Preface
Tourism, till the beginning of 1990's was not looked upon as foreign exchange earner. Therefore, tourism, as a sector, did not get any weightage under the five year plans. The present government is in search for low investment high foreign exchange returns and therefore tourism was thought to be the sector of priority.

Things did change and are looking for the good eversince the year 1991. The foreign exchange that tourism earned was to the tune of Rs.1700 crores in 1986. The projected income for the next five years is expected to be doubled. In India the present growth rate of tourism is increasing. The target being, tourism must earn Rs.10,000 crores by 2000 A.D., though it earned Rs.3,300 crores in 1991-92, no stone is left unturned to make the projection materialise.

It should be borne in mind that in recent times, south has done appreciably well in attracting tourists. Tourist arrival in Madras for instance, registered in early few months an increase of 35 per cent in the year 1992.
The three components of tourism, universally accepted are: attraction, accommodation and access. If tourism is to be developed to meet the target, then the three components of tourism must be understood, their relationship to be established, and they must be strengthened individually and collectively.

In the study, one of the components - viz., accommodation is being studied here. Accommodation as a sector plays a very important role in the development of tourism. In the approved sector alone there are over five hundred hotels and nearly thirty-two thousand rooms. However, about half of these are in metropolitan cities of India. The contribution of the accommodation sector to growth of tourism is therefore of prime importance if supply side of tourism is to be considered.

In order to make the study a focussed one, it is proposed to study the same with respect to a particular place. The place taken up for the purpose is Pondicherry.

Pondicherry, 160 Kms (approximately) by road from Madras is largely seen as a place for transit tourist. Perhaps as a destination tourist spot it has not attracted much attention, but as a transit it has.
The study has been divided into three parts:

Part - I of the study sets up the background against which the research has to be perceived. This part consists of three chapters, viz., Tourism, Accommodation Sector and Pondicherry.

Part - II of the study is the empirical work itself. This handles the methods and the analysis portions. This part consists of two chapters, viz., Methods and Analysis. This part is the core of the whole study.

Part - III of the study is the conclusion and recommendation. Both of these have been done with reference to the objective set at the inception of the research.

It is the considered view of the researcher that studies in unexplored but socio-economically relevant sectors as tourism could play a positive role.

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