CHAPTER II

REVIEW OF RELATED LITERATURE

2.1. INTRODUCTION

Review of related literature is an essential part of any research project. According to Mouly "the review of the related literature promotes a greater understanding of the problems and its crucial aspects ensures the avoidance of unnecessary duplication". He adds that "it also provides comparative data on the basis of which to evaluate and interpret the significance of one's findings. In addition, it contributes to the scholarship of the investigator".

In this chapter a few studies at the national and international level have been given. In Kerala tourism has not been from the higher secondary level onwards. However, in Tamil Nadu, tourism has been included in the school curriculum itself.

2.2. STUDIES IN INDIA

Marco Polo (1292 AD) "When you leave the islands of Seilan and sail westwards about sixty miles, you come to the great province of Malabar. It is the best of all the Indus and is on the main land there is in the kingdom a great quantity of pepper and ginger and cinnamon and nuts of India".

Batuta (1342 – 47 AD) "We next come to Calicut, one of the great parts of the district of Malabar and in which merchants from all parts are found........" They put a
thief to death for stealing a single nut or even a seed of any fruit, hence thieves are unknown among them. The greatest part of the mohammedan merchants in these places are so neat that one of them can purchase the whole freightage of such vessels as put in here”.

All Chin’s (1969) work concentrated specifically upon the monumental aspects of cultural tourism. The aim of his study was to define the various aspects of cultural tourism in India and to review them in the light of prevailing conditions.

All Chin (1969) “The most numerous foreign visitors, particularly from Europe and America, visit India with, what we may broadly call, cultural and historical interest. In view of India’s rich and varied monuments and the fact that they offer much that is unique, this class of tourism has clearly a great potential for development can be than at present time”.

Gill (1996) has mentioned about Jawaharlal Nehru in his book on “In the long panorama of India’s history”, “there were men who seemed to know life and understand it, and out of their wisdom they built a structure gave India a cultural stability which lasted for thousands of years”.

According to Twain (1998), India is the one country under the sun that is endowed with an imperishable interest for alien prince and alien peasant, for knowledgeable and ignorant, wise and fool, rich and poor, bounded and free and on land that all men elusive to have seen and having once by even a glimpse would not give that glimpse for the shows of all the globe combined.
Khand (1998) has done yoga studies all over India and here are some of the highlights. Rishikesh is full of yoga: a place called Omkaranada has Iyengar yoga classes and it is very good. VedNiketan is one of a casual places where you can make your own schedule and they have a good afternoon class. Yoga Niketan (I' have heared) is good, but you have to stay for a minimum of two weeks. Down in Bangalore they have two different ashrams with different philosophies. They are both good and they both offer yoga. One is the Art of Living Ashram, which does a special kind of Breath work and the other is Vivekananda Kendra. In Pune, they have the Iyengar Institute, but I don't think you can do a beginner course there. In Varkala Beach, Kerala, there are two yoga schools, which are very good. You can join at any time and for as long as you want all for one for I think it was Rs. 500 and they have two classes per day. It is called the scientific school of yoga.

Standard and Bell (1998) have visited Kovalam and Varkala and identified that these two places are suitable for tourists and for health treatment and yoga.

According to Peter and O'Neill (1999), Varkala in Kerala is a very peaceful spot. It has not been “discovered” yet by the regular tourists and thus remains untouched to a great extent. The food is great and there are all kinds of accommodation available. This is a great place to unwind. The beach is clean, the people are friendly and they would not unnecessarily bother you.

Wall (1999) has identified that Tirukkazhukundram at Tamilnadu, an attractive little town having Temple. The rooftop-viewing platform can be reached by deviating to the night before intoning the temple if you don’t want the pujas (how were
offered). Tiruvannamalai is two and a half hours by express bus from Chengalpattu; once reported as small and quite, it now has a population of about 70,000 and is not very interesting in it. However, the setting below the Arunachaleswara Mountain is dramatised and the huge temple complex well with a visit from one point within the 10 hectares, nine temples can be seen.

Carpluk (1999) in his study points out that some hotels give approximately 30% discount during the off-season in Kerala while he was there in the middle of February (the season begins in early March). The off-season also means that there are fewer people with less crowd.

Agarwal (1999) has made a visit to Alappuzha in Kerala and reported that Alappuzha Tourism Development Corporation provides boats with cook for tourists which can be chartered for Rs. 3,500 per day. Rice Barges are very luxurious and very well kept. It travels along the Vembanad Lake and surrounding backwaters. The crew is great in these barges and they cook delicious meals for tourists. More over he suggests that one can see three different colours of water from Swami Vivekananda Memorial, Kanyakumari in Tamilnadu – each colour belonging to the three bodies of water (Bay of Bengal, Indian Ocean, and Arabian Sea).

Mears (1999) encountered a lot of trouble when changing traveller’s cheques - even in quite large towns like Kumbakonam and Madurai (eventually had to return to Tanjore, in Tamilnadu where he had stayed the previous night to cash some). In Rameshwaram, he was the first to succeed in changing a traveller’s cheque. Apparently there are only a few branches of banks authorised to change travellers’
cheques as there has been a lot of fraudulent presentation of cheques recently, and he need to make proper computer checks. This didn’t change the fact that in Goa almost every corner shop changes cheques with no fuss (but extra commission).

Daldry (2001) reported in his work that the High Court of Kerala has issued a directive banning smoking in public places such as streets, bus stops, railway stations, buses, trains restaurants, etc. Many people have been arrested and fined (normally Rs. 200 although there is provision for both higher fines and for imprisonment). There have also been reports in the press of police harassing people and demanding a bribe rather than making an arrest - these reports may be apocryphal.

Daldry (2002) has identified that Mamallapuram is crowded with tourist than elsewhere and found out that shore Temple is an appropriate place for a tourist to visit. The temple architecture here is very interesting for any visitor to watch.

Pine and Gilmore (2003) have advocated that education is a form of acquiring knowledge that separates from formal system of learning. Also it embodies the educational role of institutions such as libraries, art galleries and museums.

2.3. STUDIES ABROAD

Peters (1969) and Gray (1970) have suggested the significance of impact-oriented research in tourism and education. Doney (1976) and Smith (1977) have suggested the importance and relation of tourism and education. Peters (1969) has treated tourism as an economic phenomenon by which one acquires knowledge and
culture. Hall (1970) and Cohen (1978) have documented some of the efforts and impacts of tourism on the physical environment.

The World Bank (1972) warns that in many areas of the world, tourism development has produced great disparities in the standards of amenities provided for the visitor and for the local population is probably a condition of successful tourism development. The development of a new resort by the provision of infrastructure costing perhaps millions of dollars has a great impact on land values in the area affected where these benefits accrue largely to a few private landowners, the bank would have difficulty in financing such a project.

The acquisition of land by government or a public agency prior to development eases the problems of planning on an integrated basis and of enforcing proper zoning and building regulations. It also helps to ensure that windfall gains do not accrue solely to private landowners and provides the opportunity for the agency to offer serviced sites to hotel developers at prices which can include, if necessary, an incentive element. There is a very close relationship between land prices and building densities and by appropriate land pricing the development authority can help to ensure that acceptable physical planning and density standards are maintained.

Burkart and Medlik (1974) have identified that tourism represents a particular use of leisure time and a particular form of recreation but does not include all uses of leisure time for all forms of recreation. It includes much travel but not all travel. Conceptually tourism is, therefore, distinguished in particular from related concepts of leisure and recreation on the one hand, and from travel and immigration.
from the other. Tourism, then, is but one of a range of choices or styles of recreation expressed either through travel or a temporary short-term change of residence. Tourism on its modern scale is a relatively new use of leisure.

Cohen (1974) has studied the environmental impact of tourism in conjunction with education. A survey of eighty travel and tourism studies conducted by Tuechting (1976) yielded forty-three different definitions for traveller, tourist and tourism.

Turur and Ash (1975) have written the following in his book that the urchins hate individual tourists as they are not able to sell their things for high profits. But they expect massive tourist turn out at any tourist spot.

Mears (1999) has identified the importance of tourism in promoting education and recreation in Philippines.

Martin (1999) has studied and reported that mountains, deserts, savannahs and the polar regions are fragile both in their ecologies and the cultures of their inhabitants. These fragile environments are characterised by a marked seasonality, and many human activities are limited to clearly defined times of the year. Environmental impacts arise not only from traditional economic activities, but also from tourism which has recently grown rapidly in many of these environments around the world. This trend is welcomed by the tourism industry but viewed with apprehension by many organisations concerned with protecting the human and natural systems of fragile environments. While tourism can provide new sources of revenue
and help stem depopulation, it can also destabilise communities, making them dependent on external sources of money and endangering long-established traditions and ways of life. People and Tourism in Fragile Environments discusses many of these delicate interactions by presenting detailed case studies from five continents. The contributors write from a wide and well-balanced range of perspectives, including anthropology, geography, recreation, national park management, environmental consultation and the tourism industry. The common theme is clear: that tourism must always be seen in the long-term context of the communities with which it interacts.

Harold Richins (2000) illustrated in his study that a new classification typology to explore, what experts perceive to be the most important factors that influence the development of tourism legislation. Again, the research confirmed that local government councillors are the most important influencing group concerning tourism decisions for local government areas. The results of this study have shown a strong support for the diversity of influences, which may have impact upon decision making in local communities. The findings showed that factors of community needs (made up of positive impacts, sense of community and negative impacts) have the greatest influence on tourism decision making in local governments. Structural influence factors (including mandates, information and direction) have the second greatest influence. Communities have often been faced with difficult decisions regarding the development of their regions. Though the study of influences on decision making in communities is complex and potentially staggering, an examination of these influences may result in the determination of better methods to
deal with the diversity of issues and outcomes from complex decisions.

Narayan (2000) has identified major concerns in promoting ecotourism and its effects on mankind. Fearnside (1986) stresses the fact that there are many examples to draw from the past and must consider the choices carefully. In the year 2001, a conference was held to address ecotourism issues in Brazil. This conference addressed planning and product development, monitoring and regulation with regard to sustainability, marketing and promotion, and the costs and benefits of ecotourism (SDMEA, 2001). In the year 2002 many countries joined to discuss these same issues on a global basis (World Ecotourism Summit, 2002).

Lee (2001) has depicted the increase in education levels through tourism activities. Again, aging population has been actively participating in the cultural tourism through frequent pilgrim centres. Statistics tells us that women participate more in cultural activities than men. Also employed women can save more money and are in positions of leadership, they are in a position to make decisions regarding children's leisure activities and family vacations. People are trying to pack more activities into more frequent trips of shorter duration. Higher education and income folks, they lack time. So for them, value for the time spent really matters i.e. convenience and quality is the key. Tourism is the means, not the end. Many will find the meaning in nature, heritage and culture, increasing number of events and festivals. The surge in events and festivals across the world increases expectations as well as opportunities for cultural tourism.
Dramatically increased use of internet can influence tourism development. Through this mechanism, it becomes possible to spread information quickly and accurately all over the world. Tourism alone, some $3.1 billion in leisure travel was booked on the Internet in 1998 and it is predicted that $30 billion will be created through on-line sales in 2003.

O’Sullivan and Kathy (2002) reports that the systematic review of the many attributes of tourism development programs gives us the broad perspectives and understandings that is needed for the tourist development model programs. Different but no less valuable perspectives come from reviewing a specific regional tourism effort. In this study, they have examined a relatively isolated, resource dependent region with the goal of understanding how tourism fits into the regional economic system and what tourism means in terms of jobs and income.

Cohen (2003) has advocated that tourism is a growth industry and it can be a vital element in rural economic development and education programs. However, geographic growth of the sector will be uneven because of unequal resource endowments, and specific industries (such as skiing) may be in decline because of changing demographics and tastes. The direct and indirect benefits of tourism as an economic development strategy can be substantial. Education, job and income, creation are the most obvious items, but clearly they are not the only ones. Tourism also may foster regional development by diversifying local and regional economies society education, increasing public revenues, and enhancing a region’s image.
2.4. INFERENCES FROM THE STUDIES REVIEWED

Tourism is recognised as a major global industry today. It is a sizeable and complex service industry. In the last 40 years growth of tourism has been rapid and continuous. Tourism being one of the concrete forms of recreation available to man, exemplifies and explains this change.

No such studies were seen in Buch (1991). So the information from travellers are given as review of literature. The above review of related literature contains only opinion given by educationists and tourists in their relevant areas. All studies in tourism have been focussed on aspects like culture, tradition, pilgrimage, customs, values etc. Similarly in education research mainly focusses on subjects related to education alone. No earnest attempt has been made to study the effect of tourism on education till date. Thus, it seems that there is no previous studies based on such inter-disciplinary topic like Educational Potentialities of Tourism Development in Kerala and Tamil Nadu. Hence the above review of related literature is useful to the extent for framing literature on tourism and education.

Simple no such inter-disciplinary studies have been done so far, critical analysis related to such studies was not possible.

Many of the people think that tourism is merely sight seeing or pleasure seeking. Tourism is a fast developing area and is a revenue source for the country.

From the aforesaid studies it could be inferred that the broader educational objectives can be tapped out from tourism. The studies further reveal that the urchins
who sells things to tourists are also gaining an informal education by way of development in that particular area. This was also one of the inspiring factors for the researcher to select such a topic for the study.

2.5. CONCLUSION

This chapter starts with introduction followed by literature on studies relating to education and on tourism and the chapter concludes with the inferences of the chapter.

The ensuing chapter describes methodology, rationale for the study, statement of the problem, definition, objectives, research hypotheses, population of the study, sample for the study, preparation of data collection, pilot study, method of data collection, statistical analysis and limitation/delimitation.