Chapter - II

Review of Literature
CHAPTER II
REVIEW OF LITERATURE

No study starts denovo. In general, each rests on earlier ones and provides a basis for future ones. An attempt is made in this chapter to present the existing literature on Tourism. The objective is to provide pre recognition of tourism studies which would make evaluation and assessment of the thesis not only easy but also meaningful.

For the purpose of the proposed research a thorough study of all possible academic and non academic work in the field of tourism has been done, which can be classified under the following headings.

b) Text and reference books.
c) Articles appeared in journals and Magazines.
d) Articles appeared in e-journals.
e) Articles appeared in Newspapers.

The successive paragraphs present a comprehensive review of literature on tourism.

a) Doctoral Thesis and Dissertation
Ambli S. M. (1990), in his thesis highlights the tourism development in Goa, its economic benefits, problems faced by tourist and their perception of Goa’s tourism. He has also discussed future trends of tourism in Goa.¹

Kakote R. G. (2000), in his thesis provides a conceptual framework on topics such as tourist, tourism, tourism products and tourism spots in North Karnataka. He has also provided a review of India’s and Karnataka’s tourism, socio economic profile of the tourist and prospects of tourism in North Karnataka and also suggested suitable remedies.²

Singh J. (2003), in his thesis assesses the performance of tourism in Goa while also identifying the problems created by tourism. He analyzed the importance of tourism in the economic development of Goa, employment opportunities generated as well as foreign exchange earned by tourism. He
Ahmed N. S. (2009), in his study he reveals the deficiencies in Karnataka’s State Tourism. The focus of his research being tourist satisfaction and dissatisfaction. He has highlighted the impediments in tourism promotion from different angles such as tourist, tour operators, Government Agencies and other service providers. While at the same time he speaks about Karnataka abundant resources. He has outlined some key pointers for devising a comprehensive development framework, so that the Karnataka tourism industry may function proactively and obtain a place as amongst the most desirable spots in the tourist destinations in the world. However new thrust areas such as adventure tourism, coastal tourism, eco-tourism which are increasingly on demand by tourist are not covered in his study.  

b) Text and Reference Books
Shelly L. (1991), in her book has presented a broad profile of the hospitality industry. The book explain the concept of tourism and provides an overview of the growth and development of the entire tourism scenario in India (though suitable examples and statistical tables)  

Nickerson N. (1996), in the book emphasizes a broader understanding of every component of tourism, at the same time it also gives knowledge on the theories of planning and environment concerns which are dealt with systematically and meaningfully.  

Gupta and Bansal (1998), have outlined some key problems and issues in tourism. They have explored the tourist phenomenon and other contemporary issues in tourism mainly sustainable tourism, global tourism, impact of tourism, various strategic issues and role of transportation related with tourism promotion and adventure tourism. While the focus of the author was on magnitude of domestic and regional tourism and their international relationship, few studies have tried to identify characteristics of adventure
based tourism. At the same time studies on tourist destinations like Kerala and Goa are not included at all.\textsuperscript{7}

Singh R. (2002), evaluates the current status of tourism in context of an industry elaborating its evolutions, its dimensions and its movement towards gaining the said status in the post world war scenario. A systematic approach has been followed in introducing the concept of tourism marketing including the tourism marketing planning, product formulation, pricing, production and place. Special care has been taken to elaborate more upon the role of marketing managers, tourist destinations, cost benefit analysis, travel and tour operators, patterns of international and domestic tourism flows. The subject area of tourism services, tourism guides, marketing tourism transport and accommodation, strategy and operations in tourism marketing have been covered in detail. The book also presents sustainable tourism as an option for tourism marketing in the long run, thus focusing on marketing of eco tourism by creating environmental awareness.

However, one finds an over emphasis on tourism marketing as it would have been possible to envisage into tourist behavior and marketing of alternative tourism at a greater length.\textsuperscript{8}

Bhatia A. K. (2004), takes us through the harsh realities of travel during the ancient tines to the present day pleasure travel. He cites a series of factors responsible for the growth of tourism world wide. He claims that tourism is not only an economy activity of importance but also an important medium of social and cultural development. He has also discussed the service dimensions which will help in understanding and managing the tourism activity. He has outlined various dimensions of tourism. Though the shift to more recent forms of alternative tourism have not been elaborated upon.\textsuperscript{9}

Badan B. S. and Bhatt H. (2007), in their book state that Adventure tourism is currently a growing segment of tourism. It is the most exciting and popular form of tourism appealing to an expanding proportion of the population. They outline the reasons for increasing interest in the development of adventure tourism. They analyze the fundamental components of adventure
tourism; offer key definitions examine the relationship between adventure tourism and other established form of tourist sectors. The economic and environmental advantages and difficulties in developing adventure tourism are also discussed and illustrated. They further states that this particular sector of tourism is a much heralded phenomenon but what exactly it is can only be realized by the people who discover and enjoy the opportunities of thrill, challenge, risk, daring excitement and success. The book also explores the changing mindsets associated with the relationship towards traditional versus artificially constructed adventure. However, works skills needs to be done to find out how tourist perceive the concept of adventure and how this view may differ depending on their age, culture, gender, personality and past experiences.\textsuperscript{10}

Badan B. S. and Bhatt H. (2007), in their book states that eco-tourism has grown as a consequence of the dissatisfaction with conventional forms of tourism. The book presents an in-depth analysis of eco tourism. An attempt is made by them to project a balanced approach to the foundations, concepts and issues of eco-tourism as they exist. They point that eco-tourism is one aspects of nature oriented tourism, which includes other forms of tourism and outdoor recreations. It also shares similarities with adventure tourism and environmental tourism. However, more studies are needed to further ones understanding of who the eco-tourist is especially in relation to other types of tourists. Also there is lack of empirical data to substantiate many of the claims being made about eco-tourist as being more responsible than other forms of tourism. A key issue that needs to be addressed is the role of the Government and industry in the delivery of the tourism product.\textsuperscript{11}

Arora S. (2007), in the book describes the daunting Himalayan peaks in the North to the azure coastal areas on the South, from the rain forests of the North East to the coral paradise in the South West. The book states how the land of India can be easily become the new millenniums adventure tourism destination. The book unravels the potential of India as a premium adventure sports destination India being the country of snow peaked mountains, rivers and forest; it is a perfect destination for winter sports, water adventure,
rafting, canoeing hand gliding, safaris and more. India’s varied topography places it in the unique position to be able to offer ideal destinations for a wide range of adventure sports.\textsuperscript{12}

c) 

**Articles Appeared In Journals and Magazines**

Singh M. (2003), in his article reveals that many tourists coming from urban/suburban settings feel the need to get back in touch with nature. Bound by their daily desk routine they are looking for challenge and excitement. This is probably why eco tourism is the buzzword nowadays. The most popular activities for eco tourist are spotting wild animals, trekking, hiking, bird watching, nature photography, wildlife safari, camping, mountain climbing, fishing, river rafting, scuba diving and botanical studies.

He warns that in this on rush for ecotourism, one should never lose sight that our national parks and wildlife sanctuaries were created specifically to conserve the fauna and flora coupled with safeguarding the interest of local communities. Authorities should realize that locals will support eco projects provided they benefit from it. He adds that eco tourism as a concept is admirable and needs every encouragement; India has immense potential for eco tourism. If conducted rightly it will not only yield significant economic returns but will help protect and preserve our natural resources and wildlife.\textsuperscript{13}

Sung H. H. (2004), in her article focuses on consumer and travel behavior of adventure travelers and classification of adventure travelers for segmenting the U.S. adventure travel marketing. Although the exact size of the adventure travel is still debatable due to lack of standard definition to measure the market, it is generally agreed that adventure travel is a newly emerging, fast growing sector in the tourism industry. Also, adventure travelers are distinct in terms of their traveler and consumer characteristics and they have specific needs and demands for travel and tourism products and services. The study suggests practical recommendations as to how adventure travel products and services management be developed and delivered to target segment. It will help in making meaningful contribution to understanding distinct adventure
traveler sub-groups and measuring traveler’s involvement as to how they
would purchase and consume adventure travel product and service.

Future research could include more behavioral components such as
needs, motivation, or benefit in the analysis to provide reliable useful
information about consumer behavior specific to particular travel
participation.\textsuperscript{14}

Kumar S. and Binu R. (2004), in their article critically analyze the growth of
tourism industry in Kerala. The study analyses development activities of
tourism industry in Kerala, the role of different agencies involved in tourism
development, infrastructure, and tourism vision of the State and compare it
with that in other States. Despite being a small State with not much historical
or heritage monuments, but with abundant natural beauty and good climate
round the year, Kerala has achieved remarkable growth in tourism industry.
It is the only industry in Kerala which has recorded continuous growth for
the past few years.

Tourism now has become an important source of income, to the
Government of Kerala. For the development of tourism, Government of
Kerala acts as a facilitator and as a catalyst and for its promotion has been
participating in various international and domestic trade fairs. It has also
taken keen initiative in developing tourism infrastructure. It has evolved
strategies and action plans which emphasis the needs for development of
modern tourism products such as eco tourism, adventure tourism which have
huge potential.

This successful branding of Kerala as a tourist destination needs to be
adopted by other states. The tourist vision 2025, serves as a guiding force,
which will provide a clean vision and direction for optimizing the tourist
potential of the State in a sustainable manner.\textsuperscript{15}

Rengannathan R. (2004), this article describes the vital role played by
positioning in tourism marketing and presents various approaches to
positioning a tourism destination. One of the most effective tools in tourism
marketing is positioning. The objective of positioning is to create a
distinctive place in the minds of potential customers.
Positioning is not what you do to a destination. Positioning is what you do to the mind of the prospect (visitor-Tourist). That is you; position the product (Destination) in the mind of the prospect. Marketer has to position the places (Destination) properly to grab the attention and make the tourist to visit places. It is the duty of the marketers to position the places of attraction properly to visitor.\textsuperscript{16}

Ganeshan and Rao K. (2004), the article reveals that India is one of the fastest growing tourist destinations in the world. According to the World Travel and Tourism Councils, India has the second highest global travel and tourism demand growth pegged at 10%. This observation is a testimony to India’s growing stature as a ‘must see destination’ among the travelers of the world. This indicates that the tourism sector has gathered momentum and India is poised for a big boom. After liberalization the Government of India has done much to encourage tourism and in order to attract foreigners. New dimensions have been added to this leisure sector. Eco tourism, farm tourism, cultural and heritage tourism and medical tourism are being promoted for attracting more and more foreign tourists. Besides promoting and marketing the destination, the Government is also actively engaged in developing the infrastructure. It is felt that the prospects for larger inflows of foreign direct investments in the coming years will translate into more up market travelers coming to India.\textsuperscript{17}

Murugan A. (2005), this paper examines tourism in the Global scenario, status of Tourism industry in India, bottlenecks for employment opportunities and suggests suitable measures for future development. He further states that tourism in India is an industry with huge potential. At present it is already the second largest net foreign exchange earner in India. According to the figure put by Confederation of Indian Industry (CII) by the year 2020, India could have 40 million arrivals constituting 4% of the world travel as against 0.4% at present. Forecast data from the World Tourism Organization show that the share of tourism volumes and related receipts, Gross Domestic Product, employment and export earnings is expected to move away from the developed countries towards the less developed
countries as a result of favorable economics, motivational, technological and policy factor.\textsuperscript{18}

Motiram, (2005), in his article reviews the relationship between globalization and its impact on Tourism. He observes that globalization has brought tremendous changes in global tourism as well as other sectors. It has become a priority sector and the most potent human activity globally affecting the economy and society at all levels and scales. The positive gains of tourism are much higher than its negative impacts. He further states that only progressive and meaningful strategies including flexible and pragmatic tourism policies would strengthen the basis of global tourism and sustain its stability.

In short globalization supports international tourism as the ultimate way to socio economic as well as sustainable development. If the relationship between these two sustains its future perspective is bright.

Therefore, each and every country of the world are trying to promote the untapped sector at maximum potential level so that maximum benefit can be harnessed from this in the age of globalization and fruits of benefit can go to all sections of society. As such the story of globalization and tourism are inter-related as both are crossing the national boundaries and connecting the world on an unprecedented scale with unimaginable speed.\textsuperscript{19}

Rao G. and Sikha S. (2005), in their paper look at the importance of Indian Diaspora and Bollywood; citing the strategies used by some of the countries and recommends strategies for tourism industry in India. The spread of the Indian Diaspora and popularity of Bollywood can be used as tools for promotion of Indian tourism globally. Indian global ecumenicity acknowledges affinity or connection with elements related to the Indian culture, a popular element being ‘Bollywood’ which accounts for 27\% of the total global film production. The reach of Bollywood is vast with 188 millions audiences in the Indian sub continent; 20 million NRIs and People of Indian Origin (PIO) and a large number of non-Indians in other countries. Considering the popularity and the reach, countries have targeted Bollywood as an alternative channel for promotion of their destination thereby cutting
their own costs on promotion; creating business opportunities within the destinations through film shoots; creating employment and improving facilities at destinations.20

Sundara S. (2007), discloses that India with its diverse socio culture, varied eco system and cost effective health care industry has immense potential to become the most preferred tourist destination. As a result of ‘Incredible India’ campaign the foreign tourist arrival increased to 44, 29,915 in 2006 up from 39,18,610 in 2005 and 34,57,477 in 2004. The foreign exchange earnings from tourism were Rs. 216,030 million in 2004, Rs. 251,720 million in 2005 and Rs. 296,030 millions in 2006. However, 21 paise goes to the tax kitty in every rupee a tourist spends. This incidence of tax is on the higher side. India is slowly but surely awakening to its tourism potential. Concerted efforts have been made by the Indian Government to boost tourism activity. Proper coordination between the centre and states will help in toning up the image of tourism. One must realize that sustainability of tourism activity in the long run is more important than immediate gains. We must also take note that India is best suited for all kinds of tourism. Rural, cultural, eco-tourism, spiritual, sports and adventure tourism and Indian tourism Industry must concentrate on encouraging Indian citizen to holiday within the country.21

Lakesh R. (2007), provides details about tourism potentials in the newly developed state Chhattisgarh. Although the newly formed State came into existence in 1st November 2000, its cultural heritage is as ancient as Stone Age. Blessed by nature, it is an exquisitely scenic state. In fact, best of all the verdant beauty is unspoiled and untouched. It boast of two mighty rivers, Indravati and Mahanadi, the Vindhyachal Mountain Range, finest water falls, hilly terrains full of dense forests, ancient underground cave, picturesque palaces and temples etc. There are many places of attraction mainly Bastan, Bilaspur, Dantewada, Durg and more. It can be concluded that Chhattisgarh is now emerging as a unique model of tourism industry in India. Eco tourism is one of the most lucrative, fast growing and sustainable form of developing tourism. Chhattisgarh has to pay attention towards development and promotion of eco tourism. Proper regulation of tourism in protected areas
and other nature based tourist destinations has to be ensured through enforcement of laws relating to environment protection and sustainable development of the resources.\textsuperscript{22}

Singh A. (2007), in his article gives a fascinating account of travel in the Indian content from prehistoric times to the present era. Since prehistoric age travelling for various motives formed an integral part of Indian culture. Man in its primitive stage wandered in search of greens pasturages. When man’s primary needs were fulfilled he turned his attention to trades, industry and pilgrimage. Man with his ardent courage and adventurous outlook started discovering new routes and areas. But in early stage travel was not fully safe, so moving about in groups brought in the concept of caravan.

Since very early age, Indian culture started crossing the frontiers of India sub continent and made great impact on Central Asia, China and South East Asia. Throughout the ages many races and people who either came temporarily in contact with India or settled permanently within its border contributed to its richness. In the vast panorama of Indian history there were men who seemed to know life and understood it. Out of their wisdom they built a structure which provided India a cultural stability which lasted for thousands of years. Travelling has been a great force in the history of India and it still survives though the passage of time has transformed travelling a good deal. Pilgrimage trade, adventure etc. are still one of the most important and motivating forces behind travel in India.\textsuperscript{23}

Badar I. (2008), accounts for the dismal performance of India’s tourism. Despite its huge potential and opportunities it has failed to immerge as a major destination in the world in general and in Asia in particular. The most astonishing trend is that China has emerged as a vital tourist destination. At the beginning of 1990, China was occupying 15\textsuperscript{th} place in top 20 destinations and now its place is fifth among the top countries that emerged as vital destination for global tourist The Chinese Government has taken many productive as well as aggressive steps for the promotion of its tourism in the world, which paid rich dividend. Contrary to this the Indian Government has failed in exploiting the potential and on capitalizing the opportunities of
tourism in the country for international tourist. It is now imperative on the part of the Department of Tourism to fight all the way to get the resources required for integrated infrastructure development.

Given the huge potential and opportunities of the sector, while making efforts towards the growth of tourism and scaling up incentives, there is an immediate need to ensure that the growth is geared towards citizen’s empowerment and commercial and ecological sustainability. Added to this a focus on nature friendly technologies as well as waste management policies would ensure that the eco system within the country are not harmed. 24

Srivastava M. (2009), states that India with its glorious past has ensured that the present and subsequent generation have plenty of historical and cultural heritages to be proud of. The fascinating monuments and heritage sites in the country stand quietly today to retell their story of joy, sorrow, courage and sacrifice which attracts a number of international tourists from all over the world to feel the magic of the oldest country. This paper is an attempt to understand the satisfaction indicator among international travelers relating to heritage sites of India. 25

Vithiranjan C. (2010), in his article has presented an overview of the impact of tourism on Indian economy. Tourism helps in regional and economic development. The Government of India understood the important of tourism as an industry in 1980. Recent study reveals that the globalization and open economy helped tourism to emerge as one of the biggest foreign exchange earners for India. Economic progress and industry development depends completely on the overall development of a country. And tourism plays a major role in this overall infrastructural advancement. It also helps agriculture and other industries directly and indirectly. The impact of India’s economic growth on tourism is increasingly being felt in specialty sectors like spiritual tourism, spa tourism, and family vacation plan as well as adventure tourism. 26
Maheshkumar S. (2010), perceives that the demand for travel and tourism in India will grow by 8.2% between 2010 and 2015, placing Indian at the third position in the world, while world travel and tourism council has predicted that India has the potential to become the number one tourist destination in the world with the demand growing at 10.1 % per annum.

In his article he talks about the major tourist attraction in India. He states that India’s performance in tourism sector has been quite impressive. During the period 2002 to 2009 the country witnessed an increased in foreign tourist arrivals from 2.38 millions to 5.11 millions. However, due to global slowdown, terrorist activities, H1N1 influenza pandemic etc. growth rate in FTAs during 2009 fell by 3.3 %. He revealed that the Tourist industry is expected to perform well in the future and offers vast investment opportunities. This indicates the necessity for world class accommodation facilities in metropolitan cities or small towns. Currently Hotels in India have supply of 210,000 rooms. However, in order to attract more visitors India still needs to dramatically increase the number of hotel rooms available. Thus, there are tremendous opportunities as India is a destination for hotel chains looking for growth.27

d) Articles Appeared In E-Journals
Weber K. (2001), proposes an alternative yet complementary approach towards adventure tourism. The writer states that when assessing adventure tourism it is necessary to also refer to adventure recreation as it is the heart of adventure tourism. Also, vast majority of studies accept adventure recreation as its integral part. Adventure recreation has its origin in traditional outdoor recreation, but may differ in the deliberate seeking of risk and uncertainty. Though both types involves activities and specific skills in outdoor settings. One can also distinguish between the two types as risk taking adventure and that which is pursued to gain knowledge and insight.

The adventure tourists seek risk for its own sake and because of the emotional rewards provided by experiencing it. Also, adventures don’t willingly abandon safety. In fact research has shown that they are very much concerned with safety, reflected in the meticulous preparation of their equipment, careful examination of environmental conditions or in the
selection of experienced operators. Also certain activities like fishing, bird-watching constitute adventure activities since participants seek insight and knowledge but do not involve great actual risk for participants. It seems most appropriate to state that both risk and insight seeking have to be present in varying degrees for an adventure to take place.

This paper identifies several distinct segments; the traditional adventure recreationist, the eco tourists seeking insight, but also accepting and being exposed to risk. Dividing the market is crucial from a marketing point of view in order to define target populations and develop appropriate marketing strategies to meet their needs.²⁸

Bentley T. A. and Page S. J. (2001), in their paper examine the scope and extent of adventure tourism accidents in New Zealand. There is accumulating evidence that adverse experiences such as accidents, injuries and health problems may pose a major problem for the tourism industries. Safety issues have now assumed a greater role in the choice of tourist destination. Tourist safety can be equated to concern for the well being, welfare and wider safety of the tourists.

Ensuring that well being is safe guarded in destinations where tourist activities involve a high degree of risk, requires management such that the excitement and challenge posed by risk behaviors are balanced with appropriate safety measures and management system. The paper highlights the issue of accidents among overseas tourists as a complex area for analysis due to deficiencies in the data ranging from sources that document adventure activities to sources which do not explicitly compile accident information.

Tourist safety calls for a more detailed study that develops and refines measures where one can monitor and evaluate the well being of tourist. One cannot afford to neglect or overlook this issue when it is so crucial to the sustainability of its tourism industry.²⁹

Beedie P. and Hudson S. (2003), in their paper focus on adventure tourism in the Mountains or ‘Mountain Adventure Tourism’. Their study explores ways in which mountaineering and tourism appear to be merging. Adventure tourism brings together travel, sport and outdoor recreation. It can be
considered a growing subset of tourism. Today, in mountains throughout the world, mountaineering has been subdivided, re-invented and re defined. Climbing is now adventure climbing, hill walking has been redefined as trekking, cycling has moved ‘off road as mountain biking’.

The paper develops a number of ideas that explain what might broadly be thought of as a democratization of mountaineering opened up by adventure tourism. Adventure tourism has accelerated a discernible move towards the commodification of mountains.

It is estimated that by 2040 over half the population in the developed world will be over 50, enjoying good health with a more informed global perspective. Thus, there will be more mountain adventure tourist. The lines between adventures and mainstream tourism are likely to become less clearly defined. Mountain adventures are likely to become more accessible and achievable for more people.  

Williams P. and Soutar G. (2005), through their article reveal how in recent years, there has been an explosive growth in adventure tourism with large numbers of consumers seeking novel, challenging and exciting adventure experiences while on a holiday. To cater to this demand specialized adventure operators have emerged with a diverse range of commercialized activities.

Adventure tourism demands is predicted to grow at around 15% per year, and as demand grows adventure travel companies are urging consumers to go higher, harder, stronger and longer to gain the ultimate experience.

On account of this growing demand, large numbers of new companies are joining the adventure industry. Thus, putting pressure on resources. As a result, competitive market pressures are forcing adventures tourism operators to cut corners in order to remain financially viable and issues such as sustainability of natural resources come to the fore.

It is contended in their paper that many adventure tour companies are operating ‘close to the edge’ in terms of their operating practices, indicating a short term perspective for the industries. Adventure tour operators need to address the critical issues: such as protecting the natural environment, protecting tourist from potential risks and protecting long term market share.
through better understanding of adventure customer needs and wants. If adventure tour operators address these issues now, it will help to provide a long term and sustainable future for this sector of the tourism industry.\textsuperscript{31}

Saarinen J. (2006), through the article addresses sustainability as an important policy issue in tourism and the growing need to understand the nature of the limits of growth. The paper analyses how these limits are approached and evaluated on a local scale. He states that there is a need to recognize and understand the distinct traditions that are different in their focuses referred to as resource, activity and community based traditions of sustainability.

The writer further critically discusses the relationship between sustainable tourism and sustainable development. The idea of sustainable tourism involves the recognition of negative impacts and the need to manage them in order to achieve the goals of sustainable development.

The article concludes stating that sustainability should primarily be connected with the needs of people, not certain industries and the use of natural and cultural resources in a way that will also safeguard human needs in the future.\textsuperscript{32}

Mohsin A. and Ryan C. (2007), in their study seek to explore the travel motivations of young Indians and assess their interest in the tourism features of New Zealand. Their paper suggests that India will be the next important tourist generating country to emerge after the People’s Republic of China and seeks to provide information on a key segment of future overseas tourists, the well educated. The paper reports the result of a study of over 1000 Indian students at four Indian Universities. The study uses the Leisure Motivation Scale of Beard and Ragheb and replicates a finding of four dimensions, albeit with a modification relating to the intellectual and challenge factor. However, this study cannot claim to be wholly conclusive as it is limited to students in a few Universities in India and used comparatively simple means of data collection.\textsuperscript{33}
Gurung D. B. and Seeland K. (2008), through their paper analyze the present state of tourism in Bhutan and consider the prospects for the development of eco tourism. Empirical surveys of tour operators and foreign tourists indicate that visitors interested in the natural beauty of the Himalayan Kingdom stay longer than those who come to experience its culture. The undisturbed natural setting and untainted rural life style in remote protected areas are attractive to many foreign tourists. The pre requisite for a substantial promotion of eco tourism would be changes in the Bhutan tourism policy to encourage the diversification of tourism products. The Royal Government of Bhutan has taken a cautious approach to tourism development and accorded a high priority to the conservation of natural resources.

This paper explores whether it is possible for eco tourism to benefit rural communities in Bhutan and whether the Royal Government of Bhutan’s policy is aligned with tourists and tour operator’s attitude towards eco tourism. It examines the current state of tourism policy, gives a short historical outline of its development during the past decades and discusses new options for its development based on the findings of the surveys.34

Mordue T. (2009), in his article investigates an under researched area in the tourism and leisure literature, recreational freshwater fishing, which has become a significant cultural activity and a tourism industry in its own right. Within the last 30 years, destinations across the globe as dispersed as the USA, Canada, Cuba, France, Chile, Spain, the British Isles, Slovenia and Russia have developed fishing packages/products designed for the enthusiast able to afford the trip. Similarly a new generation of tour operators has emerged in the west to offer a world of choice that was hardly imaginable a few decades ago. The article maps important development in the modern history of fishing and traces how it has become an important contemporary leisure.35

Williams P. and Soutar G.N. (2009), in their article talk about the significant growth in adventure tourism in the recent years making it a major niche within the special interest tourism sector. They also state that it is the fastest growing outdoor tourism market sector with an estimated annual growth of
fifteen percent. Their study examines the relationship between adventure tourist perceptions of value, satisfaction and intentions in an adventure tourism context.

In their study four hundred and two respondents provided their perceptions of the value for adventure tourism in Australia. Their study revealed that customer value was conceptualized as a multi dimensional construct. Also, their value dimensions had strong positive influences on customer satisfaction and behavioral intentions in an adventure tourism setting. Value for money, emotional value and novelty value were significant predictors of satisfaction and intentions.

Their study suggests that researchers should take a broader, holistic view of value in a tourism context. Also, adventure tour operators need to innovate and keep exploring and offering new, dynamic and challenging experiences. However, in the present study functional value did not predict satisfaction or intentions. Further research is also needed to explore other adventure dimensions of wilderness, challenge and perception of ‘soft versus hard’ adventure.36

e) Articles Appeared In Newspapers

Sadekar P. (2008), in her article presents Monsoon Tourism as a rising opportunity for tourism in Goa. For more States, traditionally monsoon season has been seen as off season. Now the tourism industry has made a startling discovery that the monsoon season can be attractive to tourist and can become a big money generator.

The monsoon experience in Goa is unparalleled anywhere else in the country. There is something very romantic about the rains in Goa. Literally a breath taking green carpet is rolled out to welcome the tourist. Goa is carpeted in greenery, with gurgling streams. It is not just the rains alone but also the festivals that fall in this season that provide a sense of authentication of the plural cultural of Goa. Monsoon tourism is a big business now and is another dimension of tourism like adventure, farm tourism etc. Besides domestic tourist, international tourist arrivals are also on the rise during monsoons.
The Government of Goa, GTDC and the personnel influencing and affecting the tourism industry are all striving towards maintaining and increasing the flow of domestic as well as international tourists. The 365 day holiday campaign had a great influence to attract tourist.\textsuperscript{37}

Noronha G. (2008), gives an insight into the sandy wonders of Goa; the asset that put the State on the world map as a perfect holiday destination. Goa’s Tourism scene will not be complete without its silvery coastal belt divided into several luxurious beaches.

The article furnishes details about some of the sandy attraction of Goa in North Goa and South Goa. As far as the beaches in the South, especially the slightly unheard ones bring alive the concept of peaceful paradise and the ones in the North Stand for fun and exuberance. To take a peak in North we have Mayem and Candolim, while in the South you have Colva, Majorda, Betalbatim, Cavelossim and the beach of Galgibaga famous for its turtle nestling ground. The writer had failed to give a complete picture of Goa’s beaches and it is worthwhile to mention here that Goa also thrives on pilgrimage tourism.\textsuperscript{38}

Gad S. D. (2008), elaborates on the growth witnessed in environmental conservation and highlights the steps to be taken. She has expressed concern over the rising global temperature depleting natural resources and disappearing biodiversity. The list of environment threats to our globe is increasing day by day and it is the duty of every individual to think and act towards it as determining the effects of human activities on the environment is a difficult task. Whether intentionally or unintentionally, human activities, when conducted limitlessly, adversely effect the environment.

Our survival depends on the good health and existence of the environment that provides us with free oxygen rich air, pure drinking water, food and other necessities.\textsuperscript{39}

Munford M. (2009), a traveler and freelance writer narrates an engrossing and vivid eye witness account of his eight visits to Goa in the last 23 years. Goa may have been pristine then, but the relationships between westerners
and Goans were strictly demarcated. Over the years this has transmuted into a more equal relationships with Goans. A trickle of westerners who traveled in 1980s is coming back as parents and with a more responsible attitude. This trickle is turning into a metaphorical flood. Even today a quarter of a century after the first visit the green- green grass of Goa lures the senses and the regeneration of the land awakens every poetic bone in one’s body. This is what attracts the westerners; the utter beauty of Goa.

Goa in many parts stinks to high heaven and is drowning in garbage but westerners who live here can change this as much as those Goans who are embarrassed by this literal stain on the land. The writer believes that the current trend of conscientious westerners call Goa ‘home’ rather than a mere travel destination.  

Governor Sidhu S. (2009), while addressing a gathering at the State level Republic day celebration at parade ground, Campal said that it was high time that the State took concrete measures to diversify Goa’s tourism from a uni-dimensional beach oriented tourism to other equally attractive and economically viable areas, as tourism development occupied a key element in the State’s economy. So far Goa largely focused on beach tourism. He said there was tremendous scope for promoting eco-tourism, adventure tourism, leisure tourism, heritage tourism and hinterland tourism in Goa.

He compliments the State authorities for implement beach safety management scheme, Goa being the first State in the country to implement such a professional beach safety scheme. Goa is richly endowed with all attributes to be a leading State of the country. It is also blessed with rich natural and human resources, coupled with an ideal environment nurtured by the literate and enlightened citizen.

Pereira A. (2010), in this article expresses concern over the increasing crime graph against foreign tourist. Indian most famous beach destination isn’t the safe and happy haven it once was. It is not just Goa that is increasingly turning dangerous for visitors. Other tourist destination like Varanasi, Shimla, Dharamshala, Jaipur, Agra are also grappling with crimes like rape, molestation and robbery. Goa is fast losing its good reputation, the Scarlett
Keeling case, rape of a Russian woman by a local politician’s son, the assault on a nine-year-old girl by migrant workers are just some of the incidents that have found their way into the national and international media, smearing the image of Goa, known for its quiet unobtrusive beaches and smiling courteous locals. Many more cases may be going unreported because of fear of stigma, lack of faith in the inefficient and corrupt police force subservient to local politician and a woefully slow judicial process.

Mass tourism and package tourism have transformed the landscapes of Goa to the detriment of the local people. What we are witnessing now is the negative fallout of tourism. This current form of tourism is going to cause irreversible social and cultural damage.42

Fernandes A. (2010), states that tourism happens to be the livelihood and bread and butter of many Goans, but still has been neglected by successive State Government. Tourism stands second only to mining as far as earning revenue for the State is concerned. Goa is blessed with a lot of natural beauty and greenery. But unfortunately our politicians have not been able to give a clean picture to the world. As a result States like Rajasthan and Kerala are way ahead of the State in attracting the tourist.

Over the years Goa has earned a bad name. Right from the days when the hippie culture invaded the State in the seventies, Goa has been seen as wine, woman and drug. This needs to be changed. All is not lost. There are still ways to improve the tourism trade in the State. There is a need to promote Goa as a destination beyond beaches and holiday spot for the entire family. Serious efforts need to be made in this direction. There is an urgent need for improving an infrastructure by introducing water sports park, aquarium, musical fountains to attract tourist. Various lakes and other water bodies could also be developed as places of attraction. When it comes to developing places of tourist interest sky is the limit. What is required is the will to get things making, moving and putting a comprehensive tourism road map in place.43
Fisher M. (2010), Reports that brand building plays an important role in attracting a high inflow of tourists throughout the year. Smaller countries around India are attracting a larger crowd only on account of intensive brand building.

Quality international tourists are gradually shifting its preference for new destination from Europe and North America to South Asia. Goa is one major South Asian tourist destination. Unfortunately the tourism industry in Goa faces myriad challenges due to poor brand building, lack of advertisement campaign. Goa has only beaches to offer and it is high time, we hasten and develop areas of interest in hinterland, smaller lakes and adventure tourism. There is need to focus on new markets like U.S., Japan, Finland, Luxumburg, Singapore at the same time we should not ignore domestic tourism.

Fernandes P. (2011), reveals that Goa is emerging as a dive destination. South Goa’s two picturesque islands Grande Island and St. George Island boasts of some attractive corals, shells, fishes and ever a few ship wrecks. These two coral fringed islands are slowly turning Goa into a major dive centre in India. Hundreds of tourists are being taken to this spots by a few dive operators during fair weather in the tourist season period.

Although Goan marine life is not of the same quality as that of Bali or Philippines. It is the only State in mainland India after Andaman and Nicobar Islands and Lakshadeep Island which offers scuba diving facilities. Amidst growing fears of tourist arrivals plateauing out the promotion of activities like scuba diving, snorkeling, sports fishing, crocodile safaris, wind surfing and other water sports are seen as a strategy to boast Goa’s profile. Goa’s tourism will be a big gainer if tourists are offered exciting adventure activities. But for water sports to really take the big plunge Government support is needed. There is a need to formalize an exclusive area for scuba diving in the form of a marine park. This will add to the states profile of being the best State for adventure tourism.
Rodriques C. (2011), Clara A. Rodriques in her article reveals how many Goans are all set to escape the sweltering heat by venturing into water sports activities. With a vast ocean, plenty of options to steer in the calm hinterland and an easy connectivity between water channels, aqua-terrestrial activities are fast catching up in the State. Quite a few locals along the coast, seeing that water sports can be a money spinner, have invested in banana boats, jet skis, para-sailing and other equipments.

The best time to do water sport would be from 6.00 a.m. in the morning to 12 noon. Beyond that the wind speed and scorching heat can throw a wet blanket on your waters sports activities. During the monsoon also water sports sees a downward graph due to unpredictable weather and choppy seas. The surge in water sports has led to an increase in a lot of unregulated activities, increase in accidents and water pollutions.46

Das A. (2011), in her article reveals how cycling as a hobby is slowly bung revived. The proof lies in the fact that the number of cyclist coming on the roads is increasing. The writer has in fact explored the scenario and probed in order to find out what our cyclist to think and how we can make the cyclist more secured on the roads. One must ensure that while cycling, one needs to follow proper rules, wear helmet, show hand signals on turns and use reflectors on cycles for night riding.

Members of the Goa cycling club, opined having special lanes for cyclist, dedicating one day as a car free day, to help people come out with their cycles and thus build cycling habit. To promote cycling usage, calls for the need to break free from the social hierarchy. Also, creating a cyclist friendly environment may even encourage more parents to allow their children to go to school on cycles. The writer concludes, stating that cycling on daily basis is an intelligent urban world citizen. Cycling gives you more time to look around and observe things.47
**Research Gap**

In the process of surveying the literature it has been observed that there has been substantial research conducted in the area of tourism, techniques of tourism development, development of tourist resorts, places of interest and various means of promoting tourism. The literature review reveals that not much research has been done in the field of Adventure Tourism in India.

A number of studies that have been published on adventure tourism in major journals have been explored. Most of the studies were found to be too regionalized and none of them deal with Goa.

Available literature so far studied observes that no doctoral thesis have been submitted on Adventure Tourism in Goa. There were studies undertaken in North India on adventure tourism, otherwise one finds no record of work done in the field of Adventure Tourism in Goa.

Therefore, the present research which focuses on ‘**Problems and Prospects of Adventure Tourism in Goa**’ is an attempt to fill the gap in tourism research, such a behavioral study of tourist towards adventure tourism and their subjective experiences is essential in order to improve tourist satisfaction level by providing quality adventure activities in a tourist State like Goa.
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