Chapter-II

Review of Literature

• International Status
• National Status
REVIEW OF LITERATURE

There is no doubt that tourism has a major effect on the economies of destination areas. Research focuses, primarily on the economic aspects of the industry and this emphasis has resulted in a proportionately large number of studies of these effects. The majority of the studies of economic impacts of tourism have been directed at international and national level, with fewer investigations at regional and local levels. The review of literature of tourism at international and national levels is given as follows

2.1 INTERNATIONAL STATUS

Roger (1982)\(^1\) indicated that Tourism has often been supported by government agencies on the basis that it is capable of generating incomes and jobs in areas where there is a shortage of both with special reference to Britain. He reviewed the nature of the jobs created by tourism and assesses people attitudes to such jobs in an attempt to suggest how tourism compares with other activities in generating employment.

Murphy (1985)\(^2\) advocated an approach centered on the goals and aspirations of the communities affected by tourism. He argued that one of the very important elements has been neglected in the tourism research, i.e., the needs and desires of the local communities affected by tourism. He suggested that tourism should be considered as a renewable resource, subjected to the same strains of overuse and degradation as forest, air and water. The goal of this approach is to use amenities in a non-degradation low stress manner to produce an environment that a communities can support without resentment and without loss of values of that made it appealing. To attain the goal, planners must examine four components that together comprise tourism:\footnote{1}{Roger (1982).}  
\footnote{2}{Murphy (1985).}
characteristics of environment and accessibility, commercial and economic considerations, social and cultural issues and the managerial framework.

Douglas Pearce (1987) presented a carefully reasoned systematic approach has demonstrated the ties between geography and the dynamics of tourism in his book 'Tourism Today'. He highlighted useful definitions and discussions in a context that includes points of origin, destinations, linkages, and motivation for travel. Appropriately he used materials form allied sciences such as sociology and economics together with governmental publication and some traditional tourism studies. This approach further advances his mission of presenting comparative Universal understanding about patterns and process in tourism. Tourism today marks a significant contribution by assimilating important findings from a multitude of often disconnecting into a structure for a current geographical understanding and for future inquiry.

Murphy and Bayley (1989) have focused on the link between tourism and irregular natural disaster exemplified in two case studies which are the 1980 eruptions of Mount St. Helens in the state of Washington and the 1985 forest fires in the east Kooteny region of British Columbia. They also pointed that tourism industry is susceptible to man made disasters like terrorism. It has been mentioned for planning purpose disaster may be classified into four stages; assessment, Warning, impact and recovery. In the assessment stage, potential risks are identified and evaluated. During the warning stage local authorities are cautioned about the dangers and are advised how to remove the hazards or to mitigate its effects. The impact stage is characterized by the disaster produced threat to life and property and by the subsequent public and
private implementation of emergency service and rescue operations and last is the recovery.

Antonia Hussey (1989)\(^5\) pointed out the positive and negative impacts of tourism on Kuta village of Indonesia. They observed that the fishing village changed to a modern town with a large number of hotels increasing from 2 in 1970 to about 100 in 1975. The land prices increased from $17 to $8000 for one are (100 sq.mt). The demography also changed drastically. The negative impacts being high traffic jams, pollution of the beach, increase in crime, drug use, intrusion of other culture on the local one etc.

Hamley (1991)\(^6\) discussed the potential and hindrances in tourism development in the North Western parts of Canada. Although North West territories have a large tourism potential, the hindrances like unskilled labour, lack of facilities in major airports, high prices, poor transportation shortage of camp grounds, litter and the low quality of hotels and information facilities come in the way of tourism development. It has been concluded that community based tourism development should be encouraged with stress on tourism that is substantially owned and operated by northerners.

Oppermann (1992)\(^7\) analyzed the spatial variations of tourism in Peninsular Malaysia. He compiled this data from hotel accommodation inventories, hotel guest statistics and surveys of departing visitors in order to identify the spatial distribution of tourism. To gain insight into the significance of tourism within the twelve states and the federal territory of peninsular Malaysia Defert’s tourist function index was calculated which was widely accepted:

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T(f) = \frac{Nx100}{P}
\]

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Where \( N \) is the no. of beds available to tourists and \( P \) represents the resident population. The study revealed considerable variations among various tourist regions. Tourism was concentrated on the west coast of peninsular Malaysia, while the east lacked in both hotel accommodation and tourist. Spatial variation existed also between domestic and foreign tourists.

Mak and White (1992)\(^8\) have discussed about the prospects of international tourism in the Asia-Pacific region. They mentioned that international tourism in the Asia-Pacific region has grown rapidly since the 1960s, primarily because of increased intra-regional travel among Asia-Pacific residents. They compared tourism development among major Asia-Pacific countries, focusing especially on countries as receivers of tourists and tourism receipts and as generators of tourist travel. Countries examined included Japan, Hong Kong, Taiwan, China, Korea, Singapore, Thailand, Malaysia, Philippines, Indonesia, Australia, New Zealand, as well as Island microstates in the Pacific. They concluded that tourism development in the Asia-Pacific region will depend on continued economic growth and the willingness of governments to open their countries to foreigners and to allow their own nationals to travel freely abroad.

Towner and France (1992)\(^9\) examined the applications of techniques of Rapid Rural Appraisal (RRA) in field work related to geographical studies of tourism. They concluded that Rapid Rural Appraisal is a research methodology that is of particular value for the studies of tourism in developing countries, where the quality and quantity of data is variable and often unreliable.

Abraham Pizman (1994)\(^{10}\) has investigated the differential perception of residents, entrepreneurs and tourists towards negative environmental impact of
tourism on the Greek Island of Mykonos. He interviewed 115 residents, entrepreneurs and tourists in Hora, the capital of Mykonos during the beginning of the 1993 summer season. Perceptual gaps were found between tourists and other two groups in his study. Tourists considered both residents and entrepreneurs to be more responsible than themselves for the negative environmental impacts of tourism. No gap was found between residents and entrepreneurs responses. Both entrepreneurs and residents perceived the environmental impacts to be lower than tourists did. The most interesting findings was that all three group including the residents themselves, considered the residents to be more responsible than anyone else for the creation of tourism's negative environmental impacts.

Wahab and Pilgrim (1997) discussed how tourism can be developed in sustainable manner. They mentioned that sustainable tourism is a reality and that it needs are proper managements. Sustainability and sustainable tourism have been brought forth as not merely an end but an ongoing progressive attempted to rebuild our planet and its inhabitants. Secondly demand can be tailored for sustainable tourism development, through parsimonious use of Image building agendas and channels.

John A. and John L. (1998), a 35 item tourist impact scale was developed. It was derived from an initial pool of 147 impact items drawn from personal interview and the literature and it was refined using classical scale development procedures. The scale comprises of seven domains social and cultural, economic crowding and congestion, environmental services, taxes and community attitudes, although the latter two domains did not always emerge as independent factors. Testing was undertaken with three independent samples.
drawn from communities exhibiting different tourism characteristics. The scale was demonstrated to have dimensional distinctiveness and stability, internal consistency content validity and convergent validity. Tourism impacts were assessed by measuring both belief and affect towards the impact attributes.

Andereck and Vogt (2000) explored the relationship between resident's attitudes towards tourism and support for specific tourism development options.

McVey and King (2000) examined the recent performance of India’s hotel sector performance and its prospects for the future. India having a population of 1.2 billion, it is the world’s second most populous country in the world. Its fast growing middle class is estimated at between 200-250 million. Official reports indicate that economy has been expanding by nearly 6 percent per annum and the demand for both leisure and business related travel may be expected to increase, accordingly. However, the tourism potential of the country has not been fully developed. Despite its large size and vast population leading analysis still class India as a ‘secondary’ Asian destination.

Timothy (2000) discussed the nature of education for destination community members and examines how vocational, entrepreneurial and general community awareness education is occurring in a developing country’s tourism destination. In developing countries with entrepreneurial endeavors and public awareness, the residents are in a better position to participate in tourism development.

Boris Vukonic (2002) explains and supports the idea that the economic impacts of religious tourism should not be neglected or underestimated.
although religious institutions have traditionally attempted to downplay this in the past. He argued that religion and tourism have much in common.

James Mark (2004)\(^1\) highlighted the economic benefits of tourism and pointed out that Tourism is a major economic activity which can foster peace by reducing world poverty and promoting cross cultural understanding.

Coccossis and Mexa (2004)\(^2\) have focused on the carrying capacity of the tourism (CCT), the difficulties in implementation of CCT and the ways of solving this problem. They have mentioned that nature has its limits and we are crossing those limits. The result is that nature starts wreaking havoc on humans. Its burning examples are the December, 2004 south-east Asian Tsunami and hurricanes Ivan and Katrina in 2005, but tourism continues to grow—hurricanes, tsunamis and terrorism not withstanding. They suggested that as far as tourism planning is concerned, we can have a maximum acceptable level of development measured in terms of the number of beds and desirable densities. On the basis of that number, associated infrastructure and related urban development can then be projected.

McIntosh (2004)\(^3\) highlighted the economic advantage of tourism. He argued that tourism may prove to be a valuable source of foreign exchange, generation of employment and as a source for increasing the income of local inhabitants.

Johnston and Tyrrell (2005)\(^4\) pointed out that operational definitions of tourism sustainability requires details regarding what is to be sustained, for whom it is to be sustained and the level at which it is to be sustained.

Bonham and Mak (2006)\(^5\) reviewed the recent trends in travel and tourism in the United States and Hawaii to ascertain how the terrorist attack of
9/11 and subsequent terrible global events affected tourism flows. United states tourism has not recovered fully from 9/11 and other international shock, indeed recovery may be a long way off. On the contrary Hawaii tourism is enjoying robust growth in the aftermath of 9/11 as growth in tourist arrivals from the mainland has offset declines in international visitors. He suggested that Hawaii’s current tourism boom is explained in part by the diversion of United States travel from foreign travel.

Simeral (2006)^22 emphasized on the use tourism satellite account (TSAS) for experts who faced with the problems of measuring the size of tourism and its contribution to GDP, which focus on a regular stream of financial data that can be compared through time and with other economic activities at a regional, national and international level.

Kanynak and Marandu (2006)^23 projected what would be the most probable scenario for the tourism industry in Botswana by the year 2020. A modified Delphi technique was used to generate data from 68 industry experts. The findings show that experts forecast progressively more changes and higher impact as one moves form values, structures and events. It demonstrates that an expert who is optimistic on one factor say, values – is likely to perceive the same with regards to other factors such as structure and events.

Ryan (2006) ^24 tries to find out the complexities of limited choice in the development of tourism in developing economies which lack in basic facilities like infrastructure such as road facilities telephone, internet etc. He also mentioned about the “Tourism Concern” which is the tourism oriented towards the small scale development with main emphasis on community needs and
carrying capacity of the tourist area which according to him should be the main base for the tourism development in the third world countries.

Nicholas (2007) attempted to explain the impact of climate change on tourism. According to him in fact, tourism is a climate dependent industry and many destinations owe their popularity to their pleasant climates during traditional holiday seasons. He further explores the potential implications of climate change for global tourism with specific emphasis on seasonality. Combination of two climate change scenarios with the tourism climatic index reveals that the locations of climatically ideal tourism conditions are likely to shift poleward under projected climatic change whereas destinations such as the Mediterranean may see shift in their peak season from summer months to current period. Regions in higher latitudes are likely to experience a lengthening of their summer seasons. The effects of these changes will depend greatly on the flexibility demonstrated by institutions and tourists as they react to climate change with substantial implications for both spatial and temporal redistribution of tourism activities.

2.2 NATIONAL STATUS

Ummat (1979) analyzed the growth of tourism in the country since the fifties when efforts were made to encourage its growth. He also highlighted those factors that have decelerated this growth. According to him in view of the widening trade deficit, it is imperative that India should step up efforts at boosting the invisible foreign exchange earnings which comes from tourism. Tourism yielded foreign exchange worth 330 crores in 1978 offers greater scope for narrowing gap in the balance of payments. During 1979 unfortunately showed a declining trend with growth of 5.3 percent from 16 percent in 1978
and 20 percent 1977. The article also touches upon the economic benefits specially employment that can be derived from tourism.

Karan and Mather (1985) studied the impact of the tourism on the environment in the Khumbu area of Nepal. They pointed out that tourism has brought a plethora of environment disruption to this formerly remote, unspoiled region. The hotel built by Japanese firm has caused local pollution. Aeroplane landing in the nearby Shyangboche airstrip has shattered the splendid silence of the mountains, the trekking on yak contributed to the environmental degradation. Trekking caused serious environment damage of the land scenic sites and loss of local monuments like the ‘mani’ wall along the trekking routes. Although government has taken steps to conserve the environment, but a lot needs to be done.

Chakravarty (1999) laid emphasis on using tourism as a planning strategy for promoting regional development. He concluded that tourism infrastructure holds the key towards the development of tourism and in addition to it are the preservation of ecology and culture of tourism region, maintenance of international standards and popularization of unconventional forms of tourism.

Caprihan and Kumar (2002) have proposed some short term and some specific long-term strategies on how to redefine tourism marketing strategies like the concept of ecotourism, dental tourism, incentive tourism or conference tourism should be fully exploited.

Biju (2002) stressed on the major problem that the travel and tourism is facing. He mentioned that, the major problems tourism industry facing today is that the economists, social scientists, administrator and political leadership who influence government policies and decisions do not exactly know the enormous
economic impact of tourism. Tourism has expanded fast and in a revolutionary way. The old economic theories are outdated so far as tourism is concerned. He concluded that Tourism or what we now popularly calls the travel industry has become a comprehensive social science that needs a serious study and attention as it effects million of human beings all over the globe. Its management, development and future are vitally important and can be best seen in the perspective of history of travel

Jag Mohan (2002) has mentioned that the experience of the last fifty years shows that the concept and ideas of sustainability, conservation, ecotourism etc. are not likely to materialize on the grounds unless the global community as a whole gives itself a new mindscape and new ethicscape. All the stakeholders in the tourism development should safeguard the natural environment with a view to achieve sound, continuous and sustainable economic growth geared to satisfy equitably the needs and aspirations of present and future generations. A mention has also been made of the Vaishno Devi Shrine and Ajanta Ellora caves; the money collected due the tourism activities has been devoted towards the developmental activities in this areas.

M.S Kohli (2002) in his paper has asserted that strict conservation of Himalayan region is no solution. It is necessary to develop this region by allowing the tourist, in order to improve the standard of living of the local people and to promote further growth of national economies of this region. The solution lies in carrying out all this in a new era of heightened cooperation without disturbing the ecosystem of Himalayas.

Gangopadhyay and P. Chakrabarty (2003) highlighted the ill effects of unplanned growth of tourism in Digha (W.B.). He reported that inorder to accommodate tourism flow, new hotels are being made by cutting the dune
tops, thus destroying the sea-dune dynamics of the area which is necessity for its survival. He also mentioned about the unplanned management of tourist waste. Further he concluded that people’s awareness and government interference is necessary to save the fate of Digha and its tourism industry to a great extent.

Mitra and Chattopadhya (2004) have discussed the possibilities, prospects, constraints and sustainable development of nature based tourism in Arunachal Pradesh. They tried to ascertain the potential for ecotourism development, both in terms of the number of visitors and economic. They attempted to determine the limits to be set in view of carrying capacity of the state, particularly with respect to environmental ecological aspects.

Bhattacharya and Bhagabati (2005) made attempts to identify and assess the potential pockets of tourism activity in the Assam. They identified seven pockets of the two hills districts considering their accessibility and high probability of tourism based on development of potential link. To gauge the demand or choice of tourism, a resource inventory has been prepared incorporating both existing and potential resources possessed by the selected pockets of the hill district. Both the demand and the supply content of these components of these pockets have been rated and their potential index calculated by using formula, \( T_p = \frac{A + B}{2} \). It has been concluded that the pockets with high \( T_p \) index have more possibility for tourism development than with the low \( T_p \) index.

Chakrabarty (2006) reveals the accommodation and transport problem in Panchmarhi. The proper tourism management like designing integrated ecotourism strategy focusing on land use zoning, site development, educating visitors, controlling and regulating their flow on the basis of spot character.
infrastructure development and people’s awareness is recommended for the implementation of an effective ecotourism strategy.

Kant (2007)\textsuperscript{37} has mentioned that in little over a decade, India has become one of the significant emerging countries of the world. Its economy is growing at over 8 percent a year making it that fastest growing free market democracy. Indian industry is ticking along at double digits while service sector continues to lead the overall growth surge. It is tourism, however which has recorded the highest level of growth more that 15 percent per annum over the last three years. A recent study by National council for applied economic research reveals that that tourism contribution towards GDP (both direct and indirect) is 5.9 percent and towards employment (both direct and indirect) is 8.75 percent. Opening up of the skies and a successful branding and positioning campaign ‘Incredible India’ has driven the growth of tourism in India. During the tenth plan period tourist arrivals grew by 78 percent while foreign exchange earnings increased by 122 percent. The challenge for India’s tourism lies in enhancing the present momentum. This is dependent on five critical C’s – Civil aviation, civil governance (Continued improving the quality of infrastructure), capacity building of service providers (taxi drivers, guides, and immigration), communication strategy (constant innovation) and convergence with other sectors of the economy.

Mehmooda Shafi (1994)\textsuperscript{39} made an evaluation of the performance, problems and prospects of tourist trade in the post independence period.

Mirza (1995)\textsuperscript{40} has touched the management of tourism in j&k state and highlighted the policies and prospects of the state government.
REFERENCE


