CHAPTER II
REVIEW OF LITERATURE

This chapter deals with the overall review of the literature available on the particular topic. Literature is the most important part of any research. In this topic, the review is taken from the books and research papers regarding the research topic. The chapter is divided into three different parts i.e. review of research papers, review of books and review of other unpublished material regarding to this research topic.

Hospitality is all about offering warmth to someone who looks for help at a strange or unfriendly place. It refers to the process of receiving and entertaining a guest with goodwill. Hospitality in the commercial context refers to the activity of hotels, restaurants, catering, inn, resorts or clubs who make a vocation of treating tourists.

Helped With unique efforts by government and all other stakeholders, including hotel owners, resort managers, tour and travel operators and employees who work in the yet to go miles for recognition as a world leader of hospitality. Many take Indian hospitality service not for its quality of service but India being a cheap destination for leisure tourism.

With unlimited tourism and untapped business prospects, in the coming years Indian hospitality is seeing green pastures of growth. Availability of qualified human resources and untapped geographical resources give great prospects to the hospitality industry. The number of tourists coming to India is growing year after year. Likewise, internal tourism is another area with great potentials. The hospitality industry is a 3.5 trillion dollar service sector within the global economy. It is an umbrella term for a broad variety of service industries including, but not limited to, hotels, food service, casinos,
and tourism. The hospitality industry is very diverse and global. The industry is cyclical; dictated by the fluctuations that occur with an economy every year. Today hospitality sector is one of the fastest growing sectors in India. It is expected to grow at the rate of 8% between 2012 and 2016.

Many international hotels including Sheraton, Hyatt, Radisson, Meridien, Four Seasons Regent, and Marriott International are already established in the Indian markets and are still expanding. Nowadays the travel and tourism industry is also included in hospitality sector. The boom in travel and tourism has led to the further development of hospitality industry.

In 2007-08 the hospitality industry contributed only 2% of the GDP. However, it is projected to grow at a rate of 8.8% between 2010-11, which would place India as the second-fastest growing tourism market in the world. This year the number of tourists visiting India is estimated to have touched the figure of 4.4 million. With this huge figure, India is becoming the hottest tourist destination.

The arrival of foreign tourists has shown a compounded annual growth of 6 per cent over the past 10 years. Besides, travel and tourism is the second highest foreign exchange earner for India. Moreover, it is also estimated that the tourism sector will account for nearly 5.3 per cent of GDP and 5.4 per cent of total employment.

The review has been given in connection with the different aspects and sub heads of the present research topic. A literature review can be just a simple summary of the sources, but it usually has an organizational pattern and combines both summary and synthesis to give a new interpretation of old material or combine new with old interpretations.

Or it might trace the intellectual progression of the field, including
major debates. And depending on the situation, the literature review may evaluate the sources and advise the reader on the most pertinent or relevant. Hotel industry and tourism are fast growing world-wide. There are a number of studies on the problems and prospects of tourism industry in India. However research on hotel industry has grown only in recent years.

No systematic, detailed and comprehensive study on the hotel industry in Maharashtra has been made so far. Very poor data base on the availability of hotel accommodation, even at the important tourist centers is a serious problem. Only descriptive literatures exist at broad level. An attempt is made in this chapter to review some of the relevant existing literatures. Researcher ' in his study examines the reason for the Problems and upcoming opportunities for five star hotels in Maharashtra State.

**Review of Research Papers:**

The Indian Institute of Public Opinion in a study considered accommodation sector as one of the central elements because foreign tourist expenditure accounts with food and beverages for 55 per cent and dominates foreign exchange earnings.\(^1\) According to Robert Collier\(^2\) a new hotel customer is going to be looking for good value five star accommodations. He asserts that in order to survive in today's global village. Haksar suggested that accommodation must be available in sufficient India.

Quantity in the required type and quality to match the demand\(^3\) of travelers who accommodation probably precedes any other type of arrive at the destination development.

Subramanian points out that for accelerating the growth of tourism industry, it may be propounded that supply\(^4\) should be available before demand can be generated. The import content\(^5\) of tourism industry's foreign exchange earnings is a mere 5 per cent. According
to Madhav Rao Scindia, tourism had emerged as the largest foreign exchange earner for the country.

Tourism brings in stupendously large amount of foreign exchange. Even individual hotels brought in hefty chunks of foreign currency. Tourism can become India’s key foreign exchange earner within the next five years. Vasant Sanzgiri estimated that with a foreign exchange outflow of Rs. 6-7 crores the hotel and restaurant industry directly earns about 49.7 per cent of the estimated foreign exchange earnings by the tourism industry.

Tourism is the largest single foreign exchange earner for the country and the earnings mostly account for by the expenditure on food and accommodation in this country. Chatterjee documented that foreign exchange earnings from tourism are so high that tourism industry now tops the list amongst other export oriented industries including engineering goods and jewelers.

Syamali Talukdar and Alka Dahar opine that tourism is a major foreign exchange earner and hence the industry has very strong case that it should be treated on par with export oriented industries and same benefit be extended to it. Tourism and hotel industry is already the third largest earner of the foreign exchange. Still the foreign exchange earnings in India from tourism and hotel industry are very small compared to many other industries.

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Increase in the hotel room requirements in the approved sector would generate substantial number of jobs as one hotel room provides direct employment to 2-4 persons and indirect employment to ten times that number.
It is usually observed that the income multiplier effect of tourism may be taken as 3.2 and the employment multiplier as 2.82 for foreign tourism and 4.00 for domestic tourism. Tourism is an effective instrument of income redistribution in an economy. Private entrepreneurs, big and small, have to come forward to provide services of such quality that these services themselves should become an attraction.

According to Mahajan, tourism is a people’s industry and it is not possible for the government alone to develop it, the government would provide necessary basic infrastructure and give all possible incentives to the private sector to see that this industry is properly exploited. The government should invite the private sector to take up the task of investing massive amount for creating additional accommodation in all ranges of hotels.

Gallup, named “Why you should welcome problem” mentioned in a very precise way that-The key to success in the hospitality industry lies in enhancing the guest experience and providing excellent customer service. Hotels and restaurants have an unexpected opportunity to engage a guest it is handled with excellence. ISHC Members has dozens of issues, i.e. Global Uncertainty, Human Resources Issues, Branding Issues, Financial Viability, Technology, Customer Issues, Operating Cost Creep, Supply Issues, Safety and Security, Distribution Channel Management.

Verena Veneeva has stated some of the remedies related to the hotel industry problem. This article has provided a brief overview about the concept of hospitality industry, the problems faced by industry and importance of hospitality marketing to ensure customer satisfaction and business growth.

James Thomas has again mentioned some of the problems related to the hotel industry and those are seriously affecting on the smooth
operation of the hotels. i.e Shortage of skilled employees, Retaining quality workforce, Shortage of rooms.

Intense competition and image of India is important and along with that, Customer expectations, Manual back-end, Human resource development. Mary Bowling\textsuperscript{25} says air travel system is badly flawed and it's having a significant negative impact on the hospitality industry. According to the Travel Industry, association survey mary bowling mentioned in his paper, Americans Said they avoided more than 41 million plane trips over the past year because of dissatisfaction with the airlines.

Further he mentioned that air travel is safe and convenient, about half of the travelers also think the airlines are disrespectful of their time, that the problems with air travel are getting worse and they are unlikely to improve in the near future.

Shri Niwas\textsuperscript{26} added the Mumbai terrorist attacks struck India’s tourism industry at the start of peak season, compounding problems for airlines and hotels that were already facing the slowest growth in visitor numbers in five years. Travel agents will not take the risk of bringing people to India.

The Economic Times\textsuperscript{27} a fall in arrivals in the tourist season can significantly worsen the economic scenario. A string of terrorist attacks has taken place in India in the last two years. Jon Swaine\textsuperscript{28} making the country safer is a prerequisite for getting visitors and business. Visible action on the security front is required, especially in the metropolitan cities.

Calling for de licensing in the hospitality and tourism sector, Maharashtra chief minister \textsuperscript{29} committed that meet representatives of the industry soon to formulate policies to give a fillip to the sector. PTI \textsuperscript{30} says the Maharashtra government has set aside a sum of Rs1,000 crore to rectify the damage that has been caused to the
1500-year-old world famous Ajanta caves as it gears up to promote the state on India’s tourist map. The caves have been kept topmost in the priority list. Color fading and seepage of water through the walls are the major issues which we are looking into. The Archeological Survey of India (ASI) has collaborated with the Japanese government in this regards.

**Review of Books:**

Anand¹, He says that hotels and other supplementary accommodations is the core of tourism industry and suggests that, the required number should be made available for the proper development of tourism. Negi² deals with all kinds of demands and problems faced by hotel industry. He predicts that hotel industry has a big scope for expansion in future. Seth Pran Nath³ is of the opinion that there should be close connection between growth of accommodation facilities and developments in the modes of transport.

Selvam⁴ in his study also deals with the adequacy and future needs of accommodation. Leela Shelly⁵ has made an attempt to present a broad profile of the hospitality industry. She has brought a fresh insight into the hotel industry and has made a critical appraisal of the contemporary scene in the hospitality industry.

Pragathi Mohanty⁶ in her study has analyzed the growth pattern of the hotel industry in Orissa and has examined the growth trend with respect to different regions and different types of hotels.

Lack of accommodation was a serious problem for tourism development even in the past. The Sargent Committee⁷ set up in 1945, was the first to point out the lack of suitable accommodation for international visitors and suggested that a chain of first class hotels should be built in India.
In 1958, the Hotel Standard and Rates Structure Committee recommended the rapid expansion of the hotel industry on a rational and scientific basis. In 1962, Hemphili, commented on the Indian hotel accommodation situation that one has to book accommodation a year in advance to be sure of getting what he wants. He also pointed out that about 7000 visitors cancelled trips to India simply due to the non-availability of hotel accommodation.

The Estimate Committee of Lok Sabha's report for the year 1975-'76 felt that the various measures taken and efforts made for tourism promotion will not produce the desired results if the hotel accommodation in the country lags behind. J.R.D. Tata was of the opinion that unless a major sustained program of construction of new hotel facilities is undertaken during the next five years, up to a million foreign visitors a year will be diverted to other countries involving a loss of foreign exchange earnings to the tune of Rs.500 crore.

Lattin stated that the hospitality industry is the only field where supply must precede demand. The growth of the hotel industry is a pre-requisite for the growth of tourist traffic. N. V, in an article expressed that growth of tourist traffic. Naik S.D. and Davies the growth of hotel accommodation has not kept pace with the growing demand it.

J.R.D. Tata felt that shortage of accommodation makes travel unsafe and discourages the tourists to visit a particular area. According to him it is essential to-date hotels for the advancement of a country in general or a city in to have up particular to provide facilities and comforts to visitors from all parts of the world.

Anand pointed out that lack of adequate hotels of acceptable international especially standards is a critical factor in limiting traffic throughout the pacific, especially India.
Naik S.D. and Davis N.V. observed that the future growth of tourism will largely depend on the growth of suitable hotel accommodation in the country, coupled with transport and other infrastructure\textsuperscript{17}.

The Sector Working Paper or Tourism\textsuperscript{18} of the World Bank has recorded that usually 60 to 75 percent of the total expenditure of tourists’ accounts for food and accommodation and a remarkable expansion of tourism is possible by increased supplies of moderately priced accommodation in many countries.

Negi asserted that "No Hotels no Tourism\textsuperscript{19}" The Southern Economist\textsuperscript{20} opined that the main problem the foreigners face on landing in India is the dearth of good hotel accommodation in the place of tourist interest.

The bulk is concentrated in metropolitan cities. According to Lattin\textsuperscript{21}, out of the various components of tourism industry, accommodation component, more specially hotels, constitutes the major share, ranging from 45 to 60 percent.

Mukul Guha\textsuperscript{22} pointed out that hotels bag over 47 percent of the total sales by tourism and hold control over another 15 percent of the incidentals complementary to the entire trade.

Medlik\textsuperscript{23} is of the opinion that hotels are essential to the economies and societies as are adequate transport. In the opinion of Howard L.Hughes\textsuperscript{24}the amenities of accommodation and catering must exist if tourism is to happen at all. According to Medlik\textsuperscript{25} the proportion of foreign and domestic tourists to total tourists to a country has relation to the number of hotels in that country.

According to Sharma K.K, accommodation is the matrix of tourism\textsuperscript{26}. Vivek Sharma states that without an adequate development of hotel resources, all the national scenery, all climatic virtues and all the sporting and recreational facilities will hardly suffice to sustain a good volume of tourist’s trade\textsuperscript{27}.
Government policies towards industry in general and the hotel and catering industry in particular, will be a reflection of how far the industry is able to contribute towards the achievements of government economic policies. Subramanian points out that for accelerating the growth of tourism industry, it may be propounded that supply should be available before demand can be generated.

Maneet Kumar points out that a country’s tourism traffic is assessed not only by the number of tourists visiting the country but also by the duration of their stay. Robert Collier asserts that the obvious reasons for people to stay in hotels are for business, meetings and seminars on the one hand and for leisure, recreation and holidays or vacation on the other. According to him the two most important factors relating to successful hotel stay are comfort and luxury and efficiency. Peter’s observed that many countries have embraced tourism as a way to increase foreign exchange earnings.

He added that net foreign exchange earnings are high in tourism as the leakages are the minimum. The present estimates show that foreign exchange earnings from tourism can be increased to about Rs. 5000 crore per annum (at 1986-87 prices) by the year 2000 A.D in India.

The net foreign exchange earnings from tourism have been as high as 93 per cent. Tourism and hotel industry is already the third largest earner of the foreign exchange. The capital-labour ratio of hotel industry vis-a-vis other industries has to be related in depth for evaluating the employment generations in hotels. The employment potential for skilled and semi skilled labour in the hotel sector is quite large.

Negi estimates that as regards the direct employment, the room to staff ratio for hotel varies between 1:1.5 to 1:3. The labour content of $1000 worth value added or net-output in various industries
(1971) suggested that hotels and catering create more employment for any rise in output than many other industries.

It is estimated that on an average, a single hotel room generates employment to eight people directly or indirectly. The National Tourism Board reported that about 45,000 trained personnel will be required by the hotel industry by 1995. There is high multiplier for hotel industry; 3.8 for every Re. 1/- on hotel expenditure. The multiplier effect of tourism in India has been estimated at 3.2 by the Indian and 104 Council of Applied Economic Research.

It is estimated, for several items of tourist expenditure as many as 13-14 subsequent chain transactions take place. In 1982, the Tata Economic Consultancy Services Report had shown that for every job created by tourism sector, 2.57 jobs are created else-where.

According to Peter, most island economies have an income multiplier range between 0.6 and 1.2 while developed economies have range between 1.7 and 2.0. Skipper opines that I.T.D.C and Government hotels are not up to the standard and it is time for the various governments to get out of running hotels.

The Adhoc Committee on Tourism 1963 made it clear that the public sector will have to play a major role if adequate accommodation of the right type for the kind of growth of tourism is to be provided. The Estimates Committee of the Lok Sabha in its report on tourism, October, 1966 had opined that the hotel industry was predominantly suitable for the private sector and that the public sector should not encroach upon this sphere. Sunitha, C.P has mentioned the tactics to push to tourism in India.

A.K. Bhati has pointed out about the strong economy by travel and Tourism industry. In the era of globalization it is necessary prove our best in each and every corner of the tourism industry. P. Pushpa
Rural Tourism can also be a new approach to sustainability.

Pierce (1996), in his book, viewed tourist destinations from five broad sectors namely Attractions, transport, accommodation, supporting facilities and infrastructure. He explains that attractions encourage tourists to visit the location, the transport services enable them to do so, the accommodation and supporting facilities alike (e.g. shops, banks, restaurants, hotels) cater for the tourist’s well-being during their stay and the infrastructure assures the essential functioning of all the above sectors.

The tourism industry is often defined as those enterprises and organizations involved in facilitating travel and activity away from one’s usual environment. One challenge in this approach to defining tourism is, of course, the fact that many enterprises which produce commodities for tourists also serve non-tourists. Nelson (1993) For example; more restaurant meals are consumed by local residents than by tourists. Local attractions may draw local residents as well as tourists.

The latest trend in the tourism industry is called “ecotourism”, which refers to travel that combines preserving the natural world and sustaining the well-being of the human cultures that inhabit it.

Mowforth and Munt (2003) In general, ecotourism differs from traditional tourism in two main respects: first, ecotourism openly promotes environmentally friendly travel and seeks to ensure that visitors do not disturb the natural environment of flora and fauna, nor do they leave behind rubbish and hazardous materials, which can disrupt the delicate ecosystem.

A second aspect of ecotourism is that it seeks to promote “sustainable” tourism. Tourism that destroys the natural environment, or that leads to the disappearances of local human
cultures and values is not compatible with ecotourism.

The impacts of global tourism reflect the fact that it is an activity of considerable economic importance. Tourism is not only a source of income and employment, but it also serves as a major factor in the balance of payments for many countries, and has therefore gained increasing attention on the part of governments, as well as regional and local authorities, business investors, and others with an interest in economic development.

In a pioneer paper, Kraph\(^{54}\) (1961) concluded that tourism has a “special function” in developing countries, a function which he defined in terms of a series of “economic imperatives”, as follows:

- Exploitation of the countries’ own natural resources.
- International competitiveness due to favorable terms of trade, an ability to provide internally many of the goods and services required.
- Improved balance of payments, social utility of investments in tourism: employment generation and multiplier effect balanced growth.

Kraph alluded that tourism has a perceived ability to generate, from limited investment in plant and infrastructure, large sums of capital which may be transferred to other sectors of the economy.

Such action positively contributes to growth of the developing country through the multiplier effect of tourism, the creation of employment, enhancement of education and professionalism, increased public pride, public revenue, foreign direct investment and foreign exchange earnings.

More than 40 years after, Kraph’s emphasis on tourism’s contribution to economic growth and the notion that tourism had a special function in this regard is still widely held among the world.
As a labour intensive industry, its growth calls for an increase in education and training of the local people in this field, enhancing professionalism and providing many job opportunities. A concise analysis of the economic impact of tourism for a developing country is important to guide the policy intended to develop tourism and augment its benefit on the economy Dwyer and Forsyth\textsuperscript{55}, (1993).

Tourism impacts an economy through tourists’ expenditure on different (mostly non-traded) goods and services Hazari and Sgro\textsuperscript{56}, (1995).

Jobs generated by tourism are spread across the economy in retail, construction, manufacturing and telecommunications, as well as directly in tourism companies. These jobs are predominantly in small and medium sized companies; offer good training and transferability; and employ a large portion of women, minorities and young people. Tourism is unlike other products that are exported or imported because it is not tangibly produced, packaged, shipped, or received like other goods.

Nevertheless, tourism is a product for sale: the tourists goes to the point of sale, pays for the product (services) and at some point in the future or almost immediately receives the services. Even though tourism is sold abroad it is consumed in Belize, thus generating additional avenues for the sale of many goods and services.

On another aspect, tourism can be seen as a superior export product. The productive capacity is less exhaustible and, if monitored properly, may cause less disruption and pollution of the environment Mowforth and Mont\textsuperscript{57}, (1998).

The comparative advantage for tourism can often aid developing nations in earning foreign exchange more rapidly and with less difficulty than would be true for other products Debbage\textsuperscript{58}, (1998).

It is interesting to note that international tourism was
proportionately more important for developing countries than for industrialized countries, accounting for about one-third of their services trade.

As per researcher to encourage travelers from abroad to visit their respective countries, governments allocate large proportion of federal funds to tourism policy, planning and promotion. Nevertheless, problems are still encountered primarily due to a lack of coordination between tourism policy and environmental policy.

Governments of countries that put much effort into receiving visitors place much emphasis into the construction of essential tourist facilities, such as hotels, highways, and access roads, communications, and visitor attractions.

Significant efforts are also devoted to conserving areas of natural beauty and maintaining resort areas and cultural communities. Special events, entertainment, and cultural activities are often supported by local and regional governments  Stabler 59, (1991). Other measures taken by governments to support tourism include quality police protection and crime control, and maintaining good health and sanitary conditions.

Admitting international visitors and facilitating their travel within a nation’s borders is a political action, therefore a country’s approach to international tourism is a part of its foreign policy, as well as a part of its economic and commercial policy. There are endless examples of the political and foreign policy implications of international tourism.

It was often thought that the negative effects of tourism development outweighed the positive ones in developing countries, especially in the Caribbean. The obvious reasons being that tourism involved a high number of foreign ownership and consequent repatriation of profits, as well as the employment of a large number of foreigners,
while government was bearing the real cost on infrastructure and incentives.

Bryden60 (1979) was one of the first to recognize that tourism development takes different forms and its impacts are conditioned by the context in which that development occurs, stating that further development in the Caribbean would be going too far and raising serious doubts about the viability of tourism development in its then “present form”.

Today, however, tourism has evolved from this traditional mindset as more and more governments work in collaboration with public and private sectors, as well as investors to ensure a mutual benefit for all, so as to ensure prosperity of their interests.

The history of the hotel industry is as old as the history of tourism and travel industry. In fact, both are two sides of the same coin. Both are complementary to each other. Hotel is an establishment which provides food, shelter and other amenities for comfort and convenience of the visitors with a view to make profit (Chakravarti, B.K)61.

Hotel is a commercial establishment and intends to provide visitors with lodging, food and related services with a view to please them so as to build goodwill and to let them carry happy memories.

The concept of travel and halting facilities is quite old in India. In ancient times, people used to travel for pilgrimage or business purposes. For ages, India has been known for its hospitality. Endowed with rich historic eritage, cultural diversity, natural resources and geographical advantage, India remained a big attraction for foreigners.

In ancient times, the need of travelers for food and accommodation was met mainly by hospitable householders who are still in existence in interior areas of the country. Domestic tourists were looked after
by the pandas or priests. They used to accommodate their clients in
dharamshalas or in their own houses at places of pilgrimage like
Banaras, Haridwar, Puri and Mathura etc. In general, the attitude of
the ancient Indians towards visitors was influenced by the 'Atithi
Devo Bhavah'. It means guest is like God and should be treated
accordingly (R.N. Kaul)\textsuperscript{62}.

In the nineteenth century, western style residential hotels were
developed in India by British and Swiss families mainly for their own
use or for foreign visitors. Mr. Pallonjee Pestonjee\textsuperscript{63} is called as the
pioneer of the western style hotel in India who opened the first –
western style hotel under the name of British Hotel in Mumbai in
1840. By the end of the nineteenth century, many western style
hotels were established in India. These hotels were very much
popular for their efficient management, unsurpassed cuisine and the
excellence of beers and wines (Negi Jagmohan) \textsuperscript{64}.

Kusluvan\textsuperscript{65} (2003) in his study on “Managing employee attitudes and
behaviors in the tourism and hospitality Industry” advised :
Employees are one of the most , if not most important resources or
assets for tourism and hospitality organizations in their endeavor to
provide excellent service, meet and exceed consumer expectations,
achieve competitive advantage and exceptional organizational
performance. Observed that normative HR practices have largely not
been implemented in industry, although some improvements have
begun to be noted, once again in larger organizations.

For example recruitment and selection is largely conducted
intuitively and unprofessionally, orientation and training has largely
been neglected for both management and the employees, although
this is starting to improve somewhat in larger organizations in which
service quality and consumer satisfaction have been recognized as
important; there continues to be lack of opportunity for promotion
and career development although evidence of the use of internal
labour markets has begun to be found, the industry continues to be notorious for its low wages and lack of benefits, particularly at lower organizational levels; results of empowerment and employee participation are mixed – with some studies finding increasing relates and others suggesting managers are becoming increasingly hierarchical and autocratic and the industry can be characterized by a poor leadership style with managers largely being described as poorly equipped to manage professionally and as exhibiting unbridled individualism, although a more consultative approach has begun to be observed in some chain hotels.

Impact Of Terrorism On J&K Tourism is depicted by P Rajan R Soundararajan. The study deals with the historical survey of the state, analyses the worst of global terrorism, traces out the roots and present status about the terrorism in J&K, makes an updated and comprehensive survey about tourism in J&K till July 2005, examines the impact of terrorism on J&K tourism and latest status of tourism in J&K. Dr. R. Soundararajan, is Professor of History and Academic Coordinator, Department of Tourism Management, Directorate of Distance Education, Madurai Kamaraj University.


Management of Tourism in India Awadhesh Kr. Singh and Abdul Majeed Mulla highlighted on Tourism has emerged as one of the most important industry of the future. The Multiplier effects of tourism in terms of employment generation, income generation, development of tourism infrastructure and also conservation of priceless heritage, cultural deposits and development of potential
tourism places are significant. Karnataka remains as one of the greatest attractions for tourists and state has tremendous potential for future tourism development. Moreover, tourism as a socio-economic activity involves a variety of services and deals basically with human beings moving from one place to another for different motivation to fulfill varied objectives.

There are a number of eco-tourism destinations including national parks and wildlife sanctuaries, beaches and historical sites in the state of Karnataka which attract nature lovers. However, the emerging challenges and problems in tourism sector, call strategic planning and tourism management for sustainable development of tourism in India and particularly in Karnataka. The present study highlights the tourism planning and policies, development of tourism resources, strategic management of tourism and assessment of tourism impacts in India.

The study provides a comprehensive managerial perspective of tourism in the state of Karnataka. It is expected that the study is useful for understanding the dynamics of tourism development and management in India and particularly in the state of Karnataka. The study may also be useful to the policy makers, stakeholders and management students for strategic planning and management of tourism resources in India.

Satyender Singh Malik tried to analysed with Ethical Legal & Regulatory Aspects Of Tourism Business he summarized Tourism is not an alien discipline, it thus involves various subjects. The legislation for tourism has not been made out distinctively in Indian Constitution. It covers almost every sphere of life. The rules and regulations, ethics and morals; their practices and management and other legislation which have been described in this study have only been selected on the basis of significance compared to other fields which concern tourism. The study is according to syllabi of various
universities offering courses on Tourism Administration. It will not only prove beneficial to the students but also will be of great help to researchers and tourism professionals. ISBN-8173880689

Satyender Singh Malik also highlighted on Adventure Tourism The study is vast in span and Kaleidoscopic in nature. It deals with adventures of Past to that of today, concept and basic issues of adventure, type of adventure sports being practiced and evolving trends in India. The adventure sports have been described on surface, on water and in sky to appeal the reader’s choice, Current rendezvous with adventure and potential areas have also been discussed. The study is immensely helpful to professionals, researchers and university students going through courses in tourism administration. ISBN-8173880697

Health Tourism in India is studied by M. Sarngadharan. He tried to analyze The quality of service coupled with comparatively low charges for common surgeries has made India an attractive destination for medical value travel.

The main clientele comes from the neighbouring countries but an increasing number of non-resident Indians (NRIs) settled in the US and the UK have also been availing of the healthcare services in India. There is a good prospect of patients coming from the Middle East in future. The competitiveness of India in health tourism is enhanced by the attractiveness of the alternative systems of medicine, Ayurveda in particular, for the foreign tourists.

A large number of tourists, both domestic and foreign, undergo treatment under Ayurveda not only for improving their fitness and well-being but also for curing many types of chronic diseases. The unique position that Kerala enjoys with respect to Ayurveda is due to the fact that the treatment in the State has proved effective in dealing with certain diseases, which are incurable by other systems. The State is also well endowed with herbs and medicinal plants,
which are used for treatment. With yoga, meditation, ayurveda, allopathy and natural herbal treatments, India offers a unique basket of services to foreign patient-tourists that are difficult to match by other countries.

The recent operations of children from Pakistan in Bangalore have not only helped boost the medical economy in the state, but also helped in fostering goodwill, peace and harmony between India and Pakistan. The present work deals with the successful efforts in marketing health tourism products internationally, possessing glorious traditions of India. ISBN-9788177082111

Satyender Singh Malik again highlighted on Potential of Adventure Tourism in India the study deals with the basic issues of adventure, types of adventure sports being practiced and also evolving trends in India. The adventure sports on surface, water and in sky have been described. The study is essential for professionals, researchers and students of tourism administration in addition to adventure tourists. ISBN-8173200629

Eyewitness Travel Delhi, Agra & Jaipur is analyzed by Singh Malik the DK Eyewitness Delhi, Agra and Jaipur travel guide will lead you straight to the best attractions the region has on offer. Fully illustrated, with coverage of all the major sights from Humayun's Tomb and Rajput Fort-Palace to the world-famous Taj Mahal; the guide provides all the insider tips every visitor needs. The study includes comprehensive listings of the best hotels, restaurants, entertainment and shops for all budgets, whether you’re in the bustling centre of Delhi or the dusty, provincial town of Alwar. You’ll find 3D cutaways and floor plans of all the must-see sites, plus street maps and reliable information about getting around. The study explores the region’s culture and history, with detailed information on the great pantheon of Hindu gods, plus its fascinating wildlife and landscapes. With all the sights, temples, bazaars, museums and
attractions, this guide is your essential travel companion. ISBN-9781405320924

Journey East by Harry Old meadow 'Journeys East: 20th Century Western Encounters with Eastern Religious Traditions' gives a complete account of the meeting and mingling of Western and Eastern traditions, which has characterized the history of religion in the 20th century. It is a well structured study which is thought provoking and offers much more than more collection of data. ISBN-9788182749788

Devashish Dasgupta analyzed in his Tourism Marketing Tourism industry in India is one of them most profitable industries in the country and contributes substantially to foreign exchange. Increased tourism in India has created jobs in a variety of related sectors, both directly and indirectly.

Almost 20 million people are now working in the India’s tourism industry. India’s tourism is thriving, owing to a huge surge in both business and leisure travel by foreign and domestic tourists. According to the latest Tourism Satellite Accounting (TSA) research released by the World Travel and Tourism Council (WTTC) and its strategic partner Accenture, India’s travel and tourism industry is expected to generate approximately US$ 275.5 billion by 2018. This study is first of its kind in the complete study market. No other study deals with the subject that exhaustively. It is based on a well researched structure of marketing. ISBN – 9788131731826

S.K. Singh, Prithvish Nag highlighted in his research paper Tourism and Trekking in Nainital Region he analyzed the nature of tourism, (b) to highlight the issues involved, and (c) to evolve a healthy relationship between the environmental factors and tourism. Further the study aims to bring out the potentialities of the region which may
help in further improvement. Special emphasis has been given to the environmental parameters and trekking.

This study is aimed to serve a dual purpose: (a) to provide information to the tourists, and (b) to suggest way and means for the development of tourist, in the region. This region has a great potentialities if more attention is given for the improvement of the amenities. This volume would be useful for tourists, travel ers, researchers in tourism, tourist managers and the like. ISBN – 8170227690

TOURISM MARKETING by Manjula Chaudhary is a good contribution in Tourism Marketing. It provides a balanced approach to the subject, covering all the key concepts, and is well supported by examples, illustrations, and cases. The study begins by introducing the subject of tourism marketing and its related concepts, bringing forth the challenges associated with this field.

The study goes on to elaborate on the environment of tourism marketing, market segmentation, targeting, and positioning. Also discussed are the process of tourism marketing, the competitive marketing strategies, and the dynamics of tourism marketing. Separate chapters on tourism product, distribution, pricing, promotion, and people in tourism detail the strategies of promoting products and the various distribution channels.

The study concludes with a discussion on the latest developments in the field, including the impact of technology on tourism marketing. Owing to the inclusion of practical applications, the study would also be useful for practising tourism professionals. ISBN – 9780198066309

**Review of other unpublished material:**

In a study conducted by the Ministry of Tourism, the Government of India, it is pointed out that star hotels of four star and above are
generally considered to be of international standards and cater to foreign tourists as well as the most prosperous of domestic tourists.

Hotels will have to be heavily branded or linked to a brand\(^2\) or positioned in a niche market. He foresees that there will continue to be room for major chains\(^3\) to grow with a variety of brands - as well as individual and small regional chain in niche markets.

In 1956, the Estimate Committee\(^4\) on tourism said that the rareness of accommodation in India continued. The appraisal of hotel accommodation situation made by the Tourism Department resulted in the recommendation of setting up of 5000 rooms or 8500 beds within the next three years\(^5\).

The Ad-hoc Committee\(^6\) on Tourism 1962 focused its attention on the failure of the hotel industry to keep pace with the increasing tourist demand. It pointed out that during the period 1955-'62 the number of hotel-beds had increased by 11 percent only against 300 percent increase in the number of visitors to India.

The leading hotelier J.R.D. Tata in 1965 had admitted that acute shortage of accommodation had curtailed the flow of tourists to India\(^7\). Ina survey conducted by M.M.Anand in 1966, twenty-two percent of the foreign tourists answered accommodation shortage as the most important deterrent to travel in India\(^8\).

The Hotel Review and Survey Committee\(^9\) 1968, set up to survey the requirements of additional bed capacity at important tourist centre, once again highlighted the accommodation shortage in India. The National Council of Applied Economic Research\(^10\) (NCAER) had opined that hotels are undoubtedly the most essential destination facility that a country must provide, if it plans to build up tourism'.

The Economic Times\(^11\) reported that acute shortage of accommodation and travel difficulties can affect the image that a country presents to the world. Hotels are responsible to back up the
spirit of a transit passenger for the next visit or to dampen the same. He concluded that the growth of tourism industry in a country depends on many respects on the hotel management of that country.

Hotels are important attractions for visitors. The direct and indirect contribution of the hotel industry through the subsequent diffusion of visitor expenditure to other recipients in the community is brought out by him. He added that hotels may be one of the few sources of foreign exchange earnings through the medium of tourism.

Moreover hotels are important outlets for the products of other industries according to him. He also revealed that many hotels became social centers of their communities. The hotel and catering industry will be responsible for whatever benefits and costs the phenomenon of tourism itself brings and the amount of accommodation will in part, set the capacity of a tourist destination.

He also states that an expansion of tourism may require an increase in the accommodation stock. The tourists especially the international tourists may be influenced in their choice of destination by the availability of Suitable hotels and restaurant. According to Medlik the proportion of foreign and domestic tourists to total tourists to a country has relation to the number of hotels in that country.

Hotels form an integral and vital segment of the tourism infrastructure in the country and hence the Government of India had initiated steps to double the hotel room capacity. Government policies towards industry in general and the hotel and catering industry in particular.

The centers with demand potential need be converted into centers with actual tourist traffic. Foreign exchange earnings are high in
tourism as the leakages\textsuperscript{25} are the minimum. Hotels and restaurants share fifty percent of the foreign exchange earnings from tourism\textsuperscript{26}.

Foreign exchange earner and hence the industry has very strong case that it should be treated on par with export oriented industries and same benefit be extended to it. It is reported that 70-80 percent of the turnover of hotels is foreign exchange\textsuperscript{27}.

It is estimated that 54 per cent of the tourist expenditure goes towards the payment of wages and salaries\textsuperscript{28}. On an average one hotel room should expect to provide employment for 2.5 persons while connected industries and services would offer employment to nine times the number of persons who are employed directly by the hotels\textsuperscript{29}.

The National Committee on Tourism in its report of May 1988 has stated that the money spent by the tourist percolates through many levels and generates additional income at each round of spending and this has a multiplier effect\textsuperscript{30}.

According to a report by Chechi & Company \textsuperscript{85} the income multiplier of foreign tourist expenditure varies between 0.58 to 4.3. The multiplier effect of tourism in India has been estimated at 3.2 by the Indian and 104Council of Applied Economic Research. \textsuperscript{31}

According to him there are some things which the public sector does the best and only they can do and some things which the private sector does the best and only they can do; put them together \textsuperscript{32}to have the best of both the world.

A conceptual solution to this problem was proposed by the Canadian National Task Force on Tourism Data Report (1985)\textsuperscript{33}.

They proposed dividing tourism business into two tiers. Tier 1 firms are those that would not exist in the absence of tourism. Examples include hotels, airlines, cruise ships and travel agents.
Tier 2 firms are those that would continue to exist in the absence of
tourism, but in a diminished form. These businesses include taxis,
restaurants, rental car agencies, gift shops, and attractions and
events.

Tourism can also be one of the most effective drivers for the
development of regional economies, and these patterns apply to both
developed and emerging economies. WTO\textsuperscript{34} (1999).

**Concluding Remark:**

The studies reviewed above have indicated that the progress of
Indian hospitality industry has given various facilities to the
consumers during the past ten years. Several factors have boosted
the hotel industry. Very few studies have been concluded so far on
hotel industry in India.

No attempt has so far been made for the study of hotel industry in
Maharashtra various region and Marathwada region in particular.
Hence, the present study is a sincere effort to fill up this gap.
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