INTRODUCTION

- Preamble
- Tourism Industry
- Need for the Study
- Statement of the Research Problem
- Objectives of the Study
- Hypotheses
- Research Methodology
- Relevance and Scope of the Study
- Chapter Scheme
- Limitations of the Study
Preamble

In the recent years, tourism as an industry has probably achieved a higher profile in the public consciousness all over the world. Tourism related business around the world experienced a profound shift in consumer confidence and travel behavior. These include both negative and positive impacts and for both these, governments have considered tourism industry on priority with society issues and economic impacts in a high policy profile. Tourism is the aggregate of all businesses that directly provide goods and services to facilitate business, pleasure and leisure activities away from the home environment. This implies that tourism needs to be looked at beyond the narrowly economic perspective and there is a need to appreciate the relationship of leisure and tourism with other social practices and behavior.

Tourism has grown in importance over the years and it takes a wide variety of activities in response to diverse motivations including religious, education, pleasure, romance, business, health, social status, self discovery and more. Tourism has been variously defined recognizing it as a major source of economic, environmental and social consequences.


3 The word tourism has been recorded for the first time in the England sporting magazine in 1811, referring the tendency of working class families to travel for pleasure OED(Oxford English dictionary) 1976. Compact Edition, Oxford University Press. New York.
Tourism is the set of activities engaged in by persons temporarily away from their usual environment, for a period not more than one year and a broad range of leisure, business, religious, health and personal reasons excluding the pursuit of remuneration from within the place visited for a long term change of residence.

'Tourist' has even older provenance. A traveler is in recent times called a tourist. The committee of Statistical Experts of League of Nations defined an 'international tourist' as any one visiting the country other than his/her usual residence for more than 24 hours excluding workers, migrants, commuters, students and travelers, who did not stop while on route through a country or their way to a third country. Later, in 1950 this definition has been revised and includes students on study tours as tourists.

The term 'International Excursionist' (an individual visiting another country for pleasure for less than 24 hours) and 'transit travelers' (person traveling through a country without stepping in route) also has been defined by International unions of official travel organizations.

The outcome of increasing tourism has been found to be a critical and crucial catalyst in accelerating the rate of socio-economic development. Tourism especially is a software product and is in the tertiary/service sector with relatively high value addition and so needs to be exploited in full. Tourism being a composite of many supporting products\textsuperscript{9} and natural factors\textsuperscript{10} brings socio-economic and cultural transformation. There is a need to determine tourism's role in the proper 'hierarchy' of priorities to devise its optimum tourism strategy. This strategy would help to define, amongst others, the balance to be sought between tourism development and environment; take into account the carrying capacity of the destinations; and the roles of the State, Regional and Local Organizations. Both demand and supply side of the tourism activities need to be carefully analyzed to arrive at this strategy.

Within the overall national tourism strategy, natural potential giving scope for the development of tourism need to be assessed and appropriately developed.

Priority attention may have to be given to selected, controlled development of tourism infrastructure, and other facilities, demand and overall tourist capacity in order to protect the environment and local resident population, so as to minimize, if not avoid, any negative impacts which unplanned tourism might produce.


5
The development of tourism especially in a previously underdeveloped part of a country requires the existence of infrastructure, as well as hotel accommodation and other facilities specific to tourism. In many cases, these utilities are economically indivisible, in the sense that in providing them for the tourism industry, they by the same time become available for the use of local people. Thus, in many countries, highways and airfields constructed primarily to cater for tourism now provide an access to wider markets for many locally produced goods. Unfortunately in a lot of cases, however, local people still receive little direct benefit from these developments. This in essence is a problem of both physical and economic distribution. Tourism continues to grow in a region and it makes increasing demands upon the scarce resources of that area. Land in particular is required and in consequence land prices rise. Farmers and other local landowners are encouraged to sell, with the result that although they may obtain short-term gains, they are left landless, with only low paid work available. Indeed much of the benefit from higher land prices accrues to speculators who buy land from previous owners before it is scheduled for development.

Tourism\(^\text{11}\) is travel\(^\text{12}\), relaxation, a holiday, and an exposure to other cultures.

---

12. Travel is defined as 'go from one place to another or abroad'; M.P. Bazbaruah (1999): "Indian Tourism: Beyond the Millennium", Gyan Publication House, New Delhi. p1
It is an industry concerned with wooing the people to a destination, transporting, accommodating and entertaining them upon arrival and sending them back with lingering experiences. Tourism has always stood as a unique vehicle for cultural propagation that is necessary for a deeper understanding of the people. The tourism sector involves tradable products to supply and for consumption creating demand expected with their equilibrium.

Whether or not tourism creates greater benefits to society than other forms of development depends primarily on the nature of the country’s economy and what alternative forms of development are practicable. However, as the development progresses, demand for tourism increases and brings socio-economic and cultural transformation.

**Tourism Industry**

Tourism is emerging as an important activity bearing socio-economic and cultural impact. Before analyzing the socio-cultural dimensions of tourism it is essential to understand the basic concepts of tourism. Therefore, in this section an attempt is made to discuss the basic concepts of tourism industry and then to provide a discussion on the socio-economic and cultural dimensions of tourism.

The term ‘travel industry’, ‘tourism industry’ and ‘travel and tourism industry’ are used interchangeably to refer to the industry made up businesses that provide travel related-services.
These businesses are referred to as travel vendors, and their services are called travel products (Dennis L. Foster, 1994)\textsuperscript{13}.

S.M. Jha (1994)\textsuperscript{14} presents tourism as an industry of which products are consumed on the spot, forming invisible exports. It is not a single industry, indeed, it is a multi-segment industry. Tourism envelops various other industries such as the airlines, rail, accommodation and food services. It involves wholesalers, retailers and attractions as well as a range of public services. It is an industry with no clear boundaries. Attraction of the destination, facilities at the destination and accessibility of the destination are the basic elements of tourism products.

Tourism has been accepted as a service product, characterized by an amalgam of different goods and services, rigidity of supply, seasonality and substitution effect (C.P. Cooper, 1992)\textsuperscript{15}. P.C. Sinha (1999)\textsuperscript{16} in his book titled ‘Tourism Evolution, Scope, Nature and Organization’, presents the tourist industry as an industry concerned with movement.


It is a combination of recreation and business. The tourism process combines a demand (tourist), suppliers (tourist industry), and a product (attractions) which has been summarized as the subject, means and object of tourism.

The phrase ‘tourism industry’, typically is used in any discussion of the contributions of tourism to a nation’s economy. Tourism is a fundamentally different type of industry from other forms of commodity production. According to Debbage and Daniels (1998: 23), “tourism is no simple product but, rather, a wide range of products and services that interact to provide an opportunity to fulfill a tourist experience that comprises both tangible parts (e.g., hotel, restaurant, or airline) and intangible parts (e.g., sunset, scenery, climate, mood )."

Tourism, a service-oriented industry, has emerged to be a revolutionizing phenomenon, outpacing the manufacturing and extractive industries. In certain economies, it is the foundation of the environ (economic, socio-cultural and even human) pyramid, while in most others it contributes to a significant extent in the general development process as well as in the salvation of their basic economic problems.

17. Debbage and Daniels (1998); “The Tourist Industry and Economic Geography: Missed Opportunities”. In D. Ioannidis and K. G. Debbage (Eds.) “The Economic Geography of Tourist Industry: A Supply Side Analysis” (pp. 17-30). New York, Rutledge
**Tourists**

Consumers of tourism industry are the tourists. As in the case of other commodities, consumers here have their own preferences, behavior and tastes. Tourists have been defined variously both in domestic and international spheres. Tourists whether international or domestic, become a consumer of tourism industry with different purpose or with different ‘want satisfying’ method, according to his purchasing power. According to the World Tourism Organization, “A foreign tourist must spend a minimum of 24 hours. And, a maximum of 6 months in a country other than his/her own, living in hotels or other commercial accommodations, where he pays in his own currency. “A foreigner who comes and works in a country to make a living is not counted as tourist”". In India, an International tourist has been defined as a person visiting India on a foreign passport, staying at least twenty-four hours in India and the purpose of whose journey can be classified under one of the following headings:

- Leisure (recreation, holiday, health, study, religion and sport) and
- Business, Family, Mission and Meeting.

---


Domestic Tourist

Domestic tourists may be those who travel domestically for various purposes of tourism. There is not yet any internationally accepted definition for statistical purpose. Domestic tourists have been defined as “Any person who travels within the country where he resides, to a place other than his usual place of residency for at least 24 hours or one night, for a purpose other than exercising a gainful activity and which may be classified under, Leisure (recreation, holiday, health, study, religion and sport), Business, family, mission, meeting.”

Definitions followed in India are slightly different from this. A domestic tourist has been defined as a person who travels within the country to a place other than his usual place of residence and stays at hotels or other accommodation establishments run on commercial basis or in Dharamshalas/ sarais/ musafirkhanas/ agrashalas/ choultries etc., or stays with friends and relatives and uses sightseeing facilities, or pilgrims for a duration of not less than 24 hours or one night and for not more than 6 months at time for any of the following purposes:


• Pleasure (holiday, leisure, sports etc.)
• Pilgrimage, religious and social functions
• Business, conferences and meetings, and
• Study and health.

Owing to its natural and cultural richness and for historical reasons, India attracts a large number of foreign tourists, besides the domestic tourists.

**Typology of Tourism**

Tourism may be classified on the basis of their characteristics such as region, purpose, number of tourists and others. Tourism may be classified both from the supply side and demand side characteristics. Supply side characteristics refer to that of various tourism products, could be natural like beach, or created like parks. Demand side represents the characteristics that influence the tourists like purpose, season, region and so on.

S.M Jha (1994)\(^{22}\) has given the following classification, on the basis of characteristics of tourism.

---

Basics for the classification of tourism are as given in the following table.

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Region</th>
<th>Number</th>
<th>Arrangements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recreation</td>
<td>Domestic</td>
<td>Individual</td>
<td>Independent</td>
</tr>
<tr>
<td>Culture</td>
<td>World</td>
<td>Group</td>
<td>Inclusive</td>
</tr>
<tr>
<td>Adventure</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Convention</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Incentives</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In the recreational tourism, tourists spend their leisure hour at the hill stations, beaches etc.

Cultural tourism satisfies the cultural curiosities of the tourists and involves visit to ancient monuments, places of historical and religious importance or to perform rituals. Adventures / sports tourism provides an opportunity to travel to adventure places or sports based places.

Adventure tourism provides an opportunity to travel adventure and sports based places such as hiking, skiing etc. Health tourism makes available to the tourists a suitable place for recovery or medical treatment like places with hot springs, spas, yoga etc.

Convention tourism is meant for organizing conventions and conferences relating to cultural, political, academic and professional activities. Incentive tourism offers holiday trips as incentives mainly to dealers and salesmen, by major tourist organizations.
Domestic tourism is meant for tourists who belong to their normal domicile or to the areas in their own country and do not need any documentation for travel.

World tourism is for traveling to countries other than their own with a different economic and political system requires documents to cross the frontiers.

The tourist more individually depending upon his/her means and requirements finalizes the programme. In group tourism, the tourists travel as members of groups and so, we do not find any separate programming, and wider social implications.

In independent tourism, the tourists make transportation, accommodation or other arrangements independently or they are assisted by travel agents. In the inconclusive tours, the package tours are arranged as members of the inconclusive group by the trip.

In social tourism, we find tour arrangements for the weaker sections of the society. The governments offer a number of incentives and concessions to the weaker sections of the society. Here, the state decides the number of days, the time to be consumed and the place to be traveled. Social tourism is subsidized and specially meant for the manual workers.

It refers to the participation of a large number of people in tourism. It is a general feature of developed countries like USA, Canada, Germany, France, and Japan etc. Where travel for holidays is a part of
their lifestyle. In India or generally in the developing countries, mass tourism has been found neglected.

**Tourism products**

Tourism product cannot be provided by a single enterprise. Each of the components of a tourist product is highly specialized and together makes the final product.

It is evident that the behavioral features of tourists (motivations, attitudes, needs and values) all combine in a complex way to influence travel decisions and one of them, motivations, is selected here to illustrate the diversity of issues involved. Four main individual categories are identified in the literature and summarize a very long list of separate issues.

It is often said that selling holidays is selling dreams. The challenge for the marketer is to transform the dreams into realities which naturally need careful planning and optimal development of the product to multiply positive influences and remove harmful effects.

Tourism products are highly perishable, used for pleasure and the users, a heterogeneous group of the people, are required to come to the spot. The products can’t be transported to the users and in no case the providers can store the products.

Tourism products thus can be defined as “The tourism product is not an airline seat or a hotel bed or relaxation on a sunny beach but
rather an amalgam of many components or a package – all tourists buy packages whether or not they use travel agents"\textsuperscript{23}.

The three elements of the tourism products identified are attraction of the destination, including its image in the tourist mind, facilities at the destinations accommodation, catering, entertainment, recreations and accessibility of the destinations.

Attractions are those elements in the tourist product, which determine the choice of a particular tourist to visit one particular destination rather than another. The attraction could be cultural like sites, areas of archaeological interest, historical buildings, or scenic like flora and fauna, beach resorts, national parks or events like trade fairs, exhibitions, arts and music festivals, games etc... Facilities are those elements, which are a necessary aid to the tourist centre. This includes accommodation, picnic sites, recreation and so on.

"Accessibility" is a means by which a tourist can reach the area where the attractions are located. If the tourist attractions are located at places where no means of transport can reach, these become of little value.

Tourism is a service product, is an amalgam of different tangible and intangible elements. (Schmoll 1977, Foster 1985, Buttie 1988, Hollway and Plant 1988, Middleton 1988)\textsuperscript{23(a)}.

\textsuperscript{23} Harild Berkman (1987): "Marketing Management" HPH, Mumbai p.16
\textsuperscript{23(a)} From S.M Jha (2002): "Tourism Marketing" Himalaya Publishing House, Mumbai p.79.
Tourism industry makes available a complete set of interrelating services. It includes the core product components of transport, attractions, and accommodations and in addition we also find peripheral public and private services.

A view of tourism products is given in the diagram given below.

Tourism Product: Modified from D.C. Gilbert Conceptional Issues in the marketing of tourism, S.M. Jha, Services Mktg., P 185 HPH 1994
It appears from the above discussion that the tourism industry derives many products which are centers of various tourism services. As the industry grows it will have spillover effects on tourism products and services. Further, this phenomenon would result in economic and social-cultural impact on the neighborhood. The economic impact of such a growth of tourism may be captured by change in income, creation of employment opportunities, infrastructure development, and increase in land values and expansion of business activities. Socio-cultural impact may be viewed in terms of educational level, health conditions, and cultural transformations. Impacts of tourism on economic, social and cultural transformation may be again region specific. However, there will be many long term and invisible factors involved in the impact of tourism, which need to be considered in any impact assessment.

With this background, in this research study, an attempt is made to evaluate the impact of tourism in Dakshina Kannada district of Karnataka state. Impact evaluation is mainly based on the idea that various tourism products will attract tourists and such interaction would bring economic, social and cultural impact. These impacts may be measured in terms of specific variables.
Theoretical Framework guiding the present research is depicted in the following chart:

<table>
<thead>
<tr>
<th>Tourism Product</th>
<th>Impact</th>
<th>Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Religious</td>
<td>• Economic Impact</td>
<td>• Income</td>
</tr>
<tr>
<td>• Beach</td>
<td>• Social Impact</td>
<td>• Employment</td>
</tr>
<tr>
<td>• Park</td>
<td>• Cultural Impact</td>
<td>• Infrastructure</td>
</tr>
<tr>
<td>• Medical</td>
<td></td>
<td>• Education</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Health</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Cultural Decay</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Cultural Enhancement</td>
</tr>
</tbody>
</table>

**Need for the study**

The tourism industry is economically flourishing, a variety of tourism products affect tourists and create economic transactions. Its multiplier effects further enhance economic consequences. However, it is necessary to assess the impact of the expanding tourism industry, to take care of the negative consequences it brings along with its expansion. Therefore, impact assessment needs to throw light on both the positive and the negative consequences of tourism industry. Diagnosing the invisible (indirect) positive impact would help us to frame the policy, encouraging tourism industry and evaluating the negative consequences would help us to control the tourism industrial development. Hence, from both the sides, it would help us to frame a
favorable environment for the sustainable development of tourism industry.

STATEMENT OF RESEARCH PROBLEM

Tourism provides leisure time enjoyment to the consumers, and it involves a lot of economics and commerce in it. Tourism has become an important activity bearing socio-economic and managerial implications. It creates employment opportunity, income generation, and has a multiplying effect in the economy. It has its impact on the environment as well as on the socio-cultural sphere in a given region. In the recent years, at various dimensions tourism has gathered momentum and immense literatures are published.

In this field of knowledge theses have been evolved, and methods have been built. Impact analysis with regional case studies have been undertaken to assess their socio-economic and cultural impact. However, owing to many factors, study on tourism needs to be region based.

The impact of tourism is multifaceted and can be viewed both in macro and micro perspectives. It may be in visible and non-visible forms, immediate or long run in nature, and sometimes region specific. Few of the impacts may be seen in terms of qualitative variables which cannot be measured quantitatively.

24. I. Ateljevic; (2000): Circuits of Tourism: Stepping Beyond the Production/Consumption Dichotomy”. Tourism Geographies 2(4) 369-388
Economic impacts are observed in terms of trade, employment and income generation\textsuperscript{25}. Socio-cultural impacts\textsuperscript{26} are observed in qualitative terms with long run perspectives.

However, impacts of tourism vary according to the type of visitors attracted to an area, and their activities. The impact on tourism on any destination is influenced by a wide variety of factors\textsuperscript{27} such as,

- The volume of tourist arrivals;
- The structure of the host economy;
- The types of tourism activity;
- The difference in socio-cultural characteristics between the hosts (the local residents) and the guests (tourists);
- The fragility of the local environment.

The greater the economic and social diversity of the destination, and more the facilities it has for visitors, the more easily it will accommodate additional tourists. In reality, the destination area's land forms and ecology, its economic and social structure and political organization, determine the forms and structure within which tourist


\textsuperscript{27} "Tourism Passport to Development? Perspectives on the Social and Cultural Effects of Tourism in Developing Countries”. New York
activity produces specific local results. Hence, in this study an attempt is made to evaluate the impact of tourism on socio-economic criteria in Dakshina Kannada district, one of the coastal districts of Karnataka.

But it is difficult to capture the influence of tourism on all these spheres in a given region. Analysis of multidimensional impact of tourism requires sophisticated technique. However, the impact of tourism may be analyzed considering a few dimensions separately at a time. Still there is a need to evolve a comprehensive methodology to evaluate the overall impact of tourism.

In this study an attempt is made to analyze the impact of tourism on the economic development in terms of employment opportunity, income and socio-cultural influence in a given region, Dakshina Kannada one of the coastal districts of Karnataka.

The major research questions identified are:

1. What factors determine the scope of tourism in a given region?
2. What methods can be adopted to evaluate the impact of tourism?
3. How demand-supply and equilibrium situations are maintained in a given region?
4. What are the economic impacts of tourism?
5. What are the socio-cultural influences involved in tourism?
OBJECTIVES OF THE STUDY

The main purpose of this research is to diagnose the socio-economic impact of the tourism in the coastal region of Karnataka. Socio-cultural transformation, income, and employment generations are analyzed considering various tourist spots. An attempt has been made to examine the economic importance of tourism in terms of investment on tourism infrastructure, turnovers of tourism activities, and increase in employment generations. The analysis is confined to the important tourism products like beaches, religious centers, palaces, and medical tourisms.

The specific objectives of the study are,

(1) To examine the economic importance of the tourist spots.

(2) To analyze the employment generated by tourism and its future potential in Dakshina Kannada district.

(3) To examine, the infrastructural facilities created in Dakshina Kannada district for the development of tourism sector.

(4) To analyze the socio-cultural impact of tourism in Dakshina Kannada district.

(5) To study the scope for the growth of tourism in Dakshina Kannada district.

(6) To offer suggestions to the policy makers of tourism to develop tourism in the district.
HYPOTHESES

(1) Tourism plays an important role in the economic development of the Dakshina Kannada District.

(2) There is a good potential for employment in the tourism sector in Dakshina Kannada.

(3) The infrastructural facilities created for the development of tourism are inadequate.

(4) Socio-cultural transformation is evident in different forms.

(5) There is a significant correlation between tourism and economic development.

(6) Infrastructural facilities in the region and tourism development are associated.

(7) Basic facilities, food, accommodation and transport are the major determinants of tourism development.

RESEARCH METHODOLOGY

Assessing the impact of tourism on economic development and on the socio-cultural sphere is a stupendous task owing to its direct and indirect influence. Further, development is also influenced by many other factors. Therefore, it is difficult to capture the specific impact of tourism on development. However, in this study, an attempt is made identify the
important tourism products in the study region and to analyze their impact. Most active tourism products in the study region are selected for the study. Impact assessment variables related to income, employment generation, and socio-cultural influences are identified, and are analyzed. Analysis is attempted at three levels: the organization level, the employee/beneficiaries (local people) level, and the tourist's level. Major tourism products considered for the study are,

1. Beaches
2. Religious centers
3. Public Parks
4. Hospitals. (Medical tourism)

Traveling, hotels and other association basic infrastructure are also considered. The socio-cultural and economic variables are included in the analysis. Ratios, mean, and chi-square test are adopted to evaluate the data. The data has been analyzed using the Statistical Package for Social Science (SPSS).

Moreover, it is difficult to assess the socio economic impact of tourism due to the multiplicity effect of the socio-economic and cultural study, and therefore it is a methodological challenge. Hence, the major problem is to decide, what methodology can be adopted? Since the evaluation of impact involves qualitative data, social auditing techniques are being used to assess the economic and socio-cultural impact of tourism.

In the present study an attempt has been made to include three categories of stakeholders namely tourists, local population and the agents or the authorities involved in tourism.
In order to assess the impact of tourism from the tourist’s perspective, a tourist’s survey is organized in all the sample tourist products. To collect the required data and information from the tourists a detailed questionnaire was developed. The questionnaire was constructed to collect data and information of their general profile, and their views on the tourism spots visited in the study region. Socio-economic data were also obtained. For this purpose, the questionnaire includes the data on travel costs involved with the trip, reasons for selecting tourist spots of Dakshina Kannada district. Along with the socio-economic valuation, information on visitor’s impression and opinions about the tour or level of satisfaction in the district is also evaluated.

The second category of stake-holders of the study were the local people, i.e. Dakshina Kannada people near the selected tourist spots, who derive the use value of tourism infrastructure and also from income generated by the growth of tourism. Altogether twelve villages (i.e. at least three villages near each tourist spot) were selected by purposive sampling. The households were selected randomly and an attempt was made to include all categories of household on which the impact of tourism possibilities are seen.

In all the cases, the local people were requested to rank their requirements from the nearby tourism products. The ranked requirements were the perceptions of the local peoples’ requirements from the nearby tourism products. Their opinion was also taken regarding the possible positive and negative impacts of tourism. In addition to it, a survey was also conducted among the urban-based local hotel owners and transporters\hospitals in order to estimate the incremental income generated and employment of local people as a result of growing
tourism in Dakshina Kannada. The task was challenging since the general awareness and the level of education of the target population was very poor. Keeping this in view, a brief pilot survey was carefully conducted in the beginning. This helped to find out some stochastic factors and restructure the interview schedule. The basic schedule was designed in English and the investigators were trained to translate and make the respondents understand the questions in the language/local dialect to elicit the correct information from them.

A tourism spot grows as the interaction of many stake holders involved - Travelers (tourists), facility providers i.e., government, local bodies, and travel agents increases. Moreover, the nature and motivational factors of tourists and the provisions and provision provider’s policy varies over different products. Hence, the analysis needs to focus on various tourism products. The prominent tourism products in the study region are- religious centers, beach, public parks, and hospitals. They are diagnosed in depth, to identify the various dimensions of tourism in the study region.

Parallel to the tourist’s survey and survey of local people, a survey of the tourism facility providers is also done separately in all the above mentioned tourism products to assess the impact of tourism. Data and information on appropriate indicators of impact assessment are collected.

Sample

The present study on tourism is based on multi-stage sampling technique. In the first stage, the four tourist spots or tourism institutions were selected by purposive sampling. This includes religious, medical,
beach and park. In the second stage, random sampling technique was used to determine the proportions of tourists to be included in the sample. In the third stage, a sample of local households was selected randomly, to assess the neighborhood effect, around the sample tourism products. Here, care has been taken to see that the sample tourists and the local households well represent the population and reflect the impact of tourism on development. The sample tourists and the households were interviewed in two phases (January-April and October-November) around a period of six months, corresponding with the peak tourist season.

Size of the sample institutions in each tourism product, sample tourists and the local people are given in the following table-1.1.

<table>
<thead>
<tr>
<th>Tourism Products</th>
<th>Number of Sample Institutions</th>
<th>Tourists</th>
<th>Local Households Around Tourism Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Religious Institutions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a) Temples</td>
<td>3</td>
<td>150</td>
<td>75</td>
</tr>
<tr>
<td>B) Mosque</td>
<td>1</td>
<td>50</td>
<td>25</td>
</tr>
<tr>
<td>c) Churches</td>
<td>2</td>
<td>100</td>
<td>50</td>
</tr>
<tr>
<td>2 Beaches</td>
<td>2</td>
<td>100</td>
<td>50</td>
</tr>
<tr>
<td>3 Parks</td>
<td>1</td>
<td>50</td>
<td>25</td>
</tr>
<tr>
<td>4 Medical Centers</td>
<td>6</td>
<td>60</td>
<td>150</td>
</tr>
<tr>
<td>5 Tourism Infrastructure</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a) Hotel</td>
<td>10</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>b) Travel Agencies</td>
<td>10</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>35</td>
<td>510</td>
<td>375</td>
</tr>
</tbody>
</table>
The sample size of tourists and the neighborhood households are apparently small, compared with the total population of them in the selected tourist spots of study region. However, it is to be noted that each respondent was selected at random in a group/family and each respondent was requested to give information about the number of members in his group/family in order to retain the representativeness of the sample.

Prior to the survey, a pilot survey was conducted in December 2004, which enabled researcher to check the viability of the questions prepared to collect the necessary data.

**RELEVANCE AND SCOPE OF THE STUDY**

This research attempts to analyze the impact of tourism industry on the socio-economic development in Dakshina Kannada district with a holistic view point suggesting that any attempt to analyze the tourism industry on socio economic development needs to be carried in different dimensions and any study or analyses taking only a few aspects would be incomplete in this field.

Considering the important tourism activities (tourism products) in a given region to assess the impact on socio-economic development would reflect the contribution of tourism industry both in the short run and in the long run.

Methodologically, this research gives a new orientation in the field of knowledge of tourism. Moreover, in this study an attempt is made to
document many unknown facts of the tourism industry in the study region. Impact analyses include neighborhood effect, which is important from the public welfare point of view rather than looking at the tourism industry from the market perspective. Analyzing the impact of tourism industry on socio-economic development from the long run perspective and public welfare perspective is essential rather than looking at ‘short run’ and ‘market perspective’.

Diagnosing the tourism industry impact on socio-economic development of a given region would help the policy makers to plan future action plans with positive impacts. In this sense, this research highlights the process of development of tourism industry and its impact on the socio-economic development in a given region considering appropriate variables.

CHAPTER SCHEME

Initially, it is attempted to provide theoretical discussion on various aspects of tourism and is followed by a case study on Dakshina Kannada district. The thesis contains seven chapters. The details of the thesis layout are as follows,

Chapter-I: ‘Introduction’, gives the frame work of the study and justification for the research with details of methodological details.

Chapter-II: ‘Tourism a Macro Study’ pertains to the critical evaluation of tourism, its growth, and contributions both in the world and the Indian levels. Here, an attempt is made to review the literature on tourism – its
history, nature and scope, and the growth of the industry in Karnataka, India and the world.

Chapter-III: 'Review of Literature', provides intensive literatures reviewed on various concepts related to tourism industry, such as tourists, tourism, tourism products, and the impact of tourism. Various studies have been reviewed pertaining to the impact of tourism, which include income and employment generation, international trade and tourism, and socio-cultural transition.

Chapter-IV: 'Tourism in Dakshina Kannada District: A Profile', analyses the major tourism activities in the study region. An attempt is made in this chapter to give a clear picture of the major tourism products, government programmes on tourism development and the scope for the development of tourism in the study region.

Chapter-V: 'Analysis of the Study Results' provides data analysis of the study undertaken. Field work based data analyzed for various tourism products in the study region.

Chapter-VI: 'Findings of the Study', provides the findings of the research based on both secondary and primary data analysis.

Chapter-VII: 'Suggestions and Conclusion', provides a capsule summary of the research work undertaken and findings based on which suggestions are made for the development of tourism in the given region.
LIMITATIONS OF THE STUDY

The tourist spots are generally conceived as centers which cater to the needs of the people for leisure and enjoyment. But modern tourism has developed beyond giving just a facility for recreation and enjoyment. Tourism has been identified the world over as a money-spinner for the economy. Unfortunately India was late in recognizing the share and giving due importance in her planned economic development for tourism. Of late, Indian planners have started emphasizing on the importance of tourism as a sector, which can act as an engine of future growth in terms of employment and income generation. Dakshina Kannada is blessed with many tourist spots, which attract tourists from all over the world. It generates revenue as well as employment. But the tourism sector has not been recognized by any segment of the society in the district. Moreover, no systematic study has been conducted on this aspect. Therefore, it would be worthwhile to undertake a study on tourism and its economic importance on the economy of Dakshina Kannada district.

A Study on the impact of tourism requires a sophisticated methodology so as to incorporate all variables. To assess the socio-economic impact of tourism in a given region only the most appropriate variables are considered excluding some of the variables due to non-availability of data and information. Moreover, non-visible non-quantifiable impacts could not be taken into account.

******