CHAPTER III
REVIEW OF LITERATURE

The literature survey involves a thorough perusal of books, articles, reports, bulletins, newspapers, magazines, journals, CD-Rom, micro-film, micro-fiche, internet information on the topic. Books throw light on the different dimensions of a particular subject. The review of literature has facilitated to identify research gap on the topic.

V.M. Xavier in his research article states that tourism is an ideal sector for the development of the country not only because it facilitates the development of different places but also because it would create more jobs. He further emphasizes, tourism sector is investment friendly which has immense growth potential. He concludes that travel industry will continue to be good business if professionally run, integrating the latest innovations and technology and understanding the needs of the consumer to deliver quality products and services.

A.K. Bhatia in his book methodically covers historical dimensions of tourism, emergence of modern mass tourism, psychological, economic and international dimensions of tourism. Further, he harps upon the organization of tourism, international tourist organizations, planning, development and marketing of tourism, tourist accommodation, the role of travel agency and the like. He draws the conclusion that tourism today is one of the world's fastest growing and oldest industries. It is a way of promoting cultural exchanges and international cooperation. The book is also

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49 Faculty, department of studies and tourism and travel management, St Thomas College, Thrissur-paper on prospects of tourism industry, presented at national tourism conference, Gwalior, 2004.

50 Tourism development – principles and practice, 2 e, Sterling Publishers Private Limited, New Delhi, 2002
designed to introduce the basic concepts of tourism to the budding professionals.

**Fani Bhusan Das**\(^{51}\) in his research paper provides some of the critical guidelines for formulation of sustainable tourism policies by ascribing the reasons of promoting country's domestic, economic and foreign exchange growth on the one hand, synergizing cultural assimilation, alleviating poverty, employment generation, protection of environment on the other. He speaks of economic dimensions of tourism. He also emphasizes the need for formulation of Basic Tourism Reform Policy (BTRP). As for environment protection is concerned, he suggests "Polluter to Pay" to repair the damage caused to the environment. He concludes that natural resources, cultural resources, product development and service development in the sector can be done by having effective objectives and policies in place.

**Siraj Chougle**\(^{52}\) highlights that 'Information creates knowledge' and therein lies the marketing opportunities – in abundance. This age of information revolution has been propelled by the advent of information technology leading the world in the 21\(^{st}\) century into the "Knowledge Economy". He states that IT has laid the foundation for the transition of business being one driven by physical capital to that driven by knowledge capital. He suggests that tourism products be marketed online with the use of CD-ROM base packages. Similarly, hotels, restaurants should be brought under the Net. He concludes that successful tourism corporations will remain 'high touch' while becoming 'high tech' and therein lays the secret.

**Adarsh Batra**\(^{53}\) discusses in his research article that, in India, of late Tourism is recognized as an industry generating a number of economic and social benefits. The number of tourist's arrival exceeded

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\(^{53}\) Heritage Hotels – A New Concept in Tourism, Journal of Travel Research, Vol. 28, PP 7-11, USA 2003, Fall.
five million necessitating 70,000 rooms, where as the present availability is 54,000. To meet the short fall in the accommodation sector, the concept of Heritage Hotels came into being. This concept covers running hotels in palaces, castles, forts, havelis, hunting lodges, residences of any size built prior to 1950. He suggests these Heritage Hotels will supplement the growth of tourism sector.

C. Panduranga Bhatta\textsuperscript{54} asserts that the tourism products in our country need to be diversified and enriched as much as possible to stay ahead of others in the field. Further, he says that India is, and has always been, a storehouse of intellectual and cultural wisdom. The author points out that we have to move from the brand image of being a mysterious land of snake charmers to provide new products based on our rich culture, to meet the demand generated by the process of globalization. He suggest that people and customs, myths and legends, rites and rituals, festivals, pilgrim centres, kings and queens of India have rich potential of achieving diversification of tourism products, packages and circuits.

The cultural attractions can be classified as hard and soft. The hard attractions include categories like historical sites, museums, architecture, monuments, religious buildings and archeological sites. The soft attractions include music, drama, poetry, literature painting, sculpture engravings, herbal medicines, folklore, handicrafts or even heritage walks. Both hard and soft attractions have to be imaginatively combined, says the author.

S.K. Mishra in his research article explains that niche marketing focuses on sub-segments or niches with distinctive traits. Creating a niche destination implies the creation of a destination for the tourist in such a way that it becomes a niche for the tourist. High quality marketing efforts can make it feasible. The specific objective of this is to attract the same tourist to the same destination over and over again making the destination a niche for him. Obviously the concept of niche applies only to the repeat visitors. “This can be achieved if the iron combination of efforts to practice relationship marketing and customer relations’ management is made by creating proper databases in all earnestness”, the author concludes.

C. Jayachandran presents that the tourism industry could be bigger that what information technology has done for the Indian economy. He observes that the country is sitting on a virtual goldmine with a wealth of sights, cultural exuberance, diversity of terrain and that special something that only India promises and delivers. The development of the tourism industry has all the potential of being one of the greatest growth drivers of the 21st century. But it requires a massive effort. The challenges are daunting. India ranks 124th in terms of tourism contribution to the GDP, even lower than Egypt, Thailand and Indonesia, all of whom India can beat when it comes to offering a kaleidoscopic variety of tourist attractions.

The author suggest that if India were to raise the share of tourism in GDP to 10 per cent, (the global average is 11.6 per cent), employment in related fields could jump to 12 million – which is equal to the entire population of many countries in Europe! And what's more, it would reduce the pressure on other sectors of the Indian economy to provide jobs, because tourism is a multi-billion dollar business.

Ahmed Z.U\textsuperscript{57} opines that the issue of connectivity. India unlike many other leading tourist destinations, is a huge and complex country with significantly varying levels of quality of roads, rail and air and sea links. All these have come together, if not seamlessly then at least in their correct required sequence, to make a tourist experience memorable or one with the least discomfort.

The author conveys that air, road and rail are the three main connectivity player's in India. Given that the vast majority of tourists to India are from Europe and the US, the only way to reach India is by air as the cruise liners do not attract any tourists.

\textsuperscript{57} Tourism Infrastructure in India – Connectivity, An Economic Times Intelligence Group Presentation, 21\textsuperscript{st} August 2004.
N.S. Bisht, Rakesh Belwal and Sweta Pande\textsuperscript{58} in their book covered the aspects of tourism marketing in the global and local scenario. Further, the tourism as a concept, emerging trends, marketing mix for policies and strategies are being incorporated. The central aspects of the book is technological intervention in tourism industry is presented lucidly and effectively.

P.C. Sinha\textsuperscript{59} in his book meticulously presents Tourism services, Guides, Information systems, organization of Travels and Tourism marketing, Advertising, Public relations, Planning, Tourist Destinations, Visitors attractions, Hotel accommodation and the like. The author also identifies the future of tourism in India and eventually portrays tips on tourism marketing management.

Ramchandra, Chandrashekara and Shiva Kumar\textsuperscript{60} in their book sagaciously analyses the concept and nature of tourism, significance and impact of tourism, market segmentation and marketing mix in tourism. Going further they discuss the topics of management of travel services, role of travel agencies and tour operators with living examples.

Bishwanath Ghosh\textsuperscript{61} in his book prudently arrays a wide spectrum of tourism dimensions. To start with the concept, nature of tourism with Leiper Model, negative impact of tourism, significance and classification of tourism are discussed. The author continues to provide with Epochs of tourism and the extent of state intervention required. Geography, politics of tourism, tourist behavior, role of travel agencies, Hospitality industry, marketing in tourism, economic social and ecological impacts of tourism are significantly covered. The book concludes with suggestions for framing appropriate government policy to stimulate the tourism industry with future vision in mind.

\textsuperscript{58} Internet Marketing of Tourism, Himalaya Publishing House, Mumbai, 2004.
\textsuperscript{59} Tourism Marketing, Anmol Publications Pvt. Ltd. New Delhi, 2002.
\textsuperscript{60} Services Management (Including Skill Development), Himalaya Publishing House, Mumbai, 2005.
Pran Nath Seth and Sushma Seth Bhat\textsuperscript{62}, in their book judiciously incorporate the global tourism scenario. The authors envision that in the long run tourism growth is irreversible and they say the debate is really about the rate of growth. They cite the World Tourism Organization (WTO) estimate to evidence the fact that tourist will triple, over the next decades with 1.6 billion tourist's visiting foreign countries annually by the year 2020 and spending more than US $ 3 billion a day. The authors diligently enumerates the topics of travel agencies, government role, information technology, the hospitality industry, marketing in tourism, India- A tourist destination and finally leave it to the readers to decide whether tourism is a blessing or blight.

Chandralekha Chandra\textsuperscript{63} in her article proclaims that tourism is an integral part of modern societies. She distinguishes tourisms into three categories Internal Tourism, National Tourisms and International Tourism. The author observes that tourism is a service, hence production and consumption take place at the same time. The problems of marketing in tourism are somewhat different from the problems of traditional product marketing. She says that markets are volatile, tourism is a very sensitive phenomenon and tourism markets are affected by unforeseen natural disaster, political situations, economic changes, the exchange rates, technological changes, fashion and the like. She concludes that it is essential that we be prepared to cope with these changes or challenges. In the Indian context, the need of the hour is to adopt market driven approach with innovative promotional measures.

M. Janikiram\textsuperscript{64} in his research article explores the opportunities of using Internet for eco-tourism promotion and related

\textsuperscript{62} An Introduction to Travel and Tourism, 3 e, Sterling Publisher's Private Limited, New Delhi, 2003.
\textsuperscript{63} Tourism Marketing in India, Know India Monthly Magazine, March 2000, Tamil Nadu.
services. A brief view of the definition of eco-tourism is provided for bringing clarity in designing the service offer. Eco-tourism has been defined as, "...traveling to relatively undisturbed or uncontaminated areas with the specific object of studying, admiring and enjoying the scenery with its plants and animals, as well as any existing cultural manifestations found in these areas". The author in also presents the opportunities for using, providing and delivery of eco-tourism based services.

S.K Guptha in his research paper traversed and declares that tourism is the industry of the 21\textsuperscript{st} century, but tourism education is in its final frontier. The current system is suffering a paradigm paralysis and needs a profound change observes the author. He goes to say that tourism education in future will have to respond to permanent change and integrate new quality and efficiency methodologies. There is urgent need for upgrading teaching methods offering incentives to stop to take part in training programmes incorporating existing technology, and setting up a permanent training process. He says there is a need for existing tourism courses at all levels to develop new models in tourism covering a broader spectrum of the tourism industry. Only in this way, the colleges, institutes and universities running training programmes can begin to long-term need of whole industry. There is a great potential for significant gains in performance and productivity, in both facility design and service delivery.

Purinima Chuan thrusts upon Kapal Mochan fair in Harayana, pilgrimage tourism in India, Himalayas and adventure tourism, exotic tourism and the like. Further, she observes mass tourism has catapulted the tourism industry to the number 1 position as the foremost foreign exchange spinner but it looms as a grave

\textsuperscript{65} Tourism Education in the 21\textsuperscript{st} Century: Challenges and Opportunities, International Journal of Management and Tourism, Vol. 6, No. 2, October - December, 2003, Jodhpur.
\textsuperscript{66} New Vistas in Tourism in India, ESCAP Tourism Newsletter, No.4, August 2004, Bangkok.
threat to the environment and hence to itself. The change being wrought by forces of liberalization, globalization and information technology, is perceptible in the emergence of a new tourism paradigm globally, which is called ‘exotic tourism’. She answers that if mass tourism is a threat to the environment, do we envision a thrust on exotic/designer/ eco-tourism product as a viable option for sustaining the future tourism.

Joginder Singh\(^{67}\) in his survey report aimed at assessing the impact of tourism policy on the tourism sector. He also aimed at arriving the possible impact of tourism policy imperatives on the socio-economic fabric of the study. He utilized a methodology involving a historical preview of the evolution of tourism policy since 1982, and exploratory assessment of the impact. He concludes that the development of tourism sector in India is not solely dependent on the factors within the sector, but is influenced by socio-economic environment, the political system and the overall policy framework. In this way the study integrates within itself the dynamic aspects of historical changes that are taking place at the macro economic level. He concludes that tourism policy would not evolved on this own without being influenced by the general tenor of macro economic policy and coloring.

Times News Network\(^{68}\) in its article enlightens us to the fact that the travel and tourism industry in India has been a bit late in taking off compared to other countries. However, with growing worldwide interest in travel, along with government support, tourism is literally going places in India.

It reports that worldwide, travel now sits alongside technology in the realm of infinite earning capacity. The industry generated $5,490.4 billion of economic activity, accounted for 10.4 per cent of


\(^{68}\) Article appeared in The Times of India Supplement under the title “Going Places” dated November 14, 2005, Issue 36.
total GDP, created 214,697,000 jobs or 8.1 per cent of total employment and contributed 12.2 per cent of total exports.

The statistics reveals that India has been ranked the ninth most preferred travel destination by Europe’s leading travel magazine ‘Conde Nast Traveller”, as per its recent study. After a record arrival of foreign tourists in 2004, India is poised to take a quantum leap by crossing the magic figure of three million this year to register a 24 per cent growth according to the report.
discusses that "the rough and tumble of traveling to and within India makes for a sorry tale. A creaking infrastructure bursting at its seems, fuzzy government policies, the lack of right investments at the right places, chaotic support services- all look set to bring to naught the governments tall claim of attracting ten million foreign tourists to India by 2010. And the domestic tourists continue to get a raw deal."

Tourism is also a volume game. The greater the number of tourist the lesser the cost per tourist and an inflection point is reached when one rupee invested gains more than double in returns. But that one rupee has to be invested- and that inflection point has to be recognized and targeted. Aim too low and you don't get enough mass; aim too high and you make a mess out of the details the ET group observes.

Further it says that the accounting practice called tourism satellite accounting (TSA) propagated by the WTTC measures the repercussions of one rupee spent on tourism on the rest of the economy and the margin structure of the players in India's tourism industry.

Jha S.M\textsuperscript{70} in his research article discerningly observes that the tourism is big business, running into trillions of dollars. But the method of accounting for how much is spent on which aspect of tourism and when, where and how still remains hazy. There have been several direct and indirect indicators used for measuring the various impacts of tourism an employment, revenues, taxes, margins, and profits in absolute numbers and trends. The most common indicators are spent on infrastructure, which should translate players; employment statistics collected by the various agencies, public, private and government, airline and hotel data of yields to show how profitable or not is the sector; and a host of others. The author

\begin{itemize}
\item \textsuperscript{69} Tourism Infrastructure in India – A House in Disorder, Dated September 22, 2004.
\item \textsuperscript{70} Tourism in India: A Business Perspective, Deccan Herald December 5, 2003.
\end{itemize}
recommends the Tourism Satellite Accounting (TSA) practice implementation to address the above problem.

Socrates I. Papadopoulos\textsuperscript{71} presents a Tourism market Choice Matrix. By developing the matrix, he gives some assumption and justification for the same. Accordingly, the author states that strategic marketing planning in tourism for multi-service, multi-market national tourists organizations may be a particularly complex process. This is so because the diverse tourist "composite products" and markets may perform differently relative to each other and with numerous competitors in the industry. Further, the author points out that the potential for growth in some market may be stronger than other slower-growing markets. Hence, the need for the appropriate tourist authorities to decide on the best market mix, especially when high costs in foreign markets and limited budgets are the prohibitive factors. Thus, he concludes that the tourist organizations must deploy its limited resources among the various markets in order to achieve the best possible performance.

Weitz B. A and R. Wensely\textsuperscript{72} in their research article fascinatingly lay down that between 1960 and 1985 international tourism to Greece enjoy one of the fastest rates of growth in the world, averaging 12.2 per cent annually. Numerous interrelated explanations were offered for these phenomena, including endowed factors such as warm climate and antiquities; low costs; the supportive infrastructure and the strength and efficiency of the supply of tourist services and products. One aspect, however, which has not attracted much attention is the quality of Greek marketing. The Greek tourism marketing strategies are examined using a sample of Greek national tourist offices located in major European cities. Data for the study were gathered from personal interviews with the directors of such tourist offices. Although the marketing strategies undertaken by the national tourist offices of Greece abroad have been generally successful, the long term viability of such strategies can only be sustained by the formalized strategic marketing planning processes which caters for a host of interacting internal and external variables.

Lynne Dore and Geoffrey I. Crouch\textsuperscript{73} in their research paper reports undertaken on the extent, nature, and conduct of efforts by national tourism organization (NTO's) in Australia to generate publicity for the purpose of simulating tourist demand they compare and contract the different approaches and outcomes in this regard. They point out that today; research into the marketing management practices of destination management organization (DMO's) has typically focused on topics such as destination image studies, marketing strategies, conversion studies and advertising research. They further pinpoint that a promotional method that has been largely ignored in research conducted so far was the use of publicity. They intercept that while much publicity concerning a place (destination) is


unplanned and incidental, and occurs in the general course of 'news', the publicity programmes conducted by destinations are often quite deliberate, planned, methodical and coordinated with a clear set of objectives.

Alonso Gondez Herrero and Cornelius B. Pratt\textsuperscript{74} in their research compares crises-response strategies of marketing-communication professionals in tourism organization (TO's) in the United States and Spain. It reports the extent to which they use proven Crisis-management strategies. Results indicate significant difference between countries' TO's in both their extent, plans for responding to marketing crises and in their strategies for handling those crisis. It presents findings for market driven crisis management in tourism. Finally, it provides directions for future research.

Andres M Riege and Chad Perry\textsuperscript{75} – Their paper focuses on how national travel and tourism authorities can market a country as a tourist destination, with particular reference to the marketing of Australia and New Zealand to target markets in Germany and the United Kingdom. They say these two nations in Europe are by far the most important tourist generating countries for Australia and New Zealand and there has been a recent substantial increase in the value of international value and tourism revenues and promising future prospects. This research collected data using in-depth interviews with 41 experienced practitioners in Germany, the UK, Australia and New Zealand and analyses the data with a rigorous case study methodology. The results of this research assist in clarifying the conceptual issues provided in the literature, linking theoretical marketing knowledge about strategies in the discipline of international travel and tourism marketing.


\textsuperscript{75} National Marketing Strategies in International Travel and Tourism, European Journal of Marketing, Bradford – Australia, 2000, Vol. 34, issue. 11/12, PP 1290-1300.
Shajahan .S\textsuperscript{76} in his book explores the demand and supply management in tourism. Speaks of core, tangible and augmented hospitality products. Further, the areas touched upon by the author are - marketing for tourism, segmentation in the tourism market. Marketing strategies for the tourism and hotel products evolving an integrated strategy for the sustainable growth of tourism industry, emerging strategies in tourism marketing quality control in tourism industry, and technology transfer in tourism industry.

Liping A Cai, Ruomei Feng and Deborah Breiter\textsuperscript{77} in their study, the authors examine the relationships between tourists' purchase decision involvement and their information search behaviours. The behaviours include their information preferences as measured by perceived value of different types of information contents, and their use of internet as an information channel. The relationships are presented in a proposed conceptual framework of the tourist information search process, and tested through two hypotheses using a survey sample. The findings reveal that tourist information preferences significantly differed form one level of purchase decision involvement to another in seven out of 13 instances. It is also found that there are significant differences in using the Internet as a destination information channel from one level of purchase decision involvement to another. The findings are discussed in the context of developing effective destination marketing strategies.

Lily David\textsuperscript{78} in her article indicates that prices of packages of tourism play a crucial role in vacations. The right price can push the customer towards at least looking at options; the wrong price completely loses the business. The trick she observes is to find the price that assures reasonable returns – not the huge margins of

\textsuperscript{78} Tourism Players – Prices, Times of India April 21, 2004.
yesteryear to the operator and draws in the customer with a predefined budget in mind. With competition rising, prices have either fallen in real terms or other offers have been bundled in which reduces overall costs, or puts more value for money. In other words, with increasing pressure on volumes, there is an increasing disconnect between costs and prices, with margins being squeezed all round by all vendors and customers, prices are now wither at cost plus slim margins of 3-5 per cent or below cost. With additional revenues form add-ons during the trip, like food and beverages charges and so on.

Even in pricing the study concludes that two distinct levels exist. The prices of tour operators and the prices a customer would pay, if booked independently. In the end, a costumer pays for the logistics and co-ordination that the tour operator does in strange place.

Romila Chawla\textsuperscript{79} in her book makes an attempt to examine and understand various perspectives of tourism in India. What are the challenges facing this industry? Why the slow pace of advance? How and by what means can India catch up to take full advantage of this fast growing industry? And other related issues.

Besides, the book gives perspectives on tourism in India, It provides information on hill stations, beaches, pilgrimage, wild life, adventure. It also throws light on tourism in developing countries. Tourism perspectives in 10\textsuperscript{th} five year plan in the contribution of tourism to the Indian economy are the other sub topics covered by her with useful inputs.

James Burke and Barry Resnick\textsuperscript{80} in their book indicates that anyone considering a career in travel marketing and sales needs to

\textsuperscript{79} Tourism in India – Perspective and Challenges, Sonali Publications, New Delhi, 2003.
\textsuperscript{80} Marketing and Selling The Travel Product, 2 e, Delmar Thomson Learning Publications, Africa, 2000.
understand how travel organizations use marketing techniques and strategies to enhance their ability to sell their products. Because, in today's competitive travel market—place, marketing is the key to success.

**Stephen J Page, Paul Brunt, Graham Busby and Jo Connell**

— Sublimely say that tourism now is one of the fastest growing sectors of the economies of many countries as it assumes a dominant role in the service sector. Their book is a response to the growing demand for a textbook, which serves both the beginners and professionals in the discipline of tourism. This book is not a simple compendium of facts and figures, instead it is a balance of much needed concepts associated with the analyses of tourism.

**Visvas Paul D Karra** in his research article reveals that Medical tourism, which is growing in popularity, is a new concept that combines healthcare and tourism. He says Medical tourism is a double-edged sword and is exclusively for the benefit of ill people from western countries, combining health care and tourism in India.

According to him the cost of medical treatment in India is less than 1/3rd of that in many European and US hospitals, the wait list especially in the UK for both inpatients and outpatients is anything between three weeks to one year. For example there is a backlog of about 1.2 million patients in major hospitals in Britain according to figures provided by the National Health Survey in UK.

He further says that the question of whether a sick person will put himself at risk and board a plane to India is easily set at rest because of the comparative cost and waiting period for medical treatment in India and elsewhere.

**Bala Chauhan** in his article, states that recently Bangalore hit national news when little Noor Fatima came to the city from Pakistan

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82 And now, Medical Tourism, Travel Trends Today, Cross section publication Pvt. Ltd. New Delhi, November 2003.
for a cardiac surgery. Successfully operated for a hole in her heart, Noor went back with her parents who ran short of words to thank Indian hospitality, especially, its state-of-the-art medical care, which gave their daughter a new lease of life.

Pegging on the evolving standards of medical heart care in Bangalore, which are almost on a par with the rest of the world, is the state tourism industry. They are in the process of clubbing health and medical treatment with tourism and offer it as a comprehensive package to tourists, especially those coming from abroad.

Mckinsey report84 indicates that driven by increasing spending power of the people, government initiatives and India’s integration with the global economy, the domestic tourism is poised to become a $80 billion by 2007.

Indian travel and Tourism, which has grown at 20 per cent compound annual growth rate (CAGR) over 1997-2002 to become a $32 billion industry, has the potential to touch the $80 billion 2007, the global strategic management consulting firm said.

Pointing out that there are several opportunities to strengthen the weak Indo-ASEAN tourist links through mutual co-operation, McKinsey suggested to promote India as a prospective destination for leisure as well as business, build tourist infrastructure, offer incentives to tourists from the ASEAN countries and streamline business visa and other administrative requirements.

Agniesska Hindley85 in his article enlightens that India is a rare country in the world in terms of what it has to offer to travelers. From the snow-capped mountains of the north to the 5000-km of sandy beaches; from wild life sanctuaries to ancient heritage, India has something to offer every traveler on any budget. Despite this rich

national cultural and geographical heritage, more and more people in cities like Bangalore city are choosing to travel outside their own country.

The author further says that in an effort to encourage Bangalore tourists back to the motherland, India tourism (Bangalore), has taken up a project, “Incredible India” which aims at showcasing India’s tourist attractions in each state week by week. Each week a state not obvious for its tourist attractions is chosen for promotion.

Thanuja B.M\(^{86}\) in her article highlights that Karnataka has everything to offer a tourist except snow. The state offers tourist a plethora of destination ranging form Bangalore- the IT capital to the royal Mysore, World heritage centre Hampi and Pattadakal, temple Towns like Belur-Halebid and the picturesque coorg.

She observes that the temperature climate draws visitors to the state through out the year. The strong law and order situation and genial attitude of the locals also help in tourist inflows.

Further, she says that the state government has taken a lot of initiative to project the state as a tourist destination, be it infrastructure development or advertising. It is also seriously thinking about air linking the various tourist spots.

Balaji. R\(^{87}\) gives the glimpse of the concept of ‘service apartments’. He embarks the traditionally, hotels have always, been a standard choice of accommodation of a business traveler. With the futuristic travellers’ and corporate’ emphasis on factors such as cost and convenience, newer means of accommodation have gained popularity and called service apartments and corporate guest houses.

According to the author service apartments can prove to be highly relevant and resourceful options for the business traveler. The accommodations vary from apartments, to vials and flats, modest to deluxe, and from studios to pent houses. These features provide

\(^{86}\) Showcasing Tourism in Karnataka, Article appearing in The New Age Indian Express News daily, Bangalore, November 17, 2003, PP 14.

\(^{87}\) Business Traveler’s Utility Homes, Deccan Herald Classified, January 11, 2004.
amenities, full-equipped kitchens; some also include restaurants room service and health club facilities.

The author classifies service apartment into two groups- limited service apartments. While the former are slotted at lower prices compared to the latter, with simple accommodation and fewer facilities. Full service apartments are completely furnished houses with a fully equipped kitchen, a cook an attendant and the like. He concludes that the service apartments are rapidly becoming the way to stay for leisure and business travelers.

Alexander. J in his address in the legislative Assembly spells out that Karnataka government is keen on developing Mysore as a 'Heritage city', besides setting up six tourism sectors to make the state a favored tourist destination. He also states that ropeway facilities will be introduced in Chamundi Hills, Nandi Hills, and Jog Falls, for the purpose of developing tourism; the state will be divided into the six zones for comprehensive attention to attract tourists. These sectors will include Halebidu-Shravanabelagola; Srirangapatna-Mysore; Kodagu - Malpe; Aihole – Pattadakol- Badami; Karavali – Dandeli - Udupi and Chikmaglur - Bhadra – Jog.

Padmaja P.V in her Doctoral thesis aiming at the achievement of objectives such as perceptions of the tourist regarding tourism services used by them. The efforts of government of Karnataka in promoting tourism, identifying the potential tourism products, has profoundly justifies her study by validating the primary data.

She presents her findings under four heads - (a) Travel services; (b) Hospitality services; (c) Services at the tourist spots; and (d) Miscellaneous aspects of tourism. Further, she concludes that the Karnataka state has everything a tourist aspects namely beautiful

89 Marketing of Services (Strategic Approach to the Development of Tourism Services in Karnataka), Doctoral Thesis, Bangalore University, Department of Commerce, 1997.
scenic parts, wild life, architectural splendor, glorious culture, heritage centers, magnificent monuments, temples, hill stations, waterfalls, beaches and like. In spite all these, tourism industry is not well developed in the state. She also says that the facilities are more pathetic in most of the hotels operated by the KSTDC. She offers constructive suggestions to convert potentialities in to actualities.

Krishna Narain\(^90\) in his article describes that more than 13 per cent of Karnataka's forest is under wild life protected area covering an area of around 6,500 square kilometers, most of which are located in Western Ghats complex.

The author explores that with recent advances in landscape ecology, fragmentation of habitat is identified as one of the most serious threats to bio-diversity conservation. In Karnataka too, many of the 28 notified national parks and wild life sanctuaries are small pockets of protected areas (PA's) amidst a landscape mosaic of reserve forest, coffee plantations, agricultural enclaves and human settlements.

The author identifies the problems external to the protection of wild life. He calls for long life solutions and public support. He suggests to establish Ecologically Sensitive Area (ESA) of 10km all around the park as envisaged in the national wild life national plan (2002-2016) to eliminate commercial activities and poaching.

Deccan Herald News Network\(^91\) spells out that to showcase Karnataka as an ideal destination, the tourism department and the Karnataka Gazetteer have embarked upon a project to prepare an archeological directory and a tourism Gazette to comply the important monuments and places of interest that could be projected as tourist destinations. It says the directory and gazette would help tour operators and marketing agencies promoting the state as a destination among foreign and India tourist. The network news concludes that

\(^{90}\) It's time to revive the lost paradise, Journal of Tourism and Wild Life, New Delhi, February 2005.

the Gazette will also focus on less know place of historic importance in the state of Karnataka.

Anitha Roa Kashi\(^{92}\) gives an account of food tourism; she says food has now spawned off an entire new tourism fad that is catching on in leaps and bound across the globe. The range spans the entire gamut. Cooking tours that are designed to sample and teach tourists cuisine of various areas, apprentice – in – residence courses, gastronomy travel, pub hoping, wine tours or anything that combines relaxation with indulgence. The author en-lights that in December 2004, a city – based tour operator organized a package for a group of 26 Australians, who spent 22 days in South India, tasting and learning the cuisine’s here. So impressed was the group that it has promised to come back this year for more.

Oomen John P\(^{93}\) reports that tourism arrivals into Karnataka went up by about 20 per cent in the year of coalition Government. But that was not due to the new dispensation. He says, in fact Karnataka is probably the only state in the country whose tourism allocation has gone down. From Rs.17 crore in 2004-05, it was cut to Rs.16.5 crore for the year 2005-06.

With less than a crore for publicity and promotion, Karnataka tourism failed even to publicize its tourist potential. Much of the allocation has gone toward meeting administrative expenses, leaving very little for infrastructure. He further reports that fortunately for Karnataka the central Government dramatically increased funding and provided the state over Rs.40 crore last year, which enabled the government to improve facilities at many places. These include expansion of some eco tourism activities, including the preparations of feasibility report, development of Bannerghatta National Park, integrated development of Chitradurga park and tourist circuits.


\(^{93}\) Monumental neglect of tourism, The Times of India, May 20, 2005.
Hussain Sabi. M\textsuperscript{94} In his dissertation had set the objectives such as to analyze the general touring behavior, background of the tourist spots in Karnataka, opinions of the tourist towards KSTDC, psychological and economic rationality of the services of KSTDC by the tourist.

His findings were that tourists were happy with the conduct of KSTDC in relation to their services. He points out that there exists a wider scope for holistic development of the corporation's offerings.

Ravindra Katoti\textsuperscript{95} in his doctoral thesis addresses the issues of tourism destinations in North Karnataka and their development. He had covered all the gamuts of tourism related aspects such as accommodation, transport, entertainment, authorities of destination development, expenditure ratios, satisfaction level of the tourists and so on. The researcher arrived at fruitful and meaningful conclusions and offered constructive suggestions to the government for the upliftment, protection, and development of destinations in North Karnataka.

\textsuperscript{94} Tourism Marketing in Karnataka – A Case Study of KSTDC, M.Phil Dissertation Department of Commerce, Bangalore University, 1997.
\textsuperscript{95} Doctoral Thesis entitled \textit{Growth and Prospects of tourism industry in North Karnataka}, submitted to Karnataka University, Dharwad, 2002.