Review of Literature
CHAPTER II

REVIEW OF LITERATURE

A detailed and thorough study was carried out with regard to information available about tourism from various research papers, journals, websites and literature with special reference to Tamil Nadu and Dubai.

The literature surveyed has been broadly classified as under:

- Tourism – General
- Rural Tourism
- Eco-Tourism
- Medical Tourism
- Responsible Tourism
- Perceptions of Tourists
- Pilgrimage Tourism

Tourism – General

1. Krishna Menon. A.G, (1993) states that India is environmentally and culturally so diverse that it is not feasible to focus on a single destination or tourist experience to understand the effects of tourism on culture. Therefore, the study was conducted at 3 places in India---Jaisalmer, an isolated, medieval town in the desert in the western State of Rajasthan; Khajuraho, a World Heritage Site in the Central Indian State of Madhya Pradesh; and Goa, fast becoming an international ‘sun, sand and sea’ mass tourism destination on India’s west coast. Different sets of people were interviewed in all the 3 places inclusive of tour operators and local residents.

The study revealed that Tourism has not had a strong impact on the culture of the local population in all the three places. As the influx of tourists increases, the influence of tourism on culture will not remain marginal. The perceptions of the local residents in Jaisalmer on the impact of tourism revealed a positive impact in economic terms such as more income, more variety of goods available in the market and a negative impact on the
social front such as immodest dressing by foreign tourists (especially women) and objectionable behavior in public places. It is inferred that unless proper measures are taken, tourism development in the country will not be equitable and just.

2. **Leonard John Lickorish, Carson L. Jenkins, (1997)** state that tourism is recognized as an economic activity of global significance. Tremendous importance has been given by the government, academicians and organizations, both, in the public and private sectors. The book provides a comprehensive introduction to the tourism industry and the authors have provided empirical examples to all possible theoretical concepts. It is now generally accepted that international tourism constitutes one of the most significant of global trade flows.

They point out that demand for tourism is affected by many factors such as financial, economic, social, and cultural factors. The important motivational factors which are determinants of demand for travel and education, urbanization, marketing, the travel trade, and destination attractions.

They state that the cost-benefit of the various factors needs to be made, and good management is required to minimize its negative effects. Tourism planning must incorporate a vision of future development and also a mechanism for its control.

Further, it is analyzed that for different countries, it is not possible to specify a single model of tourism development. Market forces alone cannot dictate tourism development, and it is suggested that tourism planning should take into consideration the policy guidelines.

A comprehensive and authoritative introduction to all factors of tourism – including the history of tourism, the factors influencing the tourism industry, tourism in developing countries, sustainable tourism, and forecasting future trends – is covered.


It is highly useful and suitable for senior personnel in the tourism and hospitality industry, as well as the international and national official tourism bodies and other organizations.
This book is divided into three parts. Part one comprises global views of world travel and tourism, reviews of tourism and hospitality research and theories, besides forecasting tourism flows.

Part two comprises articles by varied scholars on global region’s futures of Africa, Asia Pacific, the Caribbean, Europe, Middle East, North America and South America.

Part three describes the sartorial futures, which covers the futures of time sharing, cruising, transport and travel distribution system, the National tourist offices, coastal resorts and climate change, public-private sector partnerships in tourism, and the concluding chapter deals with the problems, challenges and solutions by Richard Butler and Peter Jones.

4. Regina Scheyvens, (2002) states that tourism continues to develop rapidly in the Third World, and the positive tourism practices adhered to, offer a way forward, in terms of promoting appropriate development of these countries. Through appropriate case studies and examples, the potential and pitfalls of tourism development are highlighted from Africa to Asia, the Pacific to Latin America.

The forecast for the year 2020 states that Europe is likely to receive the greatest volume of tourists, while America will be edged out from the second place by East Asia / Pacific region. Africa, Middle East and South Asia show very high rates of growth as per source: WTO, although they account for relatively small volumes of tourists overall.

The author introduces new concepts such as justice tourism, budget tourism, ecotourism, and gender-sensitive tourism.

Some researchers equate justice tourism to alternate tourism and is defined as “a process which promotes a just form of travel between members of different communities. It seeks to achieve mutual understanding, solidarity and equality among participants (Holden, 1984).

Further, it is understood that justice tourism should be about securing the human rights of those visited, enhancing their well-being and protecting their environments on their terms, and building relationships between tourists and those visited.

In the early 1970s, women were virtually ignored as a category of analysis in tourism research. This has changed over time. Tourism has opened up more employment
opportunities for women, and now they occupy more than half of the positions available in the tourism industry. They still miss out on higher-status and more lucrative employment opportunities in tourism, because social norms restrict the type of economic activities in which they can engage.

Budget tourists are seen as the international back-packer or domestic tourists with limited income. It also includes tourists traveling outside of their country but within their immediate region.

The book also explains how the government, non-government and private sector stakeholders can provide support for communities engaging in tourism ventures.

5. Rathore B.S, (2007) feels that while many hotels concentrate on business tourism, leisure tourism sector is being neglected and it is this sector which is growing at a rate of 20% annually. He feels hoteliers are setting up properties in major cities which have a huge inflow of business travelers and that smaller cities with minimal facilities are neglected. Therefore one could understand that if proper measures are taken to provide the basic infrastructure in smaller cities which are vested with natural resources, it may be possible to attract domestic and foreign tourist and earn sizable foreign exchange. These will also help in improving the standard of living of the local population of smaller cities.

6. Rami Farouk Daher, (2007): Middle East has been one of the regions of the world to experience organized tourism through Thomas Cook’s Tours in the 1950s, and over the past 50 years, substantive parts of the region have been engaged in promoting leisure tourism.

The book covers a variety of topics such as investment, post-colonialism, neo-colonialism, gentrification, stratification, exploitation, representation and virtual tourism, and the authors are Middle Eastern, European, and American authorities. This book is considered as one of the most important books on tourism in the Middle East ever written to date.

Tourism in the Middle East in the earlier days was conceptualized as a number of destinations: places where international / Western visitors go. In Jordan, people visit Petra and the Dead Sea; in Syria it is Palmyra; in Egypt – Lux and / or the Pyramids at Giza.
Things have changed. Tremendous developments have been made, and domestic tourism is also flourishing, as Arabs now prefer to travel to GCC countries and not to venture to European and American destinations. Huge investment in travel and tourism across the Middle East, ranging from the hyper-modern, capital-intensive, high-rise hotels of Dubai, to the development of small eco-tourism projects in Mount Lebanon, has accelerated the inbound foreign and domestic tourists.

Many of the places are being converted from deserts to oases in the Middle East region.

7. Saurabh Rishi and Dr.B. Sai Giridhar (2007) state that Himachal Pradesh vested with snowcapped mountains, lush green valleys, a cool climate and hospitable people has immense tourism potential. The study was conducted on the perceptions, the preferences and the satisfaction of the customers with the help of questionnaire. 200 respondents participated but the findings of 150 respondents were taken into consideration. The study revealed that Himachal Pradesh has unique natural offerings but due to lack of facilities such as varieties of food, water and infrastructural facilities such as accommodation, transport, accessibility etc, was not successful to attract large number of tourists. The tourists were willing to pay repeat visit to the same place provided proper facilities are provided. Himachal Pradesh is considered as Switzerland of India and can be successful if infrastructural facilities are improved and if proper marketing strategy are adopted.

8. Mammootty, T.P. and Raveendran, P.T, (2008) state that Tourism is an economic activity of immense global significance. It indirectly benefits the environment and culture. Kerala is today the most acclaimed tourist destination in India with its distinctive ‘God’s Own Country’ branding. Tourism is regarded as a major employment generating industry.

Malabar, with more than one half of the geographic area of Kerala, though blessed with natural beauty and rich heritage, has not been successful as a tourist destination for long, as the tourist arrivals to this place has not been satisfactory. Weak performance of Malabar in foreign tourist arrivals as well as their short duration of stay implies the corresponding fall in foreign exchange earnings when compared to rest of the state. Both foreign and domestic tourists were analyzed on their perceptions and it was found that
that there was no significance difference in their opinion regarding the accommodation, food, cleanliness and other infrastructure facilities. The tourists visiting Malabar were only moderately satisfied with the various infrastructure facilities. Primary and Secondary data was used for the study. 200 foreign and 200 domestic tourists were interviewed and the entire Malabar region formed the universe for the study. Statistical tools such as ANOVA and Chi-square tests were used. The results revealed that majority of the tourists were pleasure seekers and the tourists were dissatisfied with the toilet facilities, poor conditions of beaches and lack of proper disposal of wastages leading to pollution.

Kerala can be successful if proper corrective actions are taken and if they collaborate with the tour operators of their neighboring places like Coimbatore, Salem, Ooty and Mettupalayam which have already been enjoying healthy tourist inflows.

9. Vargheese Antony.S and Varghees Prabhu.S, (2012) state that Tourism is a fast growing industry and has potentials to enhance national income, foreign exchange reserves and opportunities of employment to the growing population. The world tourism organization has recognized the potential of tourism sector for the purpose of poverty alleviation by increased job creation; consequently, many developing countries are improving their tourism planning and developments approaches. The objective of the said research article was to study the satisfaction level of tourist and determinants of spiritual tourism and problems faced by tourist in Tuticorin district. A sample of 150 tourists was collected using convenient sampling. Various statistical tools like Simple percentage analysis, chi-square test and Garret ranking technique have been employed for the purpose of analyzing the data. The findings revealed the major problems faced by the tourists include: pollution and lack of cleanliness, beggars’ nuisance, lack of sanitary facility and exploitation by taxi and vehicle operators. It is observed that these malpractices are still prevalent in Tamil Nadu and steps should be taken to curtail such practices, which would improve the long term prospects of Tourism industry in Tamil Nadu.

Rural Tourism

10. Government of India, Mott Mac Donald,(2007) conducted primary research in 24 identified rural tourism sites in 16 states for the impact assessment study and for interacting with the relevant respondent categories. Primary and Secondary data were analyzed to assess the impact of the rural tourism scheme.
The impact assessment revealed that although there were advantages in terms of historic importance, craft, culture, cuisine and natural beauty etc, the tourists had difficulties in rural areas in terms of hotels, accommodation, proper sanitation, drinking water facility, hygiene and lack of awareness about the site importance and the need for local guides. It is observed that if proper arrangements are provided as per the directions of the Five Year plan, promotion of rural tourism can benefit the rural community in terms of employment and bring about socio-economic benefits to rural and new geographic regions in India.

11. The Tamil Nadu Government and its Tourism department promote rural tourism in order to promote the art, culture and heritage of rural locations in villages and to benefit the local community economically and socially. Villages are free from pollution and their inhabitants’ life style are healthier and calm compared to people residing in Urban areas and hence tourists and residents of cities go to the rural areas to get rejuvenated during their holidays and festive seasons.

It is noted from the study that Rural Tourism has immense potential and proper management by the Tamil Nadu Government could pole vault Tamil Nadu in the Rural Tourism map of India.

12. Rajeshwari Chatterjee, Abhisek Jana, Gautam Shandilya, (2012) state that though tourism is one of the world’s largest industries, very little attention has been focused on the ethnical marketing of the rural tourism product. Jharkhand is vested with natural resources; apart from its forests and scenic beauty, the climate is also conducive. Despite its natural advantages, it has not been able to appeal to the tourists. Therefore one can understand that Standardization of goods and services, governmental support, encouragement of investment, law and order can go a long way in developing the villages in rural areas as major of Rural Tourism.

13. Henderson, J.C,(2006) states that the Middle East as a whole attracts fewer visitors when compared to other countries of the world due to poor accessibility, lack of conventional attraction and limited promotion. He infers that Dubai, one of the emirates of UAE is popular for its beach tourism, while other attractions are not yet fully developed to satisfy the tourists. Apart from shopping, foreigners expect a lot of leisure
activities which need to be developed and promoted especially in rural areas. Hence, it is true that Dubai’s development as a premier leisure tourist destination is continuing and several schemes are yet to be completed, which will offer a variety of leisure options to its tourists.

14. Peter Hellers,(2010) opines that rural tourism has not been properly promoted in UAE. Lack of proper shopping facilities in rural areas where nature has bestowed with waterfalls and coastal beauty prevents the tourists from spending for purchase of even a souvenir, thereby lacking support to the local community. According to the author, unemployment of Emiratis even with academic background is a major issue in UAE. The Khalifa fund has been established to support small and medium sized companies in the U.A.E. Therefore, it is recommended that suitable steps should be taken to set up shops in rural areas to encourage the tourists to spend, thereby creating employment opportunities to the local population.

The above mentioned reviews certainly identified the areas where proper care is essential so as to attract the tourists in large numbers. Tourism industry will help the rural masses in terms of employment generation, poverty alleviation, and rural development provided the government and private operators take enough care in tourism infrastructure development.

Eco-Tourism

15. Kerala is the pioneer in the field of eco-tourism. According to the World Tourism Organization, Eco-tourism is considered the fastest growing market in the tourism industry. “Sustainable tourism” has been introduced to preserve the natural beauty of the forest in Kerala. Conservation effort will have tremendous success when the habitual offenders are involved in the participatory tourism strategy. The Thenmala Ecotourism project is one of the major ecotourism projects in India which has a boating facility and Deer Rehabilitation Centre. The Periyar tiger trial project was established to prevent illegal trading of forest goods. Green Magic Nature Resort in Wayanad, Kerala is another attraction which boosts tourism in competition to Tamil Nadu. Sustainable eco-tourism initiatives can be developed on similar lines with respect to Tamil Nadu.
16. The Tamil Nadu Government, in its Vision for 2023, specifies it aims to become India’s most prosperous and progressive state without poverty and to provide enjoyment of all the basic facilities of the modern society and live in harmonious engagement with the environment and with the rest of the world and to preserve and care for its ecology and heritage. In its efforts the government has undertaken lot of legislations in the field of forest protection, preservation of beaches and marine species, minimizing atmospheric pollution and is in the right direction for bringing about ecological balance across the entire state. Therefore from the study, it is understood that such concerted efforts, if properly implemented would augur well for tourism development in Tamil Nadu.

17. Chris Ryan, Ivan Ninov and Heba Aziz, (2012) state that Ras Al Khor is an accredited wetland that has significant conservation values situated in the urban area of Dubai. It is an artificially constructed site which hosts hundreds of flamingos. The paper uses textual analysis from open ended questions to visitors supplemented by other materials to discuss the authenticity of an eco-tourism experience primarily directed at flamingos. The Wetlands are one of the major tourist attractions in Dubai. It is noted that the wetlands, even though they cover only 6% of the globe’s surface, help protect the water supply mechanism and fisheries, and also provide medicinal, agricultural and timber products. It is observed that identifying such eco-tourism sites will help in promoting tourism in Dubai.

Earlier studies on Eco-tourism confirm that the preservation of nature’s beauty of forest and heritage would promote green environment wherein air pollution will be minimized.

Therefore, environment and forestry ministry shall take appropriate steps to protect environment by promoting rain-fed farming in order to develop green ecological environment.

Medical Tourism

18 Deloitte Center for Health Solutions,(2008) revealed that medical tourism is the new wave of outsourcing from India in the area of dental, cosmetic, orthopedic and cardiovascular treatments. The findings revealed that although India is economical in cost terms, foreigners face the risk of working through the host country’s legal system when something goes wrong with the treatment. Additionally many of the health
providers have not embraced medical tourism because they are worried about potential law suits linked to bad outcomes. Therefore it can be seen that resolution of issues regarding law suits will pave the way for excellent growth of Medical Tourism Industry in India.

19. Joseph M. Cherukara and Dr. James Manalel, (2008) state that Kerala has established itself as a prominent destination of world leisure tourism for its natural beauty and cultural assets. The collective marketing effort through the tourism department has been limited in Medical Tourism apart from leisure tourism. Ayurveda is very popular and Kerala is recognized as the number one source for wellness solution. There is tremendous scope for modern medicine including dentistry in the state. The methodology adopted was sampling design of population of hospitals engaged in catering to Medical tourism with minimum 200 beds offering services in modern medicine and hospitals of alternate medicines. Additionally, Questionnaire and Interviews with Resource Persons were done. 12 different countries were analyzed and it was revealed that the behavior of medical tourists from the same countries is different in the context of alternate medicine and modern medicine. Medical Tourists from Germany, France, Switzerland and USA gave more importance to Ayurveda while medical tourists from Middle East, UK, Germany and USA gave more importance to modern medicine. Chi square test was conducted. It was found that only less than half of the hospitals which participated took some initiative to help patients to club their medical travel with tourism.

Unqualified people conduct massage parlors in the name of Ayurveda and then there is scarcity of essential herbs and medicines which affects the quality of treatment. Steps should be taken to sort out these issues.

There is scope for further studies in this area with more accurate statistics.

20. Kumar. R, (2008) feels that Medical tourism is promoted as a business venture by the Indian industry for a niche market. According to the author, the Government needs to set up good public health system with incomes/revenues generated from taxes and royalty from private sector. He opines that when medical tourism becomes a success it will spur more investments in health care, greater research and development and lead to overall development of the country. With participation from
world renowned hospitals like Harvard Medical International, Mayo Clinic, Boston University and others in Indian Medicare city chain, it will become a leader in health care. The model followed by Dubai Health care city (DHCC) can be adopted in India and development can be made at each state level. This will help in fostering rapid growth of Medical Tourism in India.

21. According to a study by Confederation of Indian Industries (CII), Chennai attracts about 40% of the country's medical tourists and more than six lakh tourists visit the state every year and continue to retain the top spot.

   Around 200 foreign patients visit the City's hospital every day owing to the quality of healthcare.

   Due to its excellent education institutions, the State is responsible for producing the maximum number of doctors, paramedics and support staff in the country.

   Simplification of visa regulations coupled with accreditation of hospitals and alternative medical practices will boost the prospects of medical tourism in Tamil Nadu.

22. Raghu.A, (2011) states that not much studies have been done in Andhra Pradesh in the field of Medical tourism. Descriptive Methodology has been adopted and exploratory method is also used. Structured questionnaire has been used to interact with the patients, doctors and technical staff of various hospitals. A comparative Analysis of cardiology, Orthopedics and Neurology has been undertaken for Hyderabad, London, Kuala Lumpur and New York. Hyderabad ranks second in cost for most of the treatments, first being Kuala Lumpur and the cost of treatment in UK being 4 to 6 times and in US it is 8 times. Hyderabad hospitals provide standardized quality treatment at lower cost. The findings of the study revealed that waiting time is comparatively lower and medical tourists are provided quality health care, personal care. Modern and traditional therapies are combined and are welcomed by the medical tourists (patients). Consequently, Medical Tourism would be a huge success in the years to come in Hyderabad in particular, and India in general.

23. Chandrakumar.S,(2013) states that medical facilities in cities such as Chennai, Coimbatore, Madurai and Trichy are comparable with the best in the country.
Tamil Nadu (TN) is the first state to introduce Chief Minister’s Comprehensive Health Insurance Scheme (CMCHS) that covers the economically weaker sections of the society. Tamil Nadu has become the hub for medical tourism due to quality healthcare and low cost treatment.

According to the confederation of Indian Industry, tourist from the Middle East, South Africa, South East Asia come to Tamil Nadu every year and the number of medical tourists arriving in India has increased by 23%. In the private sector, hospitals such as Apollo, MIOT and Fortis offer quality health care to people across the globe. Apollo Hospitals is one of the earliest to offer quality healthcare at affordable prices to foreign tourists in liver transplants, bone marrow transplants, kidney transplants, coronary angioplasties etc. Fortis has established a name in the organ transplant. The Madras institute of Orthopedics and Traumatology (MIOT) receives about 900 patients a year from all parts of Africa, Middle East and Seychelles and caters to complex healthcare needs.

These developments help in augmenting huge revenues to the state. A lot more needs to be done in this area. There is stiff competition from the neighboring state Kerala in marketing tourism and it earns more revenue from tourism when compared to Tamil Nadu. All the stakeholders need to work jointly in promoting and exploiting the state’s immense talent pool and capacities.

24. Valorie A.Crooks, et al., (2011) state that Empirical evidence regarding health and safety risks facing medical tourists are limited. A study was conducted in the Canadian Province of British Columbia by interviewing the experts as to the risks the medical tourists may be expected to. Seven professionals representing different domains of patient health and safety expertise participated.

The findings revealed that outbound medical tourists had the following health and safety risk; a. Complications, b. Specific concerns regarding organ transplant. c. Transmission of anti-biotic resistant organisms. d. Discontinuity of medical documentation. e. Uninformed decision-making.

Participants also expressed concerns that medical tourists returning home with infections could place others at risk of exposure and pose significant public health risk. Proper care should be taken to ensure the safety of medical tourists.
Responsible Tourism

Responsible tourism is mainly conceived with three kinds of responsibilities — economic, social, and environmental responsibility. It has been in existence since 1996.

25. R.T.Kerala.com: Kerala has emerged as one of the prime tourism destinations on the national and international map and is considered as the tourism trendsetter in the country.

The initiative was first implemented at 4 destinations—Kovalam, Kumarakom, Thekkady and Wayanad. Kumarakom was honored for the best Responsible Tourism, Government of India and also got the national award for rural tourism.

Kerala Tourism was awarded the “UNWTO ULYSSES” Award for Innovation in Public Policy and Governance for its Responsible Tourism Project in Kumarakom on 22nd January, 2013.

The availability of skilled manpower, natural resources, supportive entrepreneurial community, academicians, responsible media, responsive tourism industry etc. provide the state an ideal setting to implement and practice responsive tourism.

It is observed that Kerala has initiated several steps to promote rural tourism for the last 3 years and has good experience in economic, social and environmental spheres.

26. Chawla Romila, (2005) is of the opinion that by efficiently managing energy, one can be responsible towards Tourism. Hotels and lodges should encourage the guests on switching off lights, air condition, closing window shades before leaving the rooms and using towels and linen for more than one day. Hotels now- a-days encourage such moves and if adhered to resources can be saved for future generation. This concept can be reinforced by offering special discount to tourists adopting such responsible practices.

27. Timothy Dallen, (2006) has described carrying capacity as a threshold that when exceeded leads to serious issues. Carrying capacity of a tourist place is the maximum load of tourists, vehicles etc. that it can bear to sustain. Anything beyond a sustainable limit, the place tends to lose its charm and grace and deterioration begins. He also stressed on crowd management as an important aspect in shopping destinations.
It may be noted that in some case, there is stampede during festivals in Tamil Nadu and the same scene is present in Dubai too in boats and ferry which leads to dangers of the boat getting sunk and people drowning. Proper steps should be taken by the authorities to ensure the place and persons are safe.

28. **Anand Banda, (2011)** opines that if tourism is not properly planned and effective measures not taken towards creating a responsible tourist and tourism, it might lead to disaster. The methodology adopted is explorative using both primary and secondary data. The positive impacts of tourism are infrastructure and environment development.

The revenue earned from tourism can be used to develop the tourist spots in terms of infrastructure such as roads, airports, hospitals etc. Responsible tourism enables local communities to enjoy a better quality of life through increased socio-economic benefits and improved environment. It is noted from the study that the adversities of tourism activities by Human beings affect the chemical and physical properties of the atmosphere like increase in troposphere zone and UV-B radiation.

29. **Al Menhali, (2013)** informs that the tourism police department at Abu Dhabi has coordinated with around 47 embassies and consulates to strengthen relations and increase the quality of tourism services. A new organizational structure has been set up to meet the security needs of the tourism sector and to protect tourist sites and provide all assistance to visitors. The aim is to provide the citizens and visitors with all means of comfort and safety especially during the holidays and to provide guidance to the public when needed. Several brochures and booklets have been issued to inform residents, visitors and tourists about cultural and social norms in the UAE. Some information is also published online. There are qualified staffs in the Gulf Tourism Police Department, who can speak different languages and can provide guidance and assistance to the visitors during their stay in the Capital. The same model can be adopted with regard to Tamil Nadu Tourism Industry.

The above reviews on responsible tourism reveal that this type of tourism creates better places for people to visit and to reside. Responsible tourism generates greater economic benefits for the local community and enhances their wellbeing. It contributes positively to the conservation of natural and cultural heritage despite diversity. Responsible tourism reduces the negative economic, environmental and social impacts and provides enjoyable experience to the tourists.
Perceptions of Tourists

30. Lee Smith, (2003) states that UAE has a sharp decline in American visitors especially after the 9/11 terrorist attack. In the early ‘90’s, the nation was struggling to handle the influx of visitors from U.S. but situations have changed as many Americans are sticking close to home to avoid places they see as potential trouble for themselves. The region is perceived negatively by the Americans.

In the Arab world-Dubai, Saudi Arabia and Egypt present different models for the future. Dubai, part of the UAE is not vested with oil resources unlike Saudi Arabia and it concentrates on trade. Today, Dubai is profiting from being one of the most open cultures in the Arab World. Dubai’s tourism program is based on the same model. There is little cultural tourism in Dubai and much focus is on shopping, beaches and luxury hotels.

Although Dubai and Qatar are on friendly terms with US, neither is yet major destination for Americans. Even though the number of tour operators running trips to Dubai grew by 17% in 2001-2002, Japan, Australia and New Zealand took the lead. Presently, many Americans do travel to Dubai and their perceptions have changed.

31. Robert Govers, Frank M.Go and Kuldeep Kumar, (2007) opines that Technological advancement and increased competition affect the way tourism destinations are imagined, perceived and consumed. According to the author, creating destination image is no longer a one-way ‘push’ process of mass communication, but a dynamic one of selecting, reflecting, sharing, and experiencing. Projected destination image has already been studied, based on case studies of Dubai and its projected online image in terms of pictures (Govers and Go 2003) and text (Govers and Go 2004). It was observed that the promotion of the rich culture, heritage and identity of Dubai is clearly left to the destination marketing organization and to some extent the tour operators. It must be noted in this respect that, of course, pictures used on websites are an important part of the online projected destination image; as visual cues.

Even when taking into account the results of that study, which interprets the visual signs provided, there is a general lack of reference to other sensory cues and emotions. It is a well-known saying that ‘one picture is worth a thousand words’, but a picture and description of a hotel room, restaurant or airport gate for instance, is not
going to tell one much about the actual tourism experience that one can expect at that particular unique destination, in terms of all the multisensory emotions that will be generated. It is inferred that there needs to be proper coordination between the various tourism sectors.

32. Sundaram Natraja, R. Elango and Syed Mahmood Ahmed, (2004) state that tourism is a complex system that comprises several components such as attraction, accommodation, entertainment, accessibility, attitude of the host community and so on. Tourist destination and tourism related activities are relatively a new development in many nations, especially in the Middle East region. This article investigates and evaluates the paradigm shift in Dubai tourism sector due to recent large-scale developments that have been progressing in Dubai.

A tourist destination would become memorable only when it meets the needs and wants of the travelers just above their expectations. Total satisfaction and pleasant experience of the visitor are the key motivating factors for any destination to be regarded as a memorable tourist destination. The finding of the study has confirmed that Dubai is an emerging world-class destination in the recent years and has the potential to make the visit a memorable one for a traveler.

33. Anwar, S.A & Sohail, M.S, (2004) state that UAE has been promoting tourism in order to attain the major objective of economic diversification and growth. A number of events have been organized and the Dubai Shopping Festival is one among the efforts to attract tourists in the UAE. Using data obtained from the study an attempt was made analyze the perceptions of the first time visitors and of those repeating their visits to the festival and other related events and sites in the UAE. The study shows that tourist perception in the UAE is multidimensional, in line with conventional wisdom, and highlights that it is influenced by all the festival tourism-related facilities and environment.

34. Chaudhuri SK, (2008): According to Chaudhuri, the first recorded instance of medical tourism dates back thousands of years to when Greek pilgrims traveled from all over the Mediterranean to the small territory in the Sardonic Gulf called Epidauria. This territory was the sanctuary of the healing God Asklepios. Epidauria became the original travel destination for medical tourism. Spa towns and sanitariums may be
considered an early form of medical tourism. In eighteenth century England, for example, patients visited spas because they were places with supposedly health-giving mineral waters, treating diseases from gout to liver disorders and bronchitis.

Medical tourists come to India, from a variety of locations including Europe, the Middle East, Japan, the United States, and Canada. Factors that drive demand for medical services abroad in First World countries include: large populations, comparatively high wealth, the high expense of health care or lack of health care options locally, and increasingly high expectations of their populations with respect to health care. Medical tourism for knee/hip replacements has emerged as one of the more widely accepted procedures because of the lower cost and minimal difficulties associated with the traveling to/from the surgery. As per forecast by Delloite consulting of 10 major countries in 2007, many of the patients who travel to Dubai Health Care City for treatment are satisfied with the treatment and care provided and get back to their destination fully satisfied. Similarly, reports reveal of fully satisfied medical tourists to Kerala and Tamil Nadu besides other states in India.

Only the proper post-operative care and consultancy care is lacking for the medical tourists when they return to home country. The study revealed that India affords medical treatment at a very reasonable rate and is one of the top 5 centers for Medical tourism.

35. Mehaboob.D.S.A. (2009) states that tourism is a major global service industry governed by the laws of supply and demand. The study covers the service quality dimensions like product, place, physical evidence, people, process, price, promotion, destination satisfaction, and intention to return.

Tourists’ satisfaction is based on general evolution of tourism services. Tourists may have a favorable attitude towards a particular destination and may like to revisit the destination.

The study was conducted among the tourists who visited the main tourist spots of Tiruchirappalli district. Primary and Secondary data was used. Random Sampling was used to select the sample respondents for primary data collection.
Decision making by Five Point scale of Likert’s type was used. It was identified that the factor of tourism service quality has not significantly created an impact on the overall tourism service quality and satisfaction.

36. Ragunathan, A.V, (2009) states that Chidambaram has a vast potential for tourism as it is endowed with renowned temples, mangroves, winding coastline, and all-round greenery. Encircled by waterways of perennial nature it has also become the granary of the region. While the foreign tourists viewed the temple as a cultural heritage, the domestic tourists looked at it as a spiritual heritage. Despite the differing perceptions of the tourists, the temple with Lord Nataraja performing cosmic dance had a universal appeal and eternal charm. There was a constant stream of tourists to Chidambaram which in turn contributed to the economic progress of the town.

It has been further noted that ever since the conception of the World Travel Mart and setting up of the Indian Pavilion, there was a significant increase in the tourist flow to Tamil Nadu, particularly to Chidambaram. The residents, however, feel that if little more attention is paid to improve infrastructure and take up necessary flood control measures the image of the temple town would go up several notches. It is obvious that steps in this direction by the Tamil Nadu government would improve the tourism prospects of Chidambaram.

37. Rinjani, (2008) feels that Dubai is a land of opportunity, a place where dream comes to reality. A big vision and commitment of the UAE founder has changed the desert to be a cosmopolitan and modern city.

She states that Burj Al Arab is the first seven star hotel in the world. The Palm Island and The World are in the development process. Dubai will have the tallest tower in the world- Burj Dubai, and the first underwater hotel build- Hydropolis, and more fancy projects will be developed.

Dubai can boast of friendly beaches, great night life, fancy hotels, fancy places and projects. It enables the residents to earn a tax free income, live and work in multicultural environment and is a friendly place for women and children. Parks and global attractions such as global village which is opened for 4 months a year have specified days of the week earmarked for women and children.
The ‘Dubai shopping festival’ and the ‘Dubai summer surprise’ attract large revenues to the government. With private operators and the government’s support to promote tourism, Dubai is sure to grow and nothing seems impossible, where modern meets tradition and exists side by side.

38. Mohamed Jamal Alsharif, Ronald Laborite and Zuxun L, (2010) in their exploratory study, assess the experiences of medical travelers seeking out of country health care in four destination countries: India, China, Jordan and the United Arab Emirates. The study involves identifying the source countries of medical travelers, understanding their reasons for seeking out-of-country care, the type of services they obtained, and their level of satisfaction with the experience. Cost, physician and facility reputation and hospital accreditation were ranked as the most important factors in choosing out-of-country care.

The findings revealed that certain forms of treatment sought by respondents (i.e. organ transplantation) raise specific ethical concerns. An important fact that emerges out of the study is that access to health care of the population (poorer groups) will worsen in these countries as medical tourism increases, at least in the short term, raising generic ethical and policy challenges. The access to essential health care by poorer persons is compromised by the public subsidization or promotion of medical tourism. Such a lacuna needs to be rectified.

39. Industry–Cluster Studies-Tourism, (2011) reveals that Dubai has a positive future outlook in respect of tourism. The study covers travel agencies, in-bound and outbound tour operators. Exhibition organizers have also been included, as several exhibitions and meetings are organized on regular basis contributing to the revenue.

The study reveals that the travel and tourism industry contributes 20% to Dubai’s GDP and 6% to the total employment. Dubai is one of the top 10 tourism destination cities in the world, primarily driven by business and leisure-such as shopping, beach etc. Dubai Tourism industry has flourished due to the establishment of world-class infrastructure and landmark projects such as Burj Khalifa, Dubai Mall, Meydan race course etc. and the efficient marketing strategies adopted by Emirates Airlines and the
DTCM. The key drivers for outbound travel are due to the high disposable income of the people and due to the high proportion of expats.

Growth of this segment is significant as the government now focuses on cruise, medical tourism, sports tourism and education tourism. Leisure and corporate tourism are the key focus segments for most of the inbound tour operators. Stringent visa rules though cause inconvenience for the tourists, highly contributes to the revenues of the government.

The present scenario is that the exhibition organizers face difficulties in getting licenses and conducting exhibitions at Dubai World Trade centre apart from getting government bodies to support the events.

There is lack of standardization for desert safaris and lack of training of safari drivers from a hospitality perspective. Dubai Tourism industry has a positive future outlook, leading to a tremendous growth of businesses in the tourism industry. This can be possible if there is proper co-ordination between industry leaders, SMEs and the government should adopt and execute appropriate initiatives.

40. Ian Scott, (2012) states that Britain was the biggest feeder market of tourists to Dubai in the early years. The number of tourists from UK has decreased because of the negative perceptions among the people who have never visited Dubai such as Dubai has no cultural offerings, is all five-star luxury with few affordable options, is restrictive for tourists in terms of nightlife and dress and is not suitable for families. Over the years we find the tourists from Saudi and India has taken the first 2 positions and UK ranks third. Extensive advertising campaign need to be done to promote tourism and change the negative perception of the tourists. Dubai which was previously promoted as a luxury five star destination has shifted its tourism-marketing strategy offering budget accommodation to tourists which are affordable. The fall in the influx of tourists from UK can be attributed to the weakness in the UK economy and many people want to save rather than travel.

Hotels have in part attributed to the surge in business. Tourists’ inflows have been diverted from Bahrain and Egypt to UAE.

41. Issac John, (2012) states that Dubai’s economy is on track to gain more tail winds with the number of visitors expected to increase by 10% during 2013.
Dubai Statistics Centre revealed that most non-oil sectors recorded positive growth while trade remained a key growth driver. In 2012, the growth in GDP was accompanied by sharp growth in the emirate’s exports.

The number of hotel rooms and hotel apartment increased and Dubai’s 575 hotels generated revenues of Dhs.16 billion in 2011. Dubai’s transport and communications sectors also recorded 2.7% growth.

The IMF pointed out that UAE economy was recovering despite an uncertain global economic environment as UAE is perceived as safe heaven by tourists and investors. It is expected that UAE will account for more than a fifth of the combined GDP of the GCC in the coming years.

42. **Christopher Hewett, (2013)** states that the UAE has made its mark in the world as a leading tourist destination, after the unification of the seven emirates, 42 years ago. The development has been tremendous with the establishment of shopping malls, metro and competing airlines in the nation. The occupancy in Dubai and Abu Dhabi has been improving by competitive rates provided by Etihad airways and Emirates airline, and this has strengthened the tourism industry.

Once a small trading hub, Dubai has emerged as an international tourism destination for leisure and business travelers. Dubai launched vision 2020, which involves attracting 20 million visitors in 2012. There has been 9.8% increase in visitors during the first 9 months of the year as compared to the same period in 2012.

The UAE has become a regional hub for meetings, incentives, conventions and exhibitions (MICE) as well as VFR tourism (Visiting Friends and Relatives). Dubai has become a leading sport tourism destination for tennis, golf, formula1, as well as marathon, cricket, rugby, sailing and skydiving.

The number of hotels has been increasing year after year to accommodate the growing no. of visitors. The Conrad, at Shaikh Zayed road, the Oberoi Dubai and Novotel, Al Barsha have opened this year among others.

Other emirates such as Sharjah, Ras Al Khaimah and Fujairah are trying to establish their identity. Abu Dhabi is trying to become a “Capital City”, boasting cultural
sites apart from positioning itself as a family destination with the opening of Yas Waterworld, a waterpark.

The establishment of an Industry Development Committee to serve the cruise sector is yet another milestone.

The major tourists are from India followed by UK and Germany. The northern emirates of Fujairah and Ras Al Khaimah are positioning themselves as centers for heritage and culture. Sharjah concentrates on religious and cultural tourism. UAE is expected to attract large number of tourists after it won the EXPO 2020, leading to huge foreign exchange reserves for the country.

43. Cleofe Maceda, (2013) states that if good reputations can attract investments, most of the world’s investors would be flocking to Dubai and Abu Dhabi. According to the Reputation Institute that surveyed 18,000 respondents in 2012, Dubai came on top of the cities to invest in. This position makes Dubai, the strongest contender to host Expo 2020. Abu Dhabi came second. The two UAE cities beat other cities like Zurich, Geneva and New York. The respondents from the Group of Eight (G8) markets were surveyed based on their perception of which cities are the most attractive to visit, invest, live, work and buy from. The two most popular places to visit were Venice and Paris, while Sydney and Vancouver emerged as the top two most recommended cities to live and work in. Tokyo and Munich emerged as the most preferred cities for shopping.

According to Reputation experts, public perceptions can greatly affect, among others, the amount of investments that flow into a particular market. The more people feel good about a place, the more likely investors will put their money in the U.A.E.

44. Sairam.R, (2011) opines that the spiraling protests in the Tamil Nadu-Kerala border over the Mullaperiyar Dam issue had impacted the tourism sector badly with cancellations in the range of 70 to 80 per cent. The fallout is very bad because the protest took place during a period that is supposed to be the peak tourism season. The Temple City of Madurai, which attracts around 6.4 million tourists annually, was a major causality due to these protests. The impact of the drop in tourist's inflow was being felt not only by hotels but thousands dependent on the tourism sector such as auto rickshaw and taxi drivers, guides and artisans who sell handicrafts.
It could be understood that the governments of Kerala & Tamil Nadu government should take proper steps to correct this and promote tourism.

45. *Helal Saeed Almarri, (2013)* is of the opinion that Dubai is an international hub for cruise tourism and more than 20 leading global cruise lines are anticipated to bring in an estimated 300,000 tourists to the emirates during 2013-14. Apart from tours to the Arabian Gulf, longer voyages to the Far East, India and the Mediterranean, cruises from Dubai will bring in tourists from different destinations who seek adventure and relaxation. The tourists can enjoy the spectacular attractions such as world renowned skyscrapers, shopping malls, beaches and leisure venues at both the beginning and end of the expedition.

The 2012-13 cruise season reached new heights, making Dubai as a cruise hub and more than 20 of the world’s leading cruise lines have Dubai as a port of call in their itineraries. With planned expansion, Dubai’s tourism is expected to flourish.

46. *Trip Advisor, (2013)* states that it is often perceived that Dubai is a playground only of the rich and the famous. Dubai government is taking steps to encourage and promote international tourism and is catering to people of all social status.

The main reason for the influx of tourist is for its shopping facilities. There are more than 70 malls in Dubai apart from the countless number of traditional retail outlets. People negotiate in the smaller shops although there are many fixed price shops.

Most part of Dubai is of ultramodern construction and design, still the emirates retains its history and culture. Dubai Museum, a former fort constructed in the 18th century, contains artifacts relating to traditional Arabian life and one can see from weapons to musical instruments. Jumeirah Mosque is Dubai’s largest mosque and its magnificent architecture is best appreciated by the floodlights in the late evenings.

Only certain bars and restaurants are permitted to sell alcohol but it has lot of entertainment to offer. The climate of Dubai is suitable only to sun worshippers. Winters are cool and many families enjoy the water parks and beaches in summer. Dress code need to be observed on many public beaches.
The quality of roads of Dubai is excellent, and people enjoy their drive without being exhausted quickly. Some of the areas have lot of traffic and we need to plan properly if you have to reach the airports or other destinations on time.

Certain drugs are banned in Dubai and tourists must be aware not to carry as the customs officials use highly sensitive machines that can detect even microscopic amounts of a banned substance. Penalties are harsh and they don’t spare if you plead that you were not aware of it.

47. Vicky Karat Zavelou, (2013) states that DTCM concluded its annual program—‘Summer is Dubai’ covering the period 7th June 2013-7th September, 2013 and it aims to promote Dubai as a tourist destinations for summer tourists and families residing in the UAE. It encompasses several festive initiatives such as Dubai Summer Surprises, Ramadan in Dubai and Modesh World. During the hot summer months, tourists prefer staying indoors and lot of indoor activities and events are organized.

The campaign attracted both domestic and international tourists to Dubai. YouGov evaluated the impact of the event across the Middle East using YouGov Brand Index, a tool that assesses consumer perception to determine brand health.

Among the hotels, Jumeirah Hotels and Resorts were placed first and in Malls— Dubai Mall achieved the highest score. Tourists, especially with smaller children, look forward for these events and Dubai has been successful in attracting large number of tourists. Airlines do also encourage by offering low fares during festive seasons.

The campaign will now focus on the current edition of the Dubai Shopping Festival, the largest annual shopping festival that has been successful since its inception in 1996.

Pilgrimage Tourism

48. Deena Kamal Yusuf, (2010) states that people from Dubai flock to Saudi every year for Haj, which is a priceless spiritual journey. Though there are mosques in Dubai and neighboring emirates, Arabs and Expats have the custom to make it to Haj at least once during their life time. UAE is a major contributor to pilgrimage tourism and it is a very expensive affair.
Pilgrims from around the world are expected to spend 630 million to 700 million Saudi Riyals each day during the Haj. People from Dubai take flight and very few people travel by land.

49. Vijayanand.S, (2012) states that Pilgrimage Tourism is one of the fastest growing tourism in the world, which is motivated by religious reasons. People travel widely combining pilgrimage and leisure activities. This type of tourism generates revenues and enables government to earn foreign exchange, besides providing employment opportunities. Today, all countries of the world are striving to develop pilgrimage tourism in a big way. (American Geographical Society). Tamil Nadu is blessed with plenty of renowned religious destinations. A study indicates that the number of persons visiting pilgrimage centers in TN is almost equal to the population of Tamil Nadu.

The data for the study was collected from local residents of various places of Tamil Nadu who conduct pilgrimage tourism activities. It mainly deals with secondary data. In 2009, Pilgrimage tourism alone contributed 44.5% of the total export earnings of Indian tourism. India can generate huge resources, if proper steps are taken by providing basic infrastructure facilities.

Pilgrimage tourism, when combined with cultural and nature based tourism, will bring about regional development. Tamil Nadu has lot of potential to generate huge foreign exchange if proper maintenance and marketing of the pilgrimage centers is adhered to.

50. Tanvi Trivedi, (2012) states that spiritual tourism in Gujarat is fast encashing on the growing trend, attracting around 10-15 lakh pilgrims every year and bringing an inflow of more than Rs. 1 crore. During the Bhadar Purnima Festival, nearly 15 lakh devotees visit Ambaji every day. Similarly, Dakor and Dwaraka get around 5 lakh pilgrims every day during Janmashtami, and Somnath has one lakh people visiting this place every Monday during the month of Shravan. If Gujarat, being one state of India can attract this number of tourists, the figures will be fantastic when we consider the All India Statistics.

The National Council for applied Economic Research (NCAER) shows that of the 230 million tourist trips undertaken in India, the largest proportion is made up of religious pilgrimages. Of the estimated 400 million journey undertaken by Indians every year, more than 100 million journeys are to pilgrim centers like Tirupathi, Shirdi, Golden Temple, Vaishno Devi and the Char Dham Yatra.
If proper measures are undertaken by the Government and private agencies, pilgrims can be satisfied and at the same time, India can earn huge amount of revenues and foreign exchange.

51. Mehdi Pourtaheri, Khalil Rahmani & Hassan Ahmadi, (2012) explain that tourism activity in rural areas has remarkably increased since the 70’s and has become an engine for economic development and plays a great role towards socio-economic changes in rural areas. However, its impact is controversial and not always obvious. The study presents an empirical analysis of pilgrimage and religious tourism and the impacts of these types in rural areas in Iran. A qualitative method and survey questionnaire was distributed to 300 households in the study area of three villages and the data was analyzed by using one sample T-test.

The social, physical and economic impacts on the transformation of the rural households were analyzed. The descriptive Statistics revealed that majority of respondents believe pilgrimage and religious tourism have influenced their living conditions. Thus, Pilgrimage and religious tourism has the greatest impacts on improving the social and physical capacities of the rural areas.

In the recent decade, the Government of Iran has played a decisive role in developing rural tourism as a priority tool to enhance quality of life and produce positive change in poverty-stricken rural areas, Mehdi Pourtaheri, Khalil Rahmani & Hassan Ahmadi, (2012) by project of Tourism Model Villages. This will definitely enable the local community to improve their standards of living as more employment opportunities are created, besides improvement of rural transportation system, revitalization of local crafts, establishment of commercial and retail center with their marketable commodities, to fulfill the need and requirements of the pilgrims and religious tourists.

52. Sona. P.D, (2012) opines that Arunachal Pradesh should promote Parshuram Kund, a holy pilgrim site in Lohit District as a religious hotspot of the state. The annual ‘Parshuram Kund Mela’ starts from mid-January and large number of tourists flock to this place even a month earlier. ‘Spiritual tourism’ can be a revenue spinner if a proper plan is worked out in the area and Parshuram Kund has the potential to become a spiritual tourism hotspot.
Steps are taken to build a tourism complex to cater to the needs of the spiritual travelers. The concerned authorities have been requested to provide the water supply, creation of public toilets and other basic facilities for visitors. The various states in India have been taking active steps to promote tourism in their respective states. Unlike the olden days, tourists can now have a comfortable stay, and commute by rail, road or by air has become possible as per the budget of the tourists.

53. *Dunia,* (2013) states that “Meccans say they do not need agriculture, for God has given them the pilgrimage as their annual crop”. The haj, which all Muslims aspire to do at least once in their lifetime, generates $16.5 billion, around 3% of Saudi GDP.

Jerusalem, a holy city for all three Abrahamic religions, also draws crowds of pilgrims, and huge numbers of Shia Muslims, visit shrines in Iraq. The UN’s World Tourism Organization estimates that over 300 million people go on pilgrimage each year.

The numbers are increasing with many people traveling from the GCC countries. Most Muslims save for years for their haj and are willing to spend money on the experience. Posh hotel chains have piled in Mecca including Raffles, which opened in 2010. Souvenir shops do roaring trade and some open only during the haj. Some pilgrims grumble about the rising costs of performing their religious duty. Airlines and hotels hike their prices during the religious holidays. Some tour operators now offer packages that include leisure pursuits alongside the religion. Countries lacking their own religious landmarks are trying to create them.

Dubai authorities announced plans to build a Holy Koran Theme Park, with walls depicting stories from the Quran and a garden of plants mentioned in it. Dubai is certain to attract huge number of pilgrim tourists apart from its shoppers and fun-seekers.

**RESEARCH GAP**

Based on the detailed reviews of earlier studies on tourism, it is found that there are few studies relating to rural tourism and there is no study regarding comparative study of Tourism Industry in Tamil Nadu and Dubai. Hence it is relevant today to do the same, thereby the perception of the tourists about travel and tourism management in both countries can be ascertained.
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