CHAPTER II

SURVEY OF LITERATURE

INTRODUCTION

Tourism is a developing industry in India. The multifaceted activities and the distinctive features of the industry are outlined in the first chapter. In spite of its importance in India there are only limited studies analysing tourism industry. There is a dearth of adequate literature on Indian tourism, which is essential for research work. However, the Researcher has tried to the extent possible to analyse the available sources.

In this chapter focus is given to available literature on tourism at global level as well as at Indian level, which includes books, journals, newspapers, and government reports. Tourism promotion both at national and international level have been analysed for the present research study from all fronts, which are listed below:

- An in-depth idea of concepts of tourism and tourists
- Identify the motives behind travel
- Understand the typology of tourism
- Analyse the development of tourism as an industry
- Know the positive and negative effects of tourism
- Explain the development of tourist organisation
- Discuss the market potential of the tourism industry

Section 2.2 gives the analysis of the theoretical framework available on Indian tourism.

Section 2.3 gives the analysis of the theoretical framework available on global tourism.

Section 2.4 gives the analysis of journals available on Indian tourism.

Section 2.5 gives the analysis of journals available on global tourism.

Section 2.6 gives the analysis of research work on Indian tourism.

Section 2.7 gives the analysis of research work on global level tourism.

Section 2.8 gives the summary of this chapter.
SECTION 2.2 THEORETICAL FRAMEWORKS AVAILABLE ON INDIAN TOURISM

2.2.1 Poornima Sastry (1980) analysed different aspects of tourism and gave an analytical framework, for a better understanding of tourism as a multi-disciplinary subject. The book concentrates on the marketing process, appropriate technique and segmenting the markets. Therefore, it should be of much help for those who deal with international tourism promotion. The use of computer as an effective tool in the field of tourism is also outlined.¹

2.2.2 Bhatia (1982) makes a detailed study of the tourism phenomenon in its numerous aspects. The book explores various concepts of tourism and how tourism is an important factor in the prosperity of a nation. Divided in to thirteen chapter the book covers systematically various areas related to the subject from the earliest times to the modern day. Also included are chapters on international tourism organisations, accommodation, travel agencies and development of tourism in India.²

2.2.3 Pran Nath Seth (1985) provides an excellent introduction to tourism as it exists today – it’s planning, management, and marketing. The need for manpower development to service this new industry is paramount and the author stresses the need for training tourism personnel.³

2.2.4 Kaul (1985) analyses the phenomenon of tourism, elucidating its economic interrelationships, its position in the world economics and the measurement of its dimensions in three volumes. The characteristic of domestic, regional and international tourism is explained in the practical approach to their development. The relationship between overall national economic development and tourism planning, the considerations that should weigh in formulating plans, their financing and creation of infrastructure receive special emphasis. The significance of the development of tourist reports from feasibility to operation stages is exemplified by a model project.

The role of the state in tourism, its objectives and policies, the functions of national tourism organisations and the development of relevant international organisations are well documented. Travel procedures and documents are surveyed. The impact of tourism on environment, the protection of national assets and cultural heritage are examined. The growth of tourist art, handicrafts and souvenir industries is discussed with appropriate examples.4

2.2.5 S. Medlik (1991) describes the various aspects of tourism in general.⁵

2.2.6 A.K. Bhatia (1991) explains the global aspect of tourism industry in its various manifestations. He tries to cover the nature, structure and organization of the global tourism industry and its impact on various economic, social and cultural aspects of nations.⁶

2.2.7 H. Laji Pathi Rai (1993) views the importance of tourism industry in India, as it is a major, source of her foreign exchange earnings and multi-disciplinary industry.⁷

2.2.8 Ratandeep Singh (1994) provides profile of the tourism industry in the International Context in its book.⁸

2.2.9 S. Dharmarajan and Rabindra Seth (1994) edited a collection of articles, which have covered important segments related to tourism industry, and there are also details on some destinations and the urgency for improving those tourist spots, the lapses of suppliers, consumer protection and environmental concerns. They also focus on official policies and the industry’s response to create and influence consumer demand. In addressing these problems and the solutions sort

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by the industry and the government in the light of the experience of other countries, this book is a useful guide for Researchers.⁹

2.2.10 S.M. Jha (1995) explains about bank marketing, insurance marketing, transport marketing, tourism marketing, hotel marketing, consultancy marketing, and hospital marketing’s in his work. The need of the hour is to apply aggressive marketing principles where the organisations are facing technical, financial, managerial and other problems. This would bring the services generating organisations on the rail and would raise their contributions to the process of socio-economic and cultural transformation.¹⁰

2.2.11 Pran Nath Seth (1997) stresses the imperative need for trained professional tourism corps to meet the requirements. Both in the public and private sectors the understanding of these needs is leading to the development of institutes, training centres, and academic programmes in tourism management. There is thus a great need for comprehensive professional literature. This volume deals with understanding the nature of tourism, tourism planning and geography of tourism.¹¹

2.2.12 Mohammed Zulfikar (1998) discusses in detail tourism, hoteliering and its main branch – hotel Front office management – in its operative perspective and forms. A lot of emphasis has been laid on tourism concepts and its utility to the economy. A wide network of statistics has been provided to illustrate the relevant features of the industry. Hotel industry with its historical perspective, hotels in India – origin, growth and development find a prominent place in this book.\textsuperscript{12}

2.3 THEORETICAL FRAMEWORKS AVAILABLE ON GLOBAL TOURISM

2.3.1 Michael Peters (1969) views that the economics and development of the international tourist trade is of vital interest not only to the government and their tourist organizations, but also to the hotel industry, tour operators, road, rail and air transport services and all other facilities which serve the tourists.\textsuperscript{13}

2.3.2 John, M.Bryden (1973) undertook a case study of Caribbean and analysed the growth and structure of Caribbean tourism in the 1960s and the role of government in the growth of Caribbean tourism.


He further analysed tourist multipliers and social costs and benefits in the Caribbean.\textsuperscript{14}

2.3.3 Holloway, J.C. and Plant, R.V. (1988) have covered the principles behind the marketing in their edition.\textsuperscript{15}

2.3.4 Rob Davidson (1989) covers a brief history of tourism, travel and transport; accommodation and catering; leisure, recreation and business facilities, tourism promotion both at home and overseas; geography of tourism; impact of tourism on the environment, economy, culture and community; and working in the industry.\textsuperscript{16}

2.3.5 Stephen L.J. Smith (1989) has analysed the tools and practices of tourism research in his handbook. This study deals with descriptive methods for defining and describing tourism, decision making models from tourists' behaviors; marketing segmentation procedures, forecasting models for tourism demand and procedures for defining tourism regions.\textsuperscript{17}

2.3.6 Philip L. Pearce, Ginna Moscardo and Glen F. Ross (1996) in their book have made a pioneering study in the new "socialism" of tourism. It analyses, both theoretically and empirically, impacts that


tourism makes on communities globally. In seven chapters, the three authors develop a theoretical perspective and try to explain how communities come to understand the phenomenon of tourism and how they react to it. It deals with social representation and tourism community relationship—its manifestation world wide with case studies from Australia, community participation in tourism planning and the future of the tourism community relationship are discussed in the last chapters (6-7). Appendix on tourism impact literature review is a useful reference on impacts.\textsuperscript{18}

2.3.7 Mike Robinson, Nigel Evan and Paul Callaghan (1996) have made four volumes of tourism and culture and based on the Conference organized by the Centre for Travel and Tourism in 1996, with the support of UNESCO. There are:

1. Culture as Tourism Product
2. Managing Cultural Resource for Tourist
3. Tourism and Culture: Image, Identity and Marketing
4. Tourism and Culture Chang

Culture as tourism product presents a nice mix of diverse cultural products, ranging from the high flow of culture from Norway to the

\textsuperscript{18} Philip L. Pearce, Gianna Moscardo and Glen F. Ross. 1996. \textit{Tourism Community Relationship}. Pergamon.
Himalayas. Museums in focus, sport tourism, pilgrimages, heritage, visual arts, carnivals, forest parks and convention are included. Even "Wordsworth" is also marketed as a product. Managing culture resources of Tourist lays emphasis on sophisticated management techniques for sensitive cultural resources, especially heritage resources and other intangibles. It is a difficult task to manage expression of community pride and other indigenous vernaculars that tourism can easily damage. Contributions in the book also touch upon such sensitive themes of protection, preservation and conservation through sustainable tourism development least eroding cultural attribute of the resource.19

2.3.8 Vunkonic (1996) provide insights into the relationships between tourism and religion. In two parts it has fifteen chapters. Part one provides the framework in four chapters that focus on motivation of tourist pilgrim's journey and elaborates on themes like spiritual life and leisure, part two attempts to establish relationship between tourism and religion and has wide ranging themes in the subject besides discussion on pilgrimages and tourist determinants of pilgrimages. The last chapter presents future scenarios and likely direction of development.20

2.3.9 L.J. Lickorish and C.L. Jenkins (1997) have given guidance to the tourism industry. In 14 chapters, it largely focuses on history of tourism; factors that influence this industry; the current situation of tourism and the future trends.\(^\text{21}\)

2.3.10 Stephen L.J. Page and Donald Getz (1997) wrote the book which has 4 parts and 10 chapters that cover wide ranging business types from farm-stays and camp-sites to remote resorts and adventure tourism operators. It tries to answer questions like; what is the status of research in rural tourism? What are the operational management and business problems associated with such enterprises?

The book mainly focuses on policy, planning and financial issues, rural tourism in individual countries and the importance of social and environmental responsibilities. In rural tourism business has been examined in relation to strategic planning, marketing and human resources management. The book is illustrated and provides maps at the end.\(^\text{22}\)

2.3.11 John C. Crofts and Chris A. Ryan (1997) took effort to establish tourism buoyancy of the Pacific Area. Specially Hong Kong,


Japan, Korea, Malaysia, Indonesia, Singapore, Taiwan and Thailand. Many of these countries not only receive many more visitors, they also have increasing number of outbound. The book provides broad perspective on the region, such as Asian culture and western way of doing business.23

2.3.12 Roger Doswell (1997) address important management issues and pinpoints various processes of management and covers aspects of economics, politics and government actions, the environment, cultural influences, market strategies and the public sector. In three parts, it spreads into 15 chapters. Part three covers, among others, managing GTA, regulation and research. Product development and discuss how to manage awareness programme.24

2.3.13 Frank M.Go and Carson L. Jenkins (1997) their book covers a broad spectrum in up-and-coming tourism regions of Asia and Australia. It has 19 chapters in three parts. Part one is on generalities and impacts of the development in Asian regions. Part 2 presents 14 country profiles from Australia including China with major focuses on important tourism regions of Asia (including Vietnam). Part 3 focuses on two

important issues of sustainability and indigenisation. It includes
discussion on various tourism problems of developments and their
solution, besides alternatives to mass tourism. Contributions are from
known personalities engaged in tourism researches in this part of the
world.\textsuperscript{25}

2.3.14 Shinji Yamashita, Kadhir H. Din and J.S. Eades (1997) in
their book of Asia Forum supported by JAL Foundation. It has eleven
chapters, including Introduction by the three editors. It covers cultural
tourism in Thailand, Indonesia, Malaysia, Japan and East Asia in
general. Contributors are Kadir Din, Yamashita Eades, O’Rourke, Nuan
Sarbsirb, Kagami, Heather Zeppal Han Min, K.Kajiwara, O.Moon and
H.H. Graburn.\textsuperscript{26}

2.3.15 Paul Brunt (1997) wrote a practical guidebook for survey
research in tourism industry. In 8 chapters he focuses on how to plan
your survey scientifically, decide a sample, design questionnaire, collect
data, analyse results and how to do a write-up and finally how to present

\textsuperscript{25} Frank M.Go and Carson L. Jenkins. 1997. \textit{Tourism and Economic Development in Asia and Australasia},
Cassell, London.
\textsuperscript{26} Shinji Yamashita, Kadhir H. Din and J.S. Eades. 1997. \textit{Tourism and Cultural Development in Asia and
Oceania}, Penorbit. UKM University Kebangsaan Malaysia.
the findings. Topics are provided with exercises and case studies are included.\textsuperscript{27}

2.4 JOURNALS AVAILABLE ON INDIAN TOURISM

2.4.1 S. Dharmarajan (1995) discusses how Tourism and Travel are likely to become the single target industry by the turn of the century.\textsuperscript{28}

2.4.2 S.A. Alagarswamy (1996) writes that Tamil nadu has many attractions to offer to the tourists, having veritable treasure of frame of act and culture. The author in lucid style presents a brief account of major places of tourists interest in the state.\textsuperscript{29}

2.4.3 Alohe Bajpai (1996) analyse the new avenue of tourism and the need for redesigning the strategy exploring new cultures in tourism. Otherwise only prospective guests may opt for other destinations who have made conscious effort to improve their infrastructure and services despite having half the attractions in India.\textsuperscript{30}

\textsuperscript{27} Paul Brunt, 1997, Market Research in Travel and Tourism, Butterworth Heincmann
\textsuperscript{29} S.A. Alagarswamy, 1996, Tamil Nadu Many Attraction for a Tourists, Yojana. August. P.79.
\textsuperscript{30} Alohe Bajpai, 1996, New Avenues of Tourism: Need for Redesigning the Packages, Yojana August. P.39.
2.4.4 S.S.H. Rehman (1996) discusses the strategy for boosting tourism. The author says that tourism should be accepted as an instrument of development and national integration. He opines that creating awareness about tourism at home and abroad and developing the requisites infrastructure should be the strategy for attaining the desired results.31

2.4.5 Sunil C. Roy (1996) feels that Indian architecture with its wide variety and amazing grandeur can easily satiate a discerning tourist. Tourism has been gaining a new dimension with tourist of diversified interests and pursuits.32

2.4.6 Adee Athiyaman (1997) has built in his paper a hypothesis whether tourism demand research has good relevance for theory development and testing, thereby adding to knowledge building in the field. The results reveal that the demand research is still in its infancy.33

2.4.7 Shalini Singh (1997) in her paper considers the contribution of education/training bodies globally and then focuses on their status in developing country like India where conditions are more complex. Causes of this complexity have been pinpointed and attempt has been made to suggest viable measures of ascertaining success in quality manpower development efforts.\(^{34}\)

2.4.8 Dr B.C. Nair (2001) in his work has stated tourism in Goa is fast growing industry, which gives a boost to the economy. Superficially it seems that the increasing number of foreign tourists contribute largely for Goa's economic progress, but it has been found that domestic tourists arrival play a major role in positively influencing it.\(^{35}\)

2.4.9 Shyamala (2000) in her paper discusses about the employment potential in the tourism sector. At the very start of economic reforms in 1991 tourism was declared as a priority sector for foreign investment. During the post reform period nearly 6.5 million additional jobs were created. The majority of those employed in the tourism industry are skilled and semi-skilled. The foreign exchange earnings from tourism during 1997-98 was Rs. 11264 crore. The direct and indirect


employment in the industry during the same period was about 9.8 million and 12.3 million respectively. It accounts for 2.4 percent for the total labour force. It contributes nearly 1 percent to GDP. Thus there is a wide range of popularity employment generation in this industry in India. Many studies related to labour intensiveness and its measurement in tourism industry concluded that substantial employment is generated by tourism in both developed and developing countries and the cost of job creation in tourism industry is less than that of the traditional industrial sector. While the expenditure on tourism and number of tourist arrivals have increased the employment opportunities in India, tourism is also shadowed by seemingly endemic snags for which policies such as research, tourism planning aggressive tourism marketing, financing tourism projects fiscal incentives etc., are suggested in this paper on the thresh hold of a new millennium, the country is poised for a major breakthrough in infrastructural development which includes power tele-communication and transport. The time is thus ripe for simultaneously giving a powerful thrust to tourism as well so that tourism industry contribute to sustainable human development through property alleviation and employment generation.36

2.5 JOURNALS AVAILABLE ON GLOBAL TOURISM

2.5.1 Hugh and Collean Gantzer (1996) say that tourism is a quest to discover the wonder of heritage of a country with those of others in the planet. The authors are of opinion that “tourism” has to be taught in schools as a socio-economic subject, only then Indian tourism will begin to blossom.37

2.5.2 Asia Pacific Journal of Tourism Research: (1996) carries six articles, conference report, reviews and a calendar of tourism events. Main articles are; 'assessing macro environment trends in Singapore (Kau Ah Keng); economics of venue selection for special sporting events: 1996 Melbourne grand prix (Ari Gamage and Browyn Higgs);

Tourism development in Cambodia (Paul Leung, Terry Lam and Simon Wrong); modelling domestic holiday tourism demand in Australia (Krishns Hamal); defining Adventure travel: providers’ perspective (Heidi H. Sung, Alastair Morrison and Joseph T.O’ Leary); Positioning a tourism destination to gain competitive edge (Harsha E. Chacko).38

2.5.3 Haruo Nogawa, Yamaguchi and Yumiko Hagi (1996) have conducted sports study and explored sport tourism in Japan. The survey results revealed that Japanese sport tourists in SAFE were found to be somewhat different from general tourists regarding expenditure patterns, but they showed the potential to become active tourists potential.39

2.5.4 The Journal of Tourism Studies: (1996) is a special issue of JTS devoted to cruise tourism. It has six papers: P&O’S Pacific (Nagaire Douglas and Norman Douglas); comparative profile of travellers on cruises and land-based resort vacations (Alstair Morrison, Chun Hiji Yang, Joseph T. O’ Leary and Nandini Nadkarni); The economic of cruising: an application to the short cruise market (Adrian O’ Bull); economic impacts of cruise tourism in Australia (Larry Dwyer and Peter Forsyth); overview of coastal and marina tourism in Korea (Sung-Gwi Kim and Y.J. Edward Kim); tourist perspective on cruising: multi-dimensional scatting analysis of cruising and other holiday types (G.Moscando, Alastair Morrison, Liping Cai, Nandini Nadkarni and Joseph T.O’ Leary).40

2.5.5 Yvette Reisinger and Lindsay Turner (1997) in their paper attempts to examine the cultural differences between the Indonesian and Australian populations in the tourism context and recommends that such cultural understanding should be the basis of employee training in appropriate sectors of tourism industry. This is important for Australian hospitality Industry that receives visitors from Asian countries, especially Indonesia in large numbers.41

2.5.6 Peter Williams, (1996). This report provides a synopsis of types of information and search tools that are currently available to individuals on the Internet for tourism research purposes. It also touches upon some critical issues that should be addressed to make the Internet a more effective tool and efficient research instrument.42

2.5.7 Simon Milne and Leszek Nowosielki (1997) undertook the study of small island states of the South Pacific to meet the challenge of new tourism. This paper examines how new travel distribution technologies can influence attempts to meet this challenge through computer reservation system which shall influence tourism flows within the South Pacific. Recommendations are made as to how Pacific micro

42 Peter Williams.1996. *Using the Internet for Tourism Research; "Information Highway" or Dirt Road"?* Journal of Travel Research. Vol.XXXIV. No.4.
states can improve their ability to take advantage of emerging travel
distribution technology.43

2.5.8 Clem Tisdell (1997) views that excessive government regulation
of tourism have played a vital role in the sluggish growth of tourism in
India and Bangladesh. To what extent structural reforms will lead to
changes in the tourism industry in both of these countries has yet to be
seen. Development of eco-tourism in the sunderbans illustrates a
number of consequences of government involvement in the development
of the tourism industry as well as general problems involved in
developing tourism in tropical areas of this type, and it enables
comparisons to be made between tourism development in India and
Bangladesh as well as the relative competitiveness of their sunderban
based tourism.

Impediments to Eco-tourism in the sunderbans include:
1. Tourism to the area is highly seasonal. 2. Virtually no local people are
employed in the tourist industry in the sunderbans, so there are very
few employment benefits to locals. 3. Most commodities for tourism in
the sunderbans are sourced from outside the sunderbans. In the Indian
sunderbans, most of the supplies come from Calcutta. 4. Permits are

required for entry to the Sunderbans, both in Bangladesh and India. The Ministry of Forestry must issue these and often there are delays in their issue, which can frustrate tourists. 5. Wild animals, especially tigers, are very difficult to see.\textsuperscript{44}

2.5.9 Bae-haeng Cho (1998) in his study examines tourist satisfaction among younger Korean tourists as determined by the perceived discrepancy between the pre-trip expectation and post-trip performance regarding the destination attractiveness and the tourist activity in Australia. Through a series of t-tests, it reveals that there were some variables significantly different between pre-trip expectation and post-trip perception. Stepwise multiple regression results also indicate that there were some important variables, which related tourist satisfaction with destination attractiveness.\textsuperscript{45}

SECTION 2.6 GIVES THE ANALYSIS OF RESEARCH WORK ON INDIAN TOURISM.

2.6.1 Selvam (1989) in his study suggests that the government should develop the necessary infrastructure so that the Indian tourism industry


will grow to dizzy heights and become a real big business contributing substantially to the development of national economy. What is required is a bold decision to revitalize the industry with the long-term benefits in view.\(^{46}\)

2.6.2 Usha (1994) in her doctoral thesis titled as tourism in Tamil Nadu has clearly mentioned the role of Central Government and State Government as a facilitator and the State Government’s responsibility in the development of the tourist spots which fall within its territory. \(^{47}\)

2.6.3 Shalini Singh (1994) In her study cultural tourism and heritage management made an empirical study of a culturally vibrant Adwah region of India, having rich history, religious resources, vernacular architecture, folk culture and mosaic of rural/urban settings, besides other exquisite doings of man. It affords possibilities of alternative forms of tourism, Viz., urban tourism, pilgrimages, rural tourism and heritage travel to avoid side effects of mainstream tourism. Lucknow, the cultural gateway of the region, is presented as a case study in urban tourism and heritage management.\(^{48}\)


2.6.4 M. B. Singh, V.K. Singh and Bhaswati Rai (1996) in their study behaviour analysis of foreign tourist with regard to the problems faced by them at Varanasi and suggested measures to eradicate their problems. According to their survey many foreigners come to Varanasi to join yoga spiritual and musical classes held privately in un-organized ways. In order to improve the image of Varanasi the tourism industry and government should work in tandem to improve the infrastructure, security agencies to take care of the safety of the foreign tourists in such a way that makes their stay pleasant in Varanasi. Apart from the above an effective advertisements about Varanasi should be given in order to attract more foreign tourists to Varanasi. 49

2.7 CONCLUSION

There is an inadequacy of published analysis work with regard to Indian tourism industry. From the review of relevant literature on tourism especially with regard to India it may be observed that much of the earlier research work has been purely descriptive and are discussing the maladies in the system of tourism sector such as the low priority accorded to tourism in the budget allocation, problems faced by the tourists in general and foreign tourist in particular, ‘the curates egg’ of

tourism on the host region. They also suggest the role of Central and State governments and the various arms of the tourism industry in redressing the maladies of tourism sector.

In order to make my study more scientific, I have utilised statistical tools like correlation, regression models, analysis of variance, and factor analysis to analyse the growth in the tourist arrivals, growth in the foreign exchange earnings, the impact of tourist arrivals over the foreign exchange earnings, motivation factors, the role of supporting services in making the tourists as an advertiser for the tourist products, the problems faced by the foreign and domestic tourists. The demographic, social and economic profiles of foreign and domestic tourists have been compared with the performance of supporting services. The various issues involved with tourism policies have also been analysed.