, socio-cultural and economic importance of tourism and evils of tourism. The study also contains information like travel and accommodations. It is a useful work for the learners of preliminary level in the field\textsuperscript{52}.

Jelsy Joseph and Adalarasu, B. (2008) in their study on, “A Vision of Tourism Sector in India”, brought about the details of economic generation through tourism industry. The study also recorded that the Indian hotel industry has shown tremendous development in the modern days and demand for hotel rooms in India has continued to rise in all categories. At the same time India has to face hectic competition from global players of tourism-based countries like China. In this situation medical tourism continues to help the tourism industry. Because of growing numbers of travellers from all over the world, particularly in United States are making their way to India’s hospitals for huge savings on their medical proceedings. The study also contains some statistical data. It will help the learners and researchers\textsuperscript{53}.

Subramanian, T.S. (2008) in his study on, “Destination Tamil Nadu”, reported that UNESCO has recognized 21 monuments as World Heritage Monuments in India. Of the above-mentioned monuments, five are in Tamil Nadu. They are Mamallapuram, Brihadiswara Temple at Thanjavur, Brihadiswara Temple at Gangaikondacholapuram, Airavatesvara Temple at Darasuram near Kumbakonam and


Nilgiri Mountain Railway. This study also contains an interview report of Mr. V. Irai Anbu I.A.S., Secretary, Department of Tourism and Culture and a special report on paragliding festival at Yelagiri.

Ramachandran, A., Karthikeyan, G.B. and Kavitha, N (2008) made a study entitled, “A Study on Tourism Awareness and Satisfaction in Tamil Nadu with Special Reference to Mamallapuram.” The study is a research report based on primary data. The basic notion of the study is that tourism involves cultural exchanges. In this report, the required data were collected through an interview with the help of a structured questionnaire. It helps the researchers to make questionnaires for preparing this study.

Harisha, N and Jayasheela (2008) in their study entitled, “Medical Tourism in Karnataka: Opportunities Galore”, observe that medical tourism entails provision of cost effective private medical care in collaboration with the tourism industry for patients who need surgical and other forms of specialized treatment. This process is facilitated by the corporate sector involved in medical care as well as the tourism industry both private and public. This study also tells that Karnataka has strong tourism potentials particularly in health tourism field but in the meantime lack of medical based information systems, poor infrastructure facilities and the inadequate number of trained medical staff are the challenges of medical tourism.

Bheemaraj, P. (2008) in his study on, “Importance of Tourism in Economic Development: A Micro Study”, noticed that tourism in India is the second largest foreign exchange earner, but tourism potential in India has not been explored to the

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full. The study concludes that 50 lakh people are employed either directly or indirectly in the tourism industry in India\textsuperscript{57}.

**Manikanda Muthukumar, C.** (2009) in his study on, “The Impact of Tourism on the Socio-Economic Development of Tamil Nadu”, tells that tourism is the world’s largest and fastest growing industry. Tamil Nadu is one of the states in India which has a rich and vast tourism potential. There are more than 30,000 temples in Tamil Nadu, which has given the state the title of ‘A Land of Temples.’ The study also points out that there are 20 places of tourist interests in Tamil Nadu\textsuperscript{58}.

**Leena Mary Sebastian and Prema Rajagopalan,** (2009) in their study on, “Socio-Cultural Transformations through Tourism: A Comparison of Residents’ Perspectives at Two Destinations in Kerala, India”, compares residents’ perceptions on socio-cultural impacts of tourism at Kumily and Kumarakom in Kerala. This study further explores whether tourism activities in Kumily, are more sustainable than in Kumarakom. Primary data were collected through resident’s survey and the findings indicate that Kumily with its planned intervention has a more sustainable tourism development pattern than Kumarakom\textsuperscript{59}.

**Subbiah, A. and Jeyakumr, S** (2009) in their study entitled, “Wildlife Tourism in India,” points out that Wildlife Tourism is one of the fastest growing sectors of tourism worldwide. India’s tropical forests have over 1200 species of birds and 350 mammals, preserved in the different regions of the country within 59 National Parks and 372 sanctuaries. The forests, national parks, forest reserves, and

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sanctuaries form around 22 per cent of the total area. Therefore, the Wildlife Tourism in India has reached an apex level of popularity in the present times. The study helps to understand the status of Wildlife Tourism in India.\footnote{Subbiah. A., and Jeyakumar. S., “Wildlife Tourism in India”, Kisan World, Vol. 36, No.3, 2009, pp. 59 – 61.}

Fredrick, J. (2009) in his study on, “Medical Tourism in India,” gives information under the headings of the growth of medical tourism, nature of medical tourism and major problems of medical tourism. The study tells that India is one of the best places for all types of health care treatment. Therefore, people around the world have considered India as the ‘Global Health Destination’. Based on the recent trends medical tourism will continue to expand in the years ahead and India will emerge as one of the leading nations specializing in the field.\footnote{Fredrick, J., “Medical Tourism in India”, Kisan World, Vol. 36, No.6, 2009, pp.53-56.}

Subramanian, T.S. (2009) in his study on, “Tamil Nadu Tourism”, tells that various attractions like hill stations, beaches, temples, mountains, archaeological sites, wildlife parks, botanical gardens, amusement parks etc. are available in Tamil Nadu. The state has also the largest number of waterfalls in India. There are so many lesser-known tourist centers in the state. The study highlights the potential of the tourism. It helps the general readers to know the importance of tourism in Tamil Nadu.\footnote{Subramanian, T.S., “Tamil Nadu Tourism”, Frontline, Vol.26, No.22, 2009, pp.107-118}

Jayalatha, J. (2009) made a study on, “Tourism Development : A Micro Study”, presents the different sites located in Madurai namely Meenakshi Amman Temple, Thousand Pillared Hall, Thirumalai Naicker Mahal, Vandiyur Mariamman Teppakulam, Gandhi Museum, Thirupparankuntram, Alagarkoil and Athisayam amusing park. She states that to undertake a tour to the above-mentioned spots the tourists must have various motivations like, physical motivations, cultural...
motivations, personal motivations, prestige and status motivations. The study tells that tourism is not only a good industry in the field of economic development but it is equally an important medium for international socio-cultural links. Therefore, the study concludes that the host sector needs to develop a good network to attract travellers’ interests.

Manickaraj, S. and Paramasivam, G. (2009) in their study on, “Tourism Scenario at Gulf of Mannar”, describes that the importance of tourism and the economic benefits of the tourist places like Thoothukudi and Tiruchendur which are located in the Gulf of Mannar. The study concludes that the Government of Tamil Nadu has taken steps to strengthen the existing infrastructure at the tourist destinations to identify the areas of tourist importance, and to develop them with adequate infrastructure for the benefit of tourists.

Mohamad Reza Salimi Sobhan and Chandrashekar, B. (2009) in their study on, “Climate Comfort for Tourism: A Case Study of Anzali Township in Gilan Province, Iran”, reveals that the climatic conditions of Anzali Township are evaluated in terms of tourism activities. When the results of the study based on seasons, spring and summer were to offer the best condition for tourism activities. This study is useful for those who learn the climate comfort of tourism purpose.

Vannarith Chheang (2009) in his study on, “State and Tourism Planning: A Case Study of Cambodia”, explains the state is a catalyst in tourism planning not just because of economic development and poverty reduction but also for national

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image and cultural identity. It further examines the role of a state in tourism development policies in post conflict Cambodia. Nine factors were determined in the context of tourism development; security and safety for tourists; infrastructure and tourism facilities development; stakeholders collaboration; cultural heritage preservation; environmental protection; human resources development; tourism products promotion, simplification of travel procedures and regional cooperation.

Anikumar K. (2009) in his reports on “Impact of Negative Factors of Tourism on Tourists” Pointed out that the negative factors which directly affected the tourists, three major factors such as 1. Over pricing, 2. Hosts exploitation, on tourists and 3. Littering are found to be making a high impact on the foreign tourists and he concluded that tourists will avoid their further visits (or) discourage other tourists from visiting the tourists centers of Kerala and may even tend to cutting down of their period of stay in the tourist centres of Kerala.

Jeyalatha J, (2009) in her article, “ Tourism Development” A Micro study, studied the personal factors and motivation factors of the tourists in Madurai. She suggestions for the satisfaction of the tourist based on her study. For her study she selected the important places around Madurai. She concluded that, the importance and development of tourism in the country was merely regarded as one’s own private affair or one’s own individual happyness. Now tourism is not only a good industry in the field of economic development but it is equally an important Hotel ITDC industry and agents need to develop a good network to attract travellers’ interests.

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Shalini Singh (2009) in her study on, “Tourism in India: Policy Pitfalls,” describes that the Tourism is a highly political phenomenon; public policies on tourism reflect the general state of governance in a country. In the developing countries, especially those of South Asia, tourism policies are neither elaborated sufficiently nor appropriately executed, and India is no exception. It is observed that traditional Indian tourism practices were largely oriented towards a domestic base rather than International tourism, in terms of both demand and supply.69

Vikas Sharma and Sunil Giri, (2009) in their study entitled, “Pilgrim Tourism Transportation Opportunities, Problems and Challenges”, note that India is a vast country with a wide variety of tourist attractions, which makes its presence on the world tourism map. The study reveals that transportation problem is a major cause that affects pilgrimage tourism badly. Therefore, some important suggestions highlighted in the study are given below:

- Tourism Department and Shrine Board jointly should provide package tour facilities and transport facility.

- In view of the tremendous growth in number of pilgrims, it is necessary to start online booking facility to minimize the time and the number of people waiting and avoid traffic jams.

- It is necessary to install digital display boards giving exact information about the pilgrimage centers in bus stands, railway stations, and major headquarters. Based on the above information, the study is very useful for identifying the problems in the pilgrim centers.70

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Cyriac Mathew (2009) in his study entitled, “Diversity a Blessing to Kerala Tourism,” tells that the important motivations for travel and tourism may be cultural, social, interpersonal, physical, and religious. This study gives a clear picture of the diversity of the various attractions in Kerala. It helps to understand the potentialities of Kerala tourism.\(^1\)

Manikaraj and Paramasivam G., in their article “Tourism Scenario at Gulf of Mannar”, concluded while the growth in tourism has been impressive, India’s share in total global tourism arrivals and earnings is quite insignificant. It is an accepted fact that India has tremendous potential for development of tourism. The diversity of India’s natural and cultural richness provides the basis of a wide range of tourist products and experiences. The Government of Tamil Nadu has taken steps to strengthen the existing infrastructure at the tourist destinations and to identify the areas of tourist importance and to develop them with adequate infrastructure for the benefit of tourists.\(^2\)

Manish Srivastava, (2009) in his study on, “Assessing International Heritage Tourist Satisfaction in India”, states that travel and tour have been the integral part of Indian culture because in ancient time, tourism was confined to pilgrimage only but in modern days tourism has got the status of largest export industry of the world. The study concludes that tourists coming to India are very much satisfied with the attitude of Indians and registered guides. But, some of the foreign tourists are dissatisfied with unregistered guides and the infrastructural facilities like road transport. The study

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helps to understand the level of tourism service providers and satisfaction of customers\(^73\).

**Vinay Chauhan and Suvidha Khanna** (2009) in their study on, “Tourism: A Tool for Crafting Peace Process at Kashmir in India”, found that the role of tourism as an ambassador and vehicle of International understanding and peace. Kashmir despite a major tourist destination, the spread of terrorism especially during the last two decades have hindered the smooth growth of tourism industry. Thus, following the principles of tourism as a strategic tool to counter terrorism, the present research is conducted to study the tourists contribution to the peace building tourists perception. The research concludes that tourism has a significant contribution towards peace building in the study area and the study also suggests a strategic model based on developing guest host relationship\(^74\).

**Yoar Gal, Adir Gal and Efrat Hadas** (2010) in their study on, “Coupling Tourism Development and Agricultural Process in a Dynamic Environment”, found that the role of agriculture in the Israeli economy has been declining and a combination of essential trends has resulted in the emergence of tourism as alternative sources of economic growth in rural areas. These changes have created a new situation, in which tourism related developments in the rural area of Israel have become part of the activities of many farm owners\(^75\).

**Mustafa Akal** (2010) in his study on, “Economic Implications of International Tourism on Turkish Economy”, outlines the effects of International Tourism by


showing developments in tourism-related economic parameters and discusses the implications of tourism on the economy of Turkey. It further outlines how far international tourism contributes to economic growth and development of Turkey76.

Periyasami, N. and Ashish Varughese (2010) in their study entitled, “Perception of Tourists Visiting Kerala: A Micro Study”, shows that human beings have been fascinated by travel since antiquity. The invention of wheel and money by Sumerians around 3500 B.C. makes the beginning of the speed travel. Now all classes of the people all over the world make travel as a normal part of life. Thus, tourism is one of the largest industries in the world in terms of earnings and employment generation. The objectives of the paper are to study the relationship between the nature of tour and the socio demographic factors of the tourists and to analyze the relationship with the travelling style and the type of tourists. The study makes use of the primary data for analysis. These data have been collected from both domestic and foreign tourists by administering a schedule. Based on the schedule, there is a sample of 300 tourists taken for analysis. Out of 300 tourists selected, 180 of domestic tourists are from 13 states and 120 of foreign tourists from 14 countries. The final analysis is given under the headings like ‘relationship between nature of tour and age’, ‘relationship between nature of the tour and educational status’, ‘relationship between nature of tour and income’, ‘relationship between travelling style and type of tourists’. This study gives very useful guidelines for taking micro study related tourism77.

Suhrid Sankar Chattopadhyay (2010) made a study on, “Tourism in West Bengal”, highlights the importance of tourism industry. In his opinion, the present

situation of tourism industry is not satisfactory. Therefore, the tourism ministry must take some effort to develop infrastructure and attract more investments in private sector.\footnote{Suhrid Sankar Chattopadhyay, “Tourism in West Bengal”, Front Line, Vol.27, No.6, 2010, pp.108-109.}

Jeyakumar, S. (2010) in his study on, “Tourism in Virudhunagar”, highlights the history of Virudhunagar district and the tourist spots in the district. The study tells that Virudhunagar district is famous for temples, historical places, pilgrimage centers and beautiful waterfalls. The study gives the following suggestions for promotion of tourism in Virudhunagar district:

- Complete tourist package can be provided through initiation by the local government bodies of activities such as beautification campaigns, sponsorship of special events that tie in with local tourist attractions and participation of business in the area.

- Successful tourism promotion and development requires good leadership by open minded and enthusiastic persons from local government, community groups, business community and non-profit organizations such as chamber of commerce and convention and visitor bureaus.

- Support and participation of local government is especially important in funding for tourism development and promotion, creation and maintenance of infrastructure.

- Good planning for tourism development and promotion can develop and support local business.
• Coordination and cooperation between business persons and local leadership for tourism development and planning to work are necessary.

• Widespread community support for tourism development and the attitudes and hospitality of local tourism workers are important for successful tourism.

In the view of the above suggestions, the study is very useful for learners and researchers.

Jeyakumar, N. (2010) in his study on, “Eco-Tourism in Kodaikanal”, highlights the importance of historical and geographical background of the area studied. The study also introduces the special features of eco-tourism and its benefits. Kodaikanal is only a hill station in India, which was set up by Americans. In the past, Kodaikanal was known as the ‘Switzerland of East’ due to its natural beauty. Now it is also called Princes of Hill Stations. It is located in Dindigul district. Based on the features and reasons, Kodaikanal is an ideal destination for successful ecotourism.

The International Ecotourism Society (TIES) defines ecotourism as ‘responsible travel to natural areas that covers the environment and improves the welfare of local people’. Another definition describes Genuine Ecotourism as ‘tourism that financially support environmental conservation, monitors and tries to minimize its environmental impact, increases environmental and cultural knowledge, allows sincere communication between guest and host, and operates with the consent and participation as equals of the host community.’ Authentic ecotourism is different from mass tourism in that it will respect local indigenous culture and encourage its preservation for the right reasons. While Kodaikanal provides excellent opportunities, there are still significant barriers obstructing ecotourism from reaching its fullest potential. Ecotourism provides a way to educate the community to protect and

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conserve the environment through travel and also create and maintain sustainable environment for both residents and tourists and more importantly for the next generation. The paper concluded that both domestic and foreign tourists are attracted to Kodaikanal mainly by natural beauty, climate and environment. The rich variety of natural attraction and eco-based activities that spread in Kodaikanal can be used for promoting Kodaikanal as an ecotourism destination round the year.\textsuperscript{80}

Mahbubul Alam, Yasushi Furukawa and Salma Akter (2010) in their study on, “Forest-Based Tourism in Bangladesh: Status, Problems and Prospects,” attempts at exploring various dimensions of ecotourism industry and critically analyses the relationship among the stakeholders, overall strength-weakness of ecotourism sector in Bangladesh and impediments hindering its development. National parks, Ecoparks, Wildlife Sanctuaries, Game Reserves, and the like have been developed in the natural forest ecosystems to attract tourists. This study identifies a number of impediments, including conflict among the stakeholders and forest degradation hindering expansion of ecotourism industry.\textsuperscript{81}

Ishwara. P. (2010) in his study on, “Coastal Tourism: Opportunities and Challenges”, tells that tourism has achieved a higher profile in the public consciousness all over the world. The tourism related business around the world has experienced a profound shift in the consumer confidence. In addition, tourism takes a wide variety of activities in response to diverse motivations including religious education, pleasure, romance, business, health, social status, self-discovery and more. It considers tourism as a multi-faceted economic asset and the attraction of tourism is a good economic resource gifted to the people either by nature or by ancestor. The

study also carried some general information about tourism in India and some particular information about coastal Karnataka. For utilization of the potentials of tourism in coastal Karnataka, the authorities concerned must take steps to leverage the strength of transport infrastructure of the region. Airport, Seaport, Railway networks and Roadway networks would help to promote tourist activities in the area. The coastal district of Dakshina Karnataka has immense scope for religious, medical and beach tourism. In this district, medical tourism attracts tourists from the neighbouring states like Andhra, Kerala and Tamil Nadu. Educational institutions attract students from all over India and the beaches attract a large number of the local people. Based on the above given information the study helps to know the importance of tourism in India.

Mohinder Chand, (2010), in his study on, “A Cross National Study of Motivational Determinants Among Non-Resident Indian Visitors to Religious Centres in India”, presented an interesting comparison of religious motivations among NRI visiting to sacred sites in India. Twenty six motivational items were analyzed through factor analysis. It is found that no significant differences in motivations among NRI visitors from four countries, whereas significant differences were found between domestic and NRI tourists.

Pandey, Suruchi, (2011), conducted a study on “Status Report on Training Activities in Selected Hospitality Industry Units in Pune”. It aims at highlighting the training practices in Hospitality Industry Units in Pune. Training makes its best contribution to the development of the individual and through them to the

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organisations for which they work when well motivated. To quote Prof. S. K Bhatia, India, the invincible, is aiming towards superpower on all fields. If the rate of development is to further accelerate, the quality of management has to keep pace with this progress. This calls for emphasis on training and development in all sectors i.e. corporate, business, services, industry, health services, education, agriculture, entertainment, tourism, NGO and many more. The present study is an effort to understand training and development practices exiting in hospitality industry. Training is the act of increasing the knowledge and skill of an employee for doing a particular job. Training is a short-term educational process and utilizing a systematic and organised procedure by which employees learn technical knowledge and skills for a definite purpose. The increasing competition, among other things increases the significance of training. Training matches the employee with the job from time to time.\textsuperscript{84}

\textbf{Sunanda.C, Yadav.K,} (2012) in their study on “Marketing tourism destination with a strategic planning approach: Case Study of Andhra Pradesh” estimated the total number of domestic tourists by different purposes of travel and estimated the magnitude and patterns of tourist expenditure. The responsibility of management of the destination product has traditionally been transferred from individual companies to a destination. Management should be aware not only of the needs and wants of the active demand but also of the potential markets they can attract. It then can develop the optimization of benefits and adapt their marketing mix to their target markets.\textsuperscript{85}

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Nimi Dev. R (2013) in her study on “Marketing strategies adopted by Tourism industry in South India - a comparative study between Kerala and Tamil Nadu” is to assess the pricing strategies for supportive services of tourism industry in the states of Kerala and Tamil Nadu, to evaluate the promotional strategies adopted for promoting identified products in the states of Kerala and Tamil Nadu, to evaluate the benefits from tourism to the states. She concluded the use of environmental friendly materials and proper waste management systems which have to be encouraged. Sustainability of religious and traditional values should be at the bottom of festivals. South India states are for tourism considering nature blessed products as well as culturally envisaged ones.86

2.2 RESEARCH GAP

Tourism is unique because it involves industry without smoke, education without classroom, integration without legislation and diplomacy without formality. Therefore, tourism plays a major role all over the world. In the past, the growth of tourism was very much limited because of the non-availability of facilities like transport, accommodation and communication. Today, we are living in the age of science and technology. In this situation, tourism emerges as a main sector of economy in all nations. In addition to this, it is a service-oriented industry and it makes a tremendous contribution to the improvement of the social and cultural life of a nation.

Several attempts have been made to assess the development of tourism in India. Some of them are helpful to understand the importance of tourism and the basic principles of tourism. A.K. Bhatia’s attempts are of this kind. These works give the

basic idea of tourism to the learners. Besides these, other works have described the importance of social, cultural, economical, and environmental conditions of tourism. That some of the people who undertake tourism with medical, coastal, modern business, educational and entertainment purposes are described in several articles and books. Communication technology plays a vital role in the modern world and it affects the tourism industry also. In this situation, K. Ravichandran studied ‘Travellers’ Perceptions on Travel Service Providers in an Electronic Environment. This study leads the learners to understand the modern technology in the field of tourism. Aparna Raj points out in his study on “India’s Tourism – Sustainable Development” that tourism industry is one of the ‘money-making’ industries, but it badly affects the environment of the host country. In this way, tourism studies made an attempt to explain the need for security system. Above all, some of the studies show the negative side of tourism such as affecting the eco-system, decline in traditional occupation, increasing prostitution, spread of disease and theft. Some other studies also have concentrated on different aspects of tourism. All the mentioned analyses provide some ideas for the present study.

From the direction of the previous studies, the present research focuses on the satisfaction of tourists, contemporary position, expectation of tourists and problems faced by the tourists in Kodaikanal, Dindugul district.