Chapter-3

REVIEW OF LITERATURE

Travel for holiday is emerging as a way of life with more and more people. It is a solution to frantic industrialization, sprawling cities and pillaged environments. Earlier tourism was a luxury product available only to those who had time and money to spare, but today it is available to everyone in developed societies and to an increasingly large number of people in developing countries. Every country is today, liberalizing its rules for citizens’ visits to foreign lands for holiday. India is one of them.

Tourism has gained importance as the fastest growing industry in the world particularly because of the multifarious benefits it ensures to the destinations, tourists and global geopolitical environment as a whole. In fact, tourism in its broadest generic sense can do more to develop understanding among people, provide jobs, create foreign exchange and raise living standards than any other economic force. Tourism has grown from the pursuits of a privileged few to a mass movement of people. Since the end of the Second World War, tourism has developed very rapidly. As the world began to settle down after the years war, it witnessed a remarkable increase in both domestic and foreign tourism. Keeping this in mind the Central Government has made tremendous effort for the promotion of tourism in India.

For the proposed research work, a thorough study of all possible academic and non-academic work in the field of tourism has been made. The sources are classified as text books, journals, various articles published in academic and non-academic journals, reference books and various other research works. They establish relationship between different aspects of tourism and also examine the role of allied activities associated with tourism.
Butter (1974) studied the social implication of tourism development and observed that tourists generally come from more affluent communities. One of the social effects of tourism over a long period is that tourists influence the total population by inducing them to adopt a way of life which is beyond their means. As a result, process of acculturation starts between tourists and indigenous societies.

Wahab (1975) admitted that tourism basically comprises three elements, namely man, space and time. He emphasized that tourist destinations, type of goods and services they consume and places of attraction need to be given priority for the growth of tourism.

Kapoor (1976) studied tourism as an instrument of economic development with special reference to Himachal Pradesh. The main objective of his research was to analyze the role of tourism industry in the development of the state. He concluded that tourism in Himachal Pradesh has a vast potential. This is one industry which ensures simultaneous development of number of other related industries and thus can become an instrument for economic development of Himachal Pradesh.

Anand (1976) studied the main cause for poor traffic in India. He divided his study into four parts. First part makes an attempt to study the basic problems in identification of tourist attractions. Second part studies consumer behavior and preference on one hand and marketing strategy on the other. Third part is supported by suggestions for development of tourism within the framework of Indian economy.

Ferrario (1978) admitted that the ultimate test of what constitutes a tourist resource and the degree of its appeal, largely depends upon preferences, interests and requirements of the tourists themselves.

Singh (1978) studied various economic aspects of tourism which are helpful for employment and income generation. The data was collected through primary as well as secondary sources. He concluded that there is an unexplored area of tourism in Himachal Pradesh which can help generation of income, employment and foreign exchange.
Acharya (1979) made an attempt to analyze the present situation of civil aviation with regard to tourism. He made a practical analysis of problems involved in civil aviation and tourism administration and discussed various means to control public institutions in India.

Bhatia (1979) made an attempt to study term tourism in pre-independence and post-independence times. He suggested various measures that must be taken for development of tourism and for attraction of more international tourists in India. He included various subjects such as elements of tourism, tourism psychology and motivations for travel, cultural and social tourism, organization, planning and development of tourism, tourism research and benefits of tourism.

Leiper (1979) explored, at length, the question of defining tourism and found tourism is an open system of five elements interacting with broader environments, the elements being a dynamic human element i.e. tourists; three geographical elements-generating regions, transit route and destination region; and an economic element, the tourist industry.

Gopal (1979) concluded that in India tourists stay for the longest period than in any other country. While in India the average stay is of 27 days, in Sri Lanka it is 13 days, in Pakistan 10, in Bangladesh 9 and in Iran it is of 4 days. He gave an account of foreign exchange earned from tourism in different years and ranked this source with various other sources of foreign exchange earnings in India. He concluded that while tourism ranked thirteenth in the list of foreign exchange earning source in 1975, it rose to tenth in 1978. He also pointed out some concessions being given to various tourists by Indian Airlines.

Laxaman (1980) pointed out that tourism is the second largest industry in the world and is next to the oil sector. The importance of this industry is evident from the fact that tourism industry received $70 billion annually and involved 300 million people in 1980 alone.

Chakraborthy (1980) in his article highlighted the advantages of tours organized by travel agents and also pointed out difficulties faced by
tourists in such tours. According to him, business in India was started by Supti Choran Kindu in 1933. Their tours were cheap and thus provided a chance for low budgeted tourists to visit places. But there were certain problems faced by the tourists, e.g. it did not take individual interests into account and also the fact that time delay, caused by one member of the group had to be borne by all.

**Naqshband (1980)** observed that promotion of tourism should be through conservation of natural and cultural environments, be it a monument, beach resort or a wild life sanctuary. The author emphasized that protection development and improvement of various constituents of environment are the basic conditions for the development of tourist activities.

**Chib (1980)** studied various reasons for slow growth of tourism industry in India. He held the Government responsible for slow growth of this industry. Bureaucratic attitude of the Government, he said, is one of the reasons behind this. Public sector tourism corporations have the same attitude. He further revealed that, at times, targets for growth taken by the Government are so high that they are quite difficult to achieve and end up as nothing but a political gimmick.

**Dutta (1980)** examined the various problems faced by the tourists in North East region and included non availability of transport and accommodation and political condition of North East. He emphasized that, although it offers many attractions for tourists, this region is yet to be exploited. The most important attraction is wild life. While pointing out the problems faced by the tourists, he seemed to be in dilemma. He said that local people believe that heavy traffic will pollute the environment and thus they are opposed to the development of tourism.

**Wilson (1980)** gave an account of working of India Tourism Development Corporation (ITDC) established in 1966. It is India’s longest accommodation chain with 42 locations throughout the country. Its beach resorts are rated among 300 best hotels of the world. It planned to build
more beds for middle class tourists, economic hotels that would add an average of 1.50 beds per room. These hotels plan to charge rupees ten for single and rupees 15 for double room accommodation for middle class tourists. It has largest transport fleet of 240 vehicles, out of which 129 are DLZs (imported cars used for tourists). ITDC offers a nice entertainment in the form of sound and light shows at Delhi, Srinagar and Ahmedabad. These dance programmes offer a unique Indian experience. ITDC has been awarded with many national and international awards.

**Medlik (1980)** in his study observed that in any country the total travel market consists of three elements: visitors to the country, residents travelling abroad and residents of the country travelling within their own country. The demand for accommodation within a country is made by the first and third elements. In developed countries much of the travel is internal. In developing countries, most internal travel is for business purposes, but these developing countries receive much holiday travel from developed countries. He opined that the ratio of bed in hotels (and similar establishments) to beds in supplementary accommodation gives a broad indication of the importance of the hotel sector in the hotel accommodation industry of the country. He pointed out that hotel services are supplied directly to a person and are consumed at the point of sale and production.

**Garg (1981)** highlighted the problems faced by Indian tourism industry. He examined the trends of tourist arrival in India and gave an analysis of percentage change in the volume over previous years. The shortfalls, according to him, are due to untapped resources, non-availability of suitable accommodation, customs procedures, poor image of the country, dearth of recreational facilities, poor transportation and communication systems, lack of night entertainment such as casinos (e.g. in Nepal) along with the lack of security and safety. He opined that by the end of 2000 A.D. tourism will become the largest industry. This was supported by the data (published by UNO) which itself was based upon the expected short working hours and longer paid holidays in the following years.
**Chand (1982)** observed that the tourism industry must adopt proper planning, coordination, entrepreneurship and legislation to develop tourism and attract more tourists so that the sales could be increased. He further observed that tourist traffic depends upon different factors like location of the hotel, location of the room within the hotel, various facilities provided in the hotel, average occupancy of the hotel, capital investment, availability of non-revenue services and the season of the business et al.

**Misra (1982)** found that India would receive 3.5 million tourists and therefore the center and state tourist offices and government as well as private agencies involved in tourism should be prepared to accommodate them. He strongly supported the existence of Indian Tourism Development Corporation (ITDC) and says that ITDC which was established fifteen years ago, has contributed rupees eighty million to the exchequer and earned foreign exchange worth 950 million rupees.

**Srivastava (1983)** studied the development of tourism in India. The major findings of the study were that tourism in India is much more than a money spinner. He further added that the economic compulsion of earning foreign exchange is not the only factor behind sound tourism policy but some social obligation too forces the policy makers to do so.

**Singh and Kaur (1985)** stressed the importance of determining physical and biological capacity of fragile environments and thus advocated a policy of limiting visitors using a particular recreation activity in such environments.

**Kaul (1985)** made an effort to study tourism in three volumes. The 1st volume of the study dealt with the phenomenon of tourism, its fundamental nature, and its correlations with development and manifestation with a reference made to the vital role of accommodation which have induced and expanded tourism to its present and primary dimensions. The characteristics of domestic and international tourism are explained with practical approach to their development. The second volume dealt with statistically analytical review which outlines the dimensions of international
lodging industry. Major problems of hotel operations along with market and technological factors are highlighted. The last volume delineated the role of transportation and marketing in tourism. Proven travel marketing techniques, field sales, dynamics of personnel and orientation of representatives were reviewed in this volume. Guidance on development of different accommodation categories and selection of technical and professional advisors and consultants were also offered in this volume.

Mathieson and Geoffrey (1985) studied the unprecedented expansion of tourism industry due to economical environment and social impacts. They maintained that these factors had changed the volume and character of the tourist industry. This research on tourism impact focused upon individual components in each of the economic, physical and social impact categories. They further said that each component should not be considered in isolation but researchers should integrate the findings within each impact category as also between each of them.

Tayal and Motwani (1986) studied the conservational aspect of tourism in mountainous region of Himalayas and concluded that tourist flow is often a seasonal phenomenon in many countries.

Bhattacharjee (1986) emphasized the need for conducting cost benefit analysis of investment in tourism so as to have a rational decision making system which could locate appropriate projects. He concluded that investments in tourism projects (other things being equal) were admittedly worthwhile from financial point of view. Tourism was no longer a matter of adventure confined to few persons. Since it had assumed a status of a commodity with mass consumption, it had been accorded with a status of an industry and this was keeping in view of the vast potential it had for development in the country. The market for tourism is highly competitive. He pointed out that a systematic cost benefit analysis of any tourist project becomes highly essential and forms an integral part of any development plan of tourism.
Gupta (1987) revealed that tourism in India has developed rapidly in a well planned manner since independence. He observed that old instruments were being maintained properly. Many picnic spots were located and illuminated in colorful manner so as to attract tourists and to give them amusement in a proper way. Tourism department of every state had also spent a huge amount of money for tourists' interests, providing them more facilities and comfort. Now there is no problem for tourists to go from one place to another. Air, railway and road services are adequately available in all the important cities of India.

Negi (1987) studied the financial and cost control techniques in hotel and catering industry and noted the room tariff and price structure of various products in two different situations viz. existing hotels and hotels yet to be opened. He revealed that there is no relationship between the price level of a hotel room or food and beverage operation and its volume with other institutions. Secondly, the promotion of staff members is not followed by training programmes.

Victor (1988) described the “Travel and Tourism” that represents a total market which is of interest worldwide because of many factors which include its recent growth, current size and potential for further growth, its economic contribution measured in terms of investment, employment and balance of payment, its effect on past communities, and its impact on the physical environment of visual destinations.

Lai (1988) opined that training of employees is one of the neglected areas by HPTDC. There is hardly any programme aimed at developing human resource of the organization. He suggested that promotion of staff members must be linked with training programmes, it should be either linked with development or satisfaction of the employees.

Tyagi (1989) revealed that Himachal Pradesh is blessed with all the ingredients which impart an importance to a place with respect to tourism. Although the state has all the attractions craved by the tourists, still it
could not achieve its due place because of the lack of tourist image which is very important in tourism development.

**Soni (1990)** studied the role of religion in Nepal for the promotion of tourism industry and pointed out that the valley has complex traditions, customs and ways of life, fairs and festivals which can attract tourists. The valley has potential for promoting tourism especially pilgrimage and adventure tourism.

**Akhtar (1990)** revealed that tourism is basically a service industry. He emphasized that strategies required for such services are entirely different from those needed for other products.

**Negi (1990)** made an attempt to describe socio-economic and eco-environmental impact of tourism in developing countries. He revealed that tourism is an economic and industrial activity in which many individuals, firms, corporations and associations are engaged. He further stated that tourism is helpful in generating employment and has emerged as the single largest foreign exchange earner in India.

**Sharma (1991)** made an attempt to studied tourism development in Rajasthan and also explored tourism potential and role of various agencies in promoting tourism in India. He added that even though the domestic tourists were critical of room charges, cost of food along with the charges in linked facilities but the foreign tourists were satisfied with these rates. Thus, it was suggested that the need to improve different types of services must be recognized at the national level.

**Dodson (1992)** observed that tourism industry continues to evolve in the way to promote tourism and therefore students can come up with countless ideas and ways for participating in the field of tourism.

**Shukla (1992)** studied that fascinating destinations for tourists in Uttar Pradesh and pointed out of Uttar Pradesh is diverse and enduring which is enriched by abundant flora and fauna, rivers and springs, picturesque hills and valleys which exude splendor, unduplicated in the urban world. He
emphasized the role of Department of Tourism of Uttar Pradesh and the Government of Uttar Pradesh in promoting tourism in the state. He stated that there are splendid tourist spots in Uttar Pradesh, the only need is to discover them and facilitate the traveler’s arrival and stay in these spots.

Muneet (1992) studied the growth, significance and scope of tourism. He stated that tourism is not only an economic activity and a means to earn foreign exchange but is also a medium of social and cultural development which can generate employment. He also discussed tourists and their types, the growth pattern of Indian tourism and its impact on social-economic sphere of Indian life. He further stated that an increasing priority is being given by the Government of India to this sector. A series of incentives are on the anvil and private sector investment in hotels and related services is being made. These measures have also encouraged non-resident Indians to invest in hotels. Tourism is now making inroads in the field of international tourism and holds good future.

Mathur (1992) emphasized on managerial approach to tourism in India and stated that India has a rich cultural heritage, charming natural environment, romantic hill resorts and heart capturing religious fervors. It is therefore necessary that India should develop tourism industry on modern lines with a professional managerial approach. He stressed on adventure tourism and suggested that adventure tourism needs to be patronized and popularized in schools, colleges and universities of India so that Indian youth may be motivated to develop tourism in India.

Batra and Kaur (1993) made an attempt to study the emerging clemencies of tourism development in Punjab. They pointed that the corporation has to undertake maximum possible steps by creating more infrastructures at floating restaurants. The corporation has established tour travel wings for conducting tours in India and abroad and has opened liquor vends which has improved debt worries and enhanced profitability. It has also upgraded the standards and capacity of fleets and has expanded the facilities of transportation upto international level.
Panwar (1993) admitted that tourism is the first and last hospitable industry. Tourism, he said has to be raised to an industry level and thereafter managed professionally. He further suggested that each department, official or individual, which comes in direct contact with tourists, will have to learn to welcome them and not treat them as unwanted intruders.

Mishra (1993) emphasised for taking care of the health of our culture. If rich cultural traditions are preserved, polished and helped to remain vital, their marketing, to a large extent, will follow naturally. The only need is to reach to the people, both at home and abroad, who are likely to visit these places. It should be ensured that their visit is rewarding and comfortable. He suggested that strong and permanent webs of understanding around the globe could be weaved by tourism.

Cooper et.al. (1993) advocated that tourism development is a multi-sector activity and has environmental, social and economic impacts. It requires a considerable planning for a successful and sustainable tourism.

Savignad (1993) advocated that tourism contributes to the transfer of wealth from north to south and from industrialized to developing countries. Though developing countries account for a quarter of world arrivals and receipts, these countries can potentially perform much better. The study suggested that international tourism is unquestionably of paramount importance as a creator of jobs. It is also the most readily exploitable source of foreign earnings which can be used to finance investment and reduce foreign debt.

Gupta (1994) revealed that young educated people preferred to travel to Shimla and its surrounding places mainly for the purpose of leisure. The author concludes that various problems faced by the tourists were shortage of accommodation, high hotel tariffs and poor sanitary services.

Barker (1994) pointed out that unprecedented expansion of tourism in the Alps has, along with structural problems, created tremendous social and environmental changes. The tourism industry, itself, has reached a point
where new approaches incorporating sustainable development strategies and alternative tourism concepts are now getting serious attention.

**Chattopadhya (1995)** focused on economic aspects of tourism development through secondary data. He made an attempt to understand the process of tourism development through some case studies and in the end built an empirical model on the international tourism demand for India.

**Kumar (1995)** revealed that there is a great potential of tourism in Himachal Pradesh. It is still untapped and provides ample scope for growth. The major finding of his study is an integrated approach which can lead the state to be a paradise for tourists. He chose three centers, Shimla, Kullu-Manali and focused mainly on adventure sports and ropeways for attraction of tourists.

**Kumar (1996)** pointed out that that Himachal Pradesh is full of all ingredients, which make it's a place of tourist importance. But the state has yet to get it due status because of some problems faced by the tourists. Some of the major problems are poor sanitation, lack of water supply and lack of local transport. It is concluded that tourism in Himachal Pradesh has not yet developed to its potential.

**Dutta (1996)** discussed the hazardous impact of tourism in polluting rivers and seas in India. He also exhibited various negative effects of tourism on environment, which can be controlled and prevented altogether, through intelligent planning for tourism development. He emphasized on sensible management of tourists and tourist facilities and also stressed the need of participation of scientists, technocrats, bureaucrats, tourism planers, environmentalists and people of the region so that remedial strategies for reducing the conflict between tourism and environment could be formulated.

**Bisht (1996)** conducted a study on eco-conservation for eco-tourism and explored that the way tourism was being introduced is neither scientific nor sensible. Therefore, it has started devouring the source of eco-tourism. To
make eco-tourism everlasting and friendly to environment, certain essential eco-conservation measures need to be adopted.

Singh (1996) in his study suggested the need for equitable distribution of spin off and adoption of a holistic approach. He opined that more investment intensive measures should be adopted by the government to improve human resource utilization.

Jha (1997) made an attempt to study different dimensions of tourism marketing such user behavior, planning of product, development of a sound information and research systems, segmentation of market, tourism product strategy, distribution and pricing, tourism promotion strategies and overall marketing strategies.

Bhatia (1997) focused on tourism development and practice and admitted that India is a paradise for tourists because of the beauty of its ancient culture, colorful, crowded and peaceful bazaars, snowcapped mountain and charming people. In spite of these advantages he said that it was only after the Second World War that Government recognized the importance of tourism. Important steps were taken for providing better facilities to tourists. Now the Government of India has declared tourism as an industry and provides many concessions to boost tourism throughout the country.

Jackson and James (1997) concluded that the growth of tourism in Western China is because of distinctive religious groups and their unique landscape which attract tourists. Tourism officials are working with an objective to maintain tourism growth rate of five to ten percent per annum. They concluded that these targets are only possible if China’s economy and political situation remains stable.

Londberg and Johson (1997) observed that value-attitude models, indicative of the strength of resident values in respect of economic gains, predict better attitude. Further, the expectancy value model shows that perceived economic and congestion impacts have greater effects on attitudes than perceived crime and aesthetic value.
Ahuja (1997) made a comparison between domestic and international tourism and found that people visiting the north-western part of India from 3000 to 1500 BC for travel and learning led to the development of traditional industries and trade which further created another stream of travelers in India. Ashoka started activities for spreading Buddhist message of peace, which became a major motivational force for the development of tourism. Pleasure tourism was introduced during the Mughal rule. Development of domestic tourism is considered as the base for development of international tourism. Development of facilities for domestic tourism has always been the initial stage for international tourism which is subsequently accelerated if the facilities are established properly.

Battisi et al. (1997) concluded in their study that contrasting spurs were pushing the development of the upper valley in different directions. On one hand, the way in which interventions on the land have been managed is seriously worrying the environmentalists. It suggested that if Slovenia will take up sustainable development strategy in its territorial policies, it will bring growth in the production of hydro electric energy in the coming year. On the other hand there is fast and relatively uncontrolled growth of tourism activity. This will surely cause benefits to the economic welfare of the area through the economic multiplier effect.

Bansal and Gupta (1998) they stressed on the necessity of conservation of environment resources for complete harmony between economy & ecology and further emphasized that environmental education to individual and social groups should go a long way to encourage building of awareness, proper attitudes, skills and abilities for preserving the gift of nature and developing a healthy environment.

Reddy et al. (1998) reviewed and analyzed the process of tourism development in India under various plans. He suggested that development of this sector must evaluate various processes in quantitative dimensions. To achieve desired objectives, integrated and holistic view for tourism development is desirable and this must be the motto of every individual starting from policy makers, executives, academics, tourism agents and
organizations which are concerned with the development of tourism in the country.

Singh (1998) conducted study on infrastructure of tourism in India. He studied various aspects such as state of tourism industry in India, planned approach to tourism development, tourism infrastructure and manpower development, tourism marketing strategies, promoting India and hospitality industry in Asia along with regional tourism potential.

Theuns (1998) reviewed the investment-climate, investment-incentives and investment-promotion for tourism development in Namibia and made some recommendations for the improvement of investment climate. He also suggested the introduction of specific incentives for the promotion of tourism investment in Namibia.

Honda (1998) studied the cultural and heritage diversity of Himachal Pradesh which has allured many people from pilgrims, ascetics, conquerors, explorers, naturalists, trekkers mountaineers to peace seekers. He described the scenic beauty of Dev Bhoomi and said that every local and tourist visiting the state must follow a moral code of conduct to save the inherited beauty of the state. The concluding part of his article provides various suggestions to maintain the sanctity of the area and complete safety of tourists in the state.

Cho (1998) examined the tourist satisfaction in Australia through a series of t-tests. He revealed that there were some variables significantly different in pre-trip and post-trip expectations. Stepwise multiple regression results also indicate that there were some important variables which relate to tourist satisfaction with destination attractions.

Mathur (1998) made an attempt to study eco-tourism in Pushkar. He discussed negative aspects of tourism. He revealed that there is a growing concentration of tourists in narrow geographical locations. This leads to a disruptive impact on value systems and on the ecology of surrounding areas. The interaction between tourism and cultural and environmental pollution requires sensitive handling.
Sarkar et al. (1998) found that man has, since the beginning, been an inveterate traveler and it is only the motivation of travel that has changed. In ancient society the main motivation was trade, pilgrimage and conquest. During renaissance, which aroused a new spirit of enquiry in Europe, travel became the means of acquiring culture. Francis Bacon epitomized travel as a part of education among the youth and as a part of experience in aged.

Sinha (1998) in his work focused on all aspects of tourism development viz social, economic, cultural, physical anthropeditical, spatial environmental and overall recreation. This work had been undertaken with an aim that it could provide, in detail, the possible ways and means for sustainable development of tourism. The study addressed itself to a much wider audience, particularly those involved in the planning and management of the tourism industry at different levels. Emphasis had been laid on integrated approach and techniques which need to be applied in implementing tourism approach and plans.

Mishra (1999) extensively surveyed the cultural tourism in India and found that the country has rich and colorful culture which attracts the tourists.

Banda (1999) examined that a country’s reputation is a significant factor in determining the tourism industry. The success or failure in this industry is, no doubt, attributed to the changing patterns of global trends. Thus, tourism industry depends not only on internal but also on external factors.

Dhar (2001) said that tourism has expanded at a rapid pace after the Second World War and has become a very important sector of economic activity. The rapid pace of tourism is a result of availability of increasing leisure time, higher standard of living and technological advances in transportation and communication system. But the increasing competition between nations to tap the tourist potentials has enabled industrially advanced countries to gain comparative advantages over the developing world which has further resulted in world division of leisure. India, due to its abundant tourist resource, is a major destination in South Asia. At
present, India’s share in world tourism is meager. Although India has shown a rapid growth of international tourism but it still lags behind many other countries in international tourist arrivals.

Singh (2001) observed that massive temporary migration movement (cutting across religious, linguistic and cultural barriers) tends to make people realize that, regardless of their own nationality, they are in fact global citizens. The author further observed that tourism has acted as a positive force in economic growth and development. It has helped in cementing ties of friendship between the people of the world and furthered the emergence of a global society that is harmonious. He also added that there were some negative factors involved but they could be rectified with the help of imaginative planning and adequate resources.

Bureau (2001) in an article on tourism policy revealed that a new tourism policy has a possibility in this sector. New policy encourages new initiatives in making tourism the major source of employment. Tourism is also regarded as a multidimensional activity which aims at establishing coordination within departments and agencies at center-state level. This policy also stresses the importance of participation by public and private sector in the growth of tourism.

Jreat (2001) he stressed that in Himachal, ninety percent population lives in villages but the tourism policy of the state concentrates on urban areas without any major linkage to the rural economy. He suggested that it is time that the tourism policy is diversified in rural areas through the promotion of adventure and cultural heritage tourism so that the industry integrates with wider developmental plans. In this way, tourism will enhance the income and employment opportunities in the state.

Siddique and Nattall (2001) studied that how travel agents from different cultural backgrounds perceive the impact of political instability on tourism industry (b) to localize the similarities/dissimilarities of the perceived level of political instability for a destination among respondents from different cultural background who have different perception concerning the impact
of political instability on the tourism industry. The result of the present study might be limited by the size of samples with regard to tourism generating countries and tourist destinations.

**Bhardwaj (2002)** studied various problems faced by Indian tourists. Firstly he discussed the impact of September 11 attack in U.S. on the tourism of India. He said that after the attack India could not offer any attractive package for tourists as the neighboring countries like China, Sri Lanka and Malaysia did. These countries emphasized on attracting tourists from immediate neighborhood instead of wooing visitors from traditional areas like Europe and United States. He discussed poor infrastructure and marketing strategy and suggested that India is in need of partnership between the state and private sector. Former has to provide basic facilities like land, water, electricity and roads while the latter has to build hotels and resorts of world standard for the growth of tourism industry.

**Neil Carr (2002)** noted that tourism and leisure have historically been studied in isolation. In a comparative analysis, he discussed people’s behavior in a particular environment. In the article titled “The tourism-leisure Behavior and Continuum”, he provided a conceptual model of the relationship based on a critical review. He defined how people behave during their leisure and tourism experiences. So, it should not be regarded as a separate phenomenon.

**Negi (2002)** studied the process of tourism and development from the point of ecological sustainability. Eco-tourism as a sustainable alternative to mass tourism has been promoted by the state of Himachal Pradesh. Eco-tourism codes developed in the state of Himachal Pradesh focus on the identification of aims, objectives, stake holders, responsibilities and sustainability of Eco-tourism as a variant of tourism. Eco-tourism has been accepted as a new approach as it provides decentralized opportunities for community development and stresses on the appropriate use of limited resources with emphasis on community development aspect to meet the
social, economic and cultural needs of the community. Thus, eco-tourism accentuates the holistic development of local communities.

**Vaughan (2003)** revealed in his study that education and employment in tourism are major factors affecting the attitude of people in urban area. It is also noted that the more educated respondents were, the more likely were they to express concern about tourism. The developers of tourism may get help from residents for appropriate policies so that the problems in this sector may be minimized.

**Henderson (2003)** This study was concerned with the relationship between terrorism and tourism and examined the implications of the Bali bombing of Indonesia in 2002 and its adverse consequences for tourism in Indonesia and the wider Southwest Asian region. After study, it was disclosed that there were signs of improvement after one month, but a return to pre-crisis conditions is unlikely and might never be fully secured. It must be acknowledged that while schemes launched by public sector tourism bodies have a crucial contribution to make in the process of recovery, the timing and final outcome will depend upon a range of determinants outside their control which include the recurrence of terrorism and the way government handles it.

**Yoo and Sohn (2003)** examined the experimental structure and meaning of interactions between international tourists and local residents in the context of continuous and dynamic relationship which could deepen the understanding of attributes of intercultural interactions from the tourist’s point of view. It was found that tourists prefer to stay longer at a particular destination, focus on experimental travel and pursue more individual interaction with local residents. Therefore, the main focus of promoting international tourism should be to seek strategies that bring more positive and closer interaction between international tourists and local residents. Further, this study attempted to identify the dynamic structure and meaning of the attributes of intercultural interaction. It did so by employing ethnographic interactions based on naturalistic inquiry.
**Pretes (2003)** concluded in their study that the way a heritage site is viewed by domestic tourists is a key factor in the formation and maintenance of a national identity, especially when Nationalism is understood as an imagined community. Tourist sights may function in the same way as the museums did in Benedict Anderson’s classic study of nationalisms i.e. as places presenting the defining characteristics of nationhood and displaying historical evidence of its existence. Using three examples from the American state of South Dakota Mount Rushmore National Memorial Hall Drug Store, Rapid City and Dinosaur Park this article argued that, despite their recent creation, each provides a foundational history and archeology upon which national identity can be built.

**Awasthi (2004)** conducted a study on India’s tourism industry. He classified India as the hottest spot for international tourists. Facilities like travel and hospitality have improved tourist statistics by 15.3%. Beefing up of the infrastructure to attract tourist is main thing which is mentioned in the article.

**Heeson (2004)** said that World Tourism Organization has identified some challenges facing a nations travel industry and noted that tourism industry was keen to promote eco and rural tourism and emphasised to overcome the challenges in tourism which include the failure of tourism policies, poor feasibility, low profitability, weak infrastructure, poor connectivity and rigid Government policies. Experts, too, stress upon the fact that the main challenge in India is the low level of community involvement in this sector.

**Dhar (2005)** conducted a study and concluded that India has a prominent place in tourism related activities and tourism is an important tool in marketing India as a destination. He stressed on exhibitions which can be a platform for Indian products in the international market. Our primary goal is to act as an umbrella in promoting India as a tourism destination. In addition to it, India has wide area of tourism ranging from cultural tourism, beach tourism, and health tourism to shopping and rural tourism.
Ganesan et al. (2005) found that rural tourism marketing support local culture by encouraging restoration of local and regional historic sites. Rural tourism has contributed much by elevating the social and cultural life of local people particularly in study area. It was also found that tourists from many countries come to study area for varied reasons and pay heed to heritage tourism. They have promoted rural and agricultural areas in both ways. It is presumed that rural tourism has not only offered business opportunities to local residents but has also served as a vehicle for marketing a place to potential residents (as today's tourist may return later to retire or start a business locally). Thus, the potential of rural tourism is well realized in poverty alleviation and bringing about a sustainable development in the region.

Hardin (2005) discussed the value of sports tourism and provided a lot of information to the readers through cohesive discussion of literature on motivation and needs of sports tourism. He added that sports tourism is an excellent resource for in-depth exploration of the emerging field of tourism.

Khanka and Bhuyan (2005) examined that tourism is one of the most important emerging sectors in Indian economy which has a tremendous potential to assist the process of sustainable rural development and has a possibility of developing social entrepreneurship as a sustainable policy in promoting rural tourism. They considered three aspects (i) sustainability through rural tourism entrepreneurship (ii) perspective of social entrepreneurship and (iii) developing social entrepreneurship in rural tourism in Assam, after which they concluded that rural development is increasingly associating itself with entrepreneurship, which is a central force of economic growth. Tourism's role in rural development is basically an economic one which can help in sustaining and improving the quality of life in rural area. They further added that social entrepreneurship is in fact a community requirement in the less developed peripheries of tourism trade. It, however, has infused social entrepreneurship in the developmental process of tourism trade in Assam, even though it experiences a great deal of hindrances. These hindrances may be
overcome by a concerned tourism policy by the state setting of the strategy of social enterprise development.

**Rao (2005)** made an attempt to study the impact of various promotional campaigns launched by the tourism ministry to promote tourism in India which include campaigns like “Atithi Devo Bhavah” “Incredible India” etc. He found that such promotional activities have increased the foreign tourist arrival from 6 percent in 2002 to 23.5 percent in 2004. An estimated 3.54 million foreign tourist arrived in India during 2004 which recorded an increase of 18.6 percent between Jan to June 2005. He also studied the results of “Atithi Devo Bhavah” (Guest is God) which is the latest mantra of tourism sector. It is aimed at attracting more tourists and treating them with traditional care and utmost courtesy. He found that it is yielding best results.

**Bharthakur (2005)** gave his view at the 5th global travel and tourism summit which was held in New Delhi and dealt with the impact of December 2004 tsunami that struck some tourism destinations around the Indian Ocean. After the study it was found that it had a significant although limited, impact on tourism economies. The summit also agreed that travel and tourism is one of the world’s largest growing industries. This accounts for 10.6 percent of global GDP and over 221 million jobs world wide.

**Anwar et al. (2005)** attempted to highlight the impact of some key forces and their interaction with tourism industry and this at a time when the world is moving towards 2020. They discussed various issues which include population, economic factors, geo-political changes, environment concerns and technological improvement. They found that as the rate of technological advancement continues, the global environment remains largely peaceful. The tourism industry in the future will undergo a cyber revolution and cyber tourism is likely to be a major growth area. In the last, they suggested that further research is required to develop appropriate strategies, distribution channels and service delivery system associated with cyber tourism.
Soni (2006) pointed out that tourism is an all-encompassing field of activity which affects the social and cultural ethos within a country. She emphasized that tourism brings families together when they go on vacations. She further added that importance must be given to craftsmen whose work would help promote India’s rich culture and heritage.

Liu and Wall (2006) stated that tourism planning should besides the visitors, tours on planning for residents. If tourism is to be a positive force in the lives of local residents, it must be contingent to response, involvement and support at local level. Many tourism plans for developing area destinations give inadequate attention to human resource development. Furthermore, many plans espouse forms of tourism that do not fit well with existing human resource capability owing to which local people find it difficult to participate in tourism. So, it is suggested that there is a need to promote investment in tourism and human capital. The involvement of local people must also be increased by giving reasonable compensation for their work. There is a need to prepare them appropriately so that they can take advantage of the opportunities that tourism emanates.

Tandon (2006) noted that with the rise in unemployment, the Government of India is focusing on tourism as the biggest potential job market in collaboration with Common Wealth Youth Programme named, Asia Center. The Ministry of Youth Affairs and Sports is seriously working on the modalities of a project that seeks to infuse fresh life into India’s phenomenally diverse tourism sector. World Travel and Tourism Council (WTTC) has already rated India as a must see for tourism vibrancy but has also added that the country is among the lesser competitive tourist destinations in the world. So, it becomes important for the Government of India to see that tourism sector is well tapped which contribute Rs. 8, 50,000 crore to the GDP.

Smith and Kelly (2006) found that holistic tourism is an important emerging sector of tourism industry and noted the holistic tourism as related to spirituality, yoga and religion. They further made it clear that
while holistic tourism offers an increasingly diverse array of activities linked to escape from modern anomalies, many holistic tourists appeared to be whole heartedly embracing the journey of self. Lastly, they discussed the way in which holistic products are being developed to meet the changing needs of tourists. They also considered some of the factors that have apparently endangered this development including an analysis of typologies of activities, profiles of consumers and typical motivations.

Atma and Vijayalaxmi (2006) discussed the importance of tourism in the growth of an economy and said that it is the largest growing sector with an estimated annual growth rate of 10-15 percent in Andhra Pradesh. Recognizing the potential of eco tourism, the Andhra Pradesh Tourism Development Corporation (A.P.T.D.C.) set up an exclusive “eco tourism wing” for the development of related activities. Further they revealed that eco tourism wing of A.P.T.D.C. created 165 lakhs net profit in the year 2005-06 with a total turnover of 465 lakhs in that year. They also found some prospective areas in the state for the development of eco tourism and gave suggestions as to how these areas can be developed with respect to this tourism.

Chauhan (2006) focused on adventure and eco tourism and stated that there is a buzz in the tourism industry that God’s Own Country or ‘Dev Bhumi’ is finally waking up to tap its unrealized potential and convert itself in to a big time tourist destination. Eco tourism has become a special focus area for the government as it moves to create ideal destinations for nature lovers. She concluded that adventure and eco tourism activities aiding the grand objective of turning Himachal Pradesh into a preferred destination for tourists.

Siew Imm Ng et al. (2007) reviewed that culture has long been recognized as a possible reason why people in different countries make different decisions but research into its impact on tourism has been limited. Their study addressed this gap by examining the influence of cultural distance on tourists’ destination choice. Five cultural distance measures were examined. Of the five measures perceived cultural distance and Clark and
Pugh’s index were found to be most strongly related to Australian tourists’ intentions to visit variety of holiday destinations. The perceived cultural distance measure appears to be a better predictor and offers some advantages to researchers, as it allows respondents to include relevant cultural information in tourism research. However Clark and Pugh’s method provided similar information. Cultural differences can be inferred when it is not possible to survey tourists directly.

Chaang et al. (2007) made a study with the purpose to identify the dimensions of e-travel service quality and to develop a reliable and valid measurement instrument. The concept of e-service quality construct is first clarified and the processes involved in scale development are then presented. Five core components of e-travel service quality are identified, namely, information quality, security, website functionality, customer relationships and responsiveness. The reliability and validity of this five-factor scale is verified using empirical data and it is found that the e-travel quality service scale has strong predictive capability in relation to online customer satisfaction and loyalty intention. Moreover, second-order factor is constructed due to a high correlation among the five factors. Finally, the managerial implications in regard to the research findings are discussed.

Carmen (2007) in their study examined how expectations, experiences and satisfaction are related within the context of cultural tourism and the services provided by cultural organizations. A model is proposed which combines two complementary approaches in the analysis of satisfaction: a cognitive approach based on quality and disconfirmation and an affective approach based on emotions. The empirical analysis carried out on a sample of visitors to an interpretation center allows us to confirm that the perceived quality is a direct determinant of satisfaction, as are emotions. The results also revealed that there is a significant relationship between quality and emotion. Finally, the way in which mood state moderates the cognitive path is studied as generator of visitor satisfaction.

Donald (2007) reviewed ‘event tourism’ both as a professional practice and as a field of academic study. The origins and evolution of research on
event tourism were pinpointed through the rareness of chronological and thematic literatures. A conceptual model of a core phenomenon and key themes in event tourism studies was provided as a framework for spurring theoretical advancement, identifying research gaps and assisting professional practice. Conclusions were in two parts: a discussion of implications for the practice of event management and tourism and the implications drawn for advancing theory in event tourism.

*Sara (2008)* explored the main resource for many tourist destinations and tourists are increasingly interested in spending their vacation in un-spoilt natural areas. Consequently, destination managers are under increased pressure to implement ecologically sustainable practices. Selective targeting of tourists has been proposed as one approach to sustainable destination management but the feasibility of this approach remains untested. Therein lays the contribution of this study. Results from a survey of 1000 Australians indicated that market segments, based on environment friendly behavior at the destination in the past, represent distinct groups with respect to psychographic, behavioral and socio-demographic personal characteristics. These explanatory variables contributed substantially in explaining pro-environmental behavior. It was concluded that selective target marketing represents a feasible complement to current sustainable tourism-management techniques which focus on tourists at the destination, who may not necessarily be interested in protecting the local environment.

*Susanne Becken (2008)* found that tourism is dependent on the availability of oil and is comparatively oil-intensive. While forecasts for future tourism growth are optimistic, there is increasing evidence about the imminence of a peak in oil production and the economic effects that it would cause. At the global and destination level it will be necessary to consider how a transition towards fossil-fuel free economies might look like for tourism. It is, therefore, timely and prudent for the tourism sector to consider its current oil requirements and derive indicators for monitoring its oil consumption. In particular, destinations need indicators for the
amount of oil consumed by various markets from which they receive
visitors. New Zealand is used as an example for assessing the oil intensity
for its top 10 countries of origin based on 10 indicators. Overall, the least
exposed markets for New Zealand with respect to oil are Australia, China,
Singapore and Taiwan; although a more detailed analysis would be
required for markets that display very heterogeneous travel behaviour.
Among the indicators, eco-efficiency is particularly important as it allows
comparison of resource inputs with economic outputs.

Dimitrios (2008) projected future development in e-tourism and
demonstrated that critical changes will influence the structure of tourism
industry. A major contribution of this study is its overview of research and
development efforts that have been endeavored in the field and the
challenges that tourism researchers are and will be facing.

Moses et al. (2008) noted that marketing for tourism in Kenya mostly
revolves around "the big five" charismatic large mammals, however, it is
not known that these' big five' are the only species that tourists' seek and
prefer to see or what other species are important when the "big five" are
absent. The study investigated the interests, in large mammals, of tourists
in Amboseli National Park. Tourist interests were determined by tracking
tourist vehicles and observing as to which animals they stopped for the
duration of each stop, and which animals were ignored. They developed
five criteria for assessing the relative importance of large mammals
namely (i) viewing, (ii) vehicle crowding, (iii) stopping on every encounter,
(iv) proportion of stops per species, and (v) the relative tourism importance
rank index that weighed viewing to availability. This study found that even
though tourists were interested in the big cats and other unique large
mammals, but their interest was not confined to these species only. Other
animals that attracted their interest were cheetah, waterbuck, lion,
hippopotamus, giraffe, spotted hyena, baboon, warthog and elephant.
They proposed that marketing for Abseile should focus on the large
mammals which tourists prefer and must highlight the viewing potential of
these mammals within the park. This should also be emulated in other
areas so that each protected area in Kenya develops its own list of “attractive” animals for tourists.

Chang et al. (2008) reviewed the tourism development in a community and suggested that it must acknowledge residents' attitudes towards and support for tourism. This acknowledgement is important because residents are often business owners, service providers and workers and they vote on tax millage funding infrastructure investments. Few studies have examined longitudinal changes in host's attitudes towards tourism. Using a 7-year period and employing a cohort analytical method, residents' attitudes and time related effects (i.e., age, period and birth cohort) were studied in an Alaskan island which is dependent on fish related industry and outdoor recreation. Constrained multiple regression analyses identified age effect as a dominant variable explaining changes in residents' attitudes toward economic impacts. Successive young adult cohorts were more likely to have favorable attitudes toward tourism's economic impact. Residents' perceptions of the leading industry (tourism or seafood) in the community, socioeconomic factors, and there effects of age and period explained variations in their attitudes toward tourism over time.

Stephen (2008) concluded that tourism marketers and managers must by sensitive to those psychographic characteristics that distinguish their visitors from potential visitors. A growing list of psychographic characteristics has interested tourism researchers over the years. One such personality trait is the concept of sensation seeking. It is widely accepted that some vacationers seek higher level of arousal than the others and that an appropriate matching of the trait to destination or product is an important element in successful tourism marketing. But how does one measure sensation seeking? This article discusses the results of an empirical test that compared a somewhat cumbersome, but well established, testing method with a relatively new scale created to serve as an alternative. The findings validate this new and simplified approach.
Kurt et al. (2008) advocated that in highly competitive markets, customer satisfaction is a key driver of performance which makes its measurement and management crucial. Most studies on customer satisfaction take an aggregate standpoint and do not consider segment specific differences in attribute importance. In this article the authors reported customer satisfaction in alpine ski resorts. They hypothesized that personal, situational and product factors moderate the relationship between attribute performance and overall satisfaction. The results show that these factors influence the attribute-performance-satisfaction relationship. Theoretical and managerial implications of these findings are discussed.

Luo et al. (2008) this study examines the relationship between environmental attitudes, as measured by new environmental paradigm (NEP) and nature-based tourism (NBT) motivations based on data gathered from a national forest park in China. The results indicate that tourists’ environmental attitudes are heterogeneous across all four tourism motivations. Especially those who are more supportive of limits to growth and are more concerned about eco crisis tend to have a higher desire for being close to and learn about nature; and to escape from the routine and issues associated with cities. In addition, those whose motivations are oriented to develop skills and abilities or those who seek to experience new environments and social contact tend to be more supportive of the notion of human over nature. They further summed up that environmental attitudes and NBT motivations are closely and positively related.

Manuel (2008) the article states that the complex reality of a tourist destination requires it to be managed as an integrated system. This work presents a strategic evaluation model of tourist destinations that permits their reality at a given moment to be visualized from an overall perspective. To that end, the model, which focuses on tourism supply chain management, specifies the principal attributes determining destination competitiveness. On this basis, the work analyzes the internal and relational capabilities of each attribute represented in a matrix according to its strategic value. This theoretical framework is empirically
tested by means of study undertaken to evaluate tourist destination of Gran Canaria. This study reflects the competitive reality of a mature destination. The results indicate that integrating measures based on sustainability must be taken so that the destination may be re-launched.

**Sandro et al. (2008)** found that events and trends affecting tourism industry are becoming more complex and fast-paced. In response to these radical changes in the external environment, destination managers are striving for new approaches to predict future forces that drive change. The findings of the study further confirmed that the tourism industry will be facing major challenges and would experience swift changes. The changing market demographics, emerging technology and globalization forcing destination managers to adopt and implement, proactive strategies to survive the competitive tourism environment.

**Yang et al. (2009)** this article considers two of the tourism supply chains (TSCs). Each TSC is assumed to consist of three sectors with the following service providers: theme park operators, accommodation providers, and tour operators while configuring and marketing package holidays. Game theory has been used to investigate the cooperation and competition between these TSCs between the three sectors within each TSC and between the enterprises within each sector. Several important findings are obtained. First, a larger membership in each of the TSC sectors strengthens the sector's overall capacity and intensifies internal competition, thereby reducing members' profits, while other sectors benefit from this internal competition. Second, decision makers of the two competing TSCs should adopt appropriate product differentiation strategies by carefully positioning their package holiday products to optimize their performance. Third, the theme park would benefit from integration with the accommodation provider. If the integration adequately increases the TSCs' preference, there exists a win-win situation in which the performances of both TSCs could be improved.

**Hooker (2010)** observation on the undesirable social and environmental impacts of tourism has led some researchers to speculate on the concept
of a carrying capacity for tourists destinations. But later it was realised that carrying capacity is one of these concepts that defer exact definition. In fact, it is very hard to determine what the true carrying capacity of an area until it has been exceeded. Yet, regardless of empirical validity of the notion of carrying capacity, attention must be paid by the planners to the ability of the area to absorb tourism with relation to possibility of environmental and social degradation. Further an attempt has been made to highlight some of the factors which influence Darjeeling town’s ability to expand with respect to tourism along with its ability to sustain it.

Ryan et al. (2010) the paper seeks to address two specific questions. (1) Does the existence of polluted waters impact the level of satisfaction experienced by these visiting Chinese lakes? (2) Does the local tourism industry (represented by a sample of hotel managers) correctly assess the importance of place as assessed by visitors? The data is obtained from a sample of 913 visitors visiting four polluted lakes that are holiday locations, and also from a sample of 121 managers of hotels in those same areas. The evidence suggests that polluted areas can still successfully function as tourist locations. The reason for it is that the visitors view these landscapes as part of a wider attraction which includes a built environment but the hotel industry over - emphasis the importance of these built structures as a contributor to tourist place experience. Limitations to the research include the role played by the aesthetic gaze which may have more importance within Chinese culture than among their Western counterparts because, particularly for the older Chinese, concepts of harmonization with nature are directed through the visual senses and by the reference to classical literature rather than physical participation in water-based sports.

Cormanya and Baloglu (2011) reviewed that the growing trend of traveling outside of one's country for medical services, commonly known as “medical tourism” is expected to continue to grow exponentially in the next ten years. With multiple destinations from which to select, and available information representing this type of travel being of variable
reliability, many prospective medical travelers turn to the use of a "medical tourism facilitator", who perform a variety of trip coordination responsibilities for the medical traveler. These medical tourism facilitators, themselves a new phenomenon to support travel to various global regions, may operate within the traveler's home country or the destination region. This study explores the services offered on medical tourism facilitators' websites to the prospective traveler. Through the application of correspondence analysis, it was discovered that differences in both website content and in services offered varied by the continent upon which the facilitator operated. With little yet known as to the motivations of a medical traveler in the selection of a specific destination, these discovered differences may be a first insight into regional differences that may play a role in such destination selection.

Torrent and Fluvia (2011) examined that decision making by tourism firms' managers and public policymakers is complex for many reasons. One of them is that many tourism products embed a combination of multiple public (external to the decisions of individual firms, related to location and essentially non-rival) and private attributes. Since tourists get satisfaction from each of the components of the product variety bought, managers face the daunting task of putting together, promoting and pricing a bundle of heterogeneous components. This paper draws on hedonic pricing literature to obtain insights (beyond making correct pricing decisions) for tourism firms' managers and public policymakers when dealing with products and destinations embedding public good components. An application to coastal hotels in tourism destinations of Catalonia is presented.

Ashwortha and Pageb (2011) observed that urban tourism has remained a consistent theme in the expansion of tourism research since the 1980s and several seminal papers (e.g. [Ashworth, 1989] and [Ashworth, 2003]) have reviewed the state of research and its progress towards a greater recognition. This Progress in Tourism Management review article moves our understanding and knowledge of the research agendas within urban
tourism by examining the paradoxes associated with such agendas thereby highlighting the need to adopt a less inward looking approach that interconnects with the wider domain of the social sciences, especially those of urban studies and the notion of world cities. We argue that understanding urban tourism will only progress by embracing these wider social science agendas so that tourism becomes integrated into these academic debates to progress the subject area.

A group of studies undertaken by Anand (1976), Singh (1978), Bhatia (1979), Chib (1980), Chand (1982), Srivastava (1983), Mathieson and Geoffrey (1985), Buttacharjee (1986), Negi (1987) and Bala (1990) advocated that tourism is the second largest industry in the world (next to oil). It is a multibillion dollar industry which contributes to the transfer of wealth from developed to developing countries. They stated that this industry has vast potential which ensures the simultaneous development of number of other related industries and is also an instrument for economic development. Tourism is an activity in which many individuals, firms, corporations, organizations and associations are engaged. These writers have written extensively about tourism policy with its recent developments and achievements. A perspective of tourism in the civil aviation of India is also emphasized. They further revealed that tourism is helpful in generating employment and has emerged as the single largest foreign exchange earner for India.

Another set of studies conducted by Kapoor (1976), Dutta (1980), Singh (1985), Tayal and Motwani (1985) and Kumar (1995) observed that India has vast potential for the development of tourist spots. They predicted that India’s enormous tourism potential is destined to attract an increasing number of tourists every year.

A study undertaken by Ferrario (1979) clearly stated that the ultimate test of what constitutes a tourist resource and the degree of its appeal largely depends on the preferences, interests and requirements of the tourists themselves. Chakraborty (1980) highlighted that tours organized by travel agents did not cater for the individual interest and
therefore a delay caused by one member of the group had to be borne by all.

Gopal (1979), Laxaman (1980) and Mishra (1982) observed that in India, tourists' stay for a longer period than they do in other countries. They predicted that by the end of 1990, India will receive 3.5 million tourists. They also pointed that India receives more tourists compared to other developing countries. India occupies 2.3 percent of world's areas and has around 15 percent of world population but its share in tourist's arrivals globally is only 0.3 percent.

Mishra (1993) and Panwar (1993) laid stress on the application of marketing concepts to tourism industry. They were of the view that in marketing cultural tourism, there is a need to take care of our culture and tradition. They further suggested that appropriate strategy should be formulated so that the current broad market base for the tourism industry can be maintained. They are of the view that there is a need to take our culture and tradition into consideration when cultural tourism marketing strategies are considered.

Kaul (1985), Gupta (1987), Sharma (1991), Batra and Kaur (1993) and Gupta (1994) pointed out that in ancient times Indian villages had club rooms and halls which served as rest houses for travelers and as centers of social life. Tourism departments of the states have spent a huge amount on places of interest. Apart from hotels, tourist cottages, bungalows, huts and rest houses have been built. They were of the view that the need to improve different types of services to national and international standards must be recognized. It was expected that in near future maximum steps will be taken to strengthen the infrastructure facilities of this industry. They inferred that resorts must provide and maintain high quality tourist facilities, service attraction and activities. They also opined that to provide better quality of foods, a formal system of quality control and checks must be introduced. They highlighted the problems faced by the tourists with respect to accommodation, high tariff
charges of hotels, poor sanitary services, power failures and high charges of coolies.

Studies of Dodson (1996) and Singh and Kaur (1985) found that tourism industry continues to change. They suggested that students by their ideas and participation in the field of tourism can become helpful and thereby boost this industry in India. They also revealed that physical, environmental, and to extent biological conditions determine the arrival of tourists in a particular country.

Further group of studies undertaken by Naqshband (1980), Bisht (1996), Battisi (1997), and Bansal and Gupta (1998) suggested that in order to minimize environmental degradation associated with tourism, there is a need to start from the grass root level by making common people aware of this industry. They opined that first as large population is for any nation in the same way mass tourism is destructive for nature tourism. They also revealed that in order to make eco-tourism everlasting and friendly, certain eco-conservation measures must be adopted. They further suggested that government should make tourism a year round activity, all the while keeping in mind that environment and ecological balance should not be disturbed.

Studies of Bhardwaj (2002) and Henderson (2003) found that the September 11 attack on U.S. affected tourism in India. They stated that after the attack, India did not offer any attractive packages for tourists in the same way as neighboring countries like China and Sri Lanka did. Instead, it tried to woo traditional visitors from Europe and United States, who after this incident were least interested. They studied the relationship between terrorism and tourism and examined the implications of the Bali bombing of Indonesia in 2002 and its adverse consequences on tourism in Indonesia.

Negi (2002), Chauhan (2006) and Sara (2008) suggested that Eco tourism has been accepted as a new approach as it provides decentralized opportunities for community development, stress on
appropriate use of limited resources and focuses on community
development in order to meet the social, economic and cultural needs of a
community. They opined that adventure and eco tourism activities can
help India to achieve the grand objective of turning it into a preferred
destination of tourists.

From the above analysis it is found that all these studies have
focused their attempts on the following areas:

- Problems faced by tourists.
- Tourism as an economic activity and as a source of employment
generation.
- Generation of foreign exchange.
- Tourism as a medium of social and cultural exchange.
- Tourist satisfaction and its role in the promotion of tourism.
- Role of tourism in the development of economy.
- Potential of tourism and its scope of development.
- Emphasis on adventure tourism and eco-tourism.
- Causes of slow growth in tourism industry.
- Government policies and strategies towards development of
tourism.
- Tourism management, education and professionalism.
- Marketing strategy for development of tourism.
- Personal administration in tourism industry.
- Impact of tourism industry on environment.
- Perception of foreign tourists towards tourism facilities in Himachal
  Pradesh.
- Promotion of cultural and heritage tourism.
- Maintenance of regional balance through certain employment opportunities in tourism industry.
- Promotion of national integration and international understanding.

Though the existing literature covers certain significant areas of tourism yet there remain certain unanswered questions:

- What is the present status of tourism industry in the state of Himachal?
- Exploration of hidden tourism potentials and how these areas can be tapped?
- Is there any possibility to tap the Buddhist circuit and adventure tourism in Himachal Pradesh?
- Whether the role of Himachal Pradesh Tourism Development Corporation in the development of tourism industry in the state is satisfactory?
- Has the evaluation of infrastructure facilities provided to the tourists been studied?
- What is the satisfaction level of tourists?
- What are the various problems faced by the tourists?

In view of these partially explored questions in certain scattered attempts made by some of the studies, there arises a need to undertake a study which could analyze and evaluate the performance of tourism & efforts of the department in the promotion of tourism development and to examine the extent of tourist satisfaction in the state.
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