CHAPTER – II

REVIEW OF LITERATURE, CONCEPTS AND METHODOLOGY

2.1 General

To develop clarity and comprehension in any study, it is necessary to review the various concepts, research methodologies and analytical tools used by other researchers earlier in their studies. Such an attempt would help the researcher to have a better and precise understanding of the perspectives of the research problem and would also facilitate the researcher to modify and improve the present analytical framework in the right direction. The findings to the earlier studies would guide the researcher in setting the hypothesis and objectives and to compare the findings. This chapter briefly reviews the concepts, research methodologies, analytical tools and findings of the past studies which are relevant to the present study.

2.2 Review

The review is presented under the following headings for better perception and clarity. This chapter makes an endeavour to study the existing literature on rural tourism, health Tourism, foreign exchange
tourism, coastal tourism, pilgrimage tourism, globalization tourism, development and eco-tourism, Indian tourism and problems faced by tourists of the study have been presented in this chapter.

2.2.1 Rural Tourism

Renganathan and Sabari Samundeeswari (2011)\(^1\) in their article reveal that the aim of this study is to analyze the opinion of the foreign tourists about rural tourism in India and also to ascertain the expectations of foreign tourists about the rural tourism destination like Karaikudi in Tamilnadu. Foreign tourists who visited Thanjavur and Karaikudi in Tamilnadu were included for this study. The findings of the research showed that foreign tourists included Karaikudi as a rural tourism destination in their itinerary because of its architectural monument, culture and traditional food. It is recommended to the concerned officials of tourism department to enhance rest room facilities and also to train tourist guides properly in order to take care of foreign tourists. It is suggested to the concerned officials of tourism department to include Karaikudi as a rural tourist spot in the itinerary of inbound tourists.

Vijay Thakur (2010)\(^2\) points out that, rural tourism has been internationally well recognized and considered as an important part of rural economy. The policy makers now accept that tourism is a major vehicle for generating employment and promoting sustainable livelihood. Tourism in rural area is growing faster than urban areas. Rural tourism will hasten
the process of development and give a change to the village folks to interact with the outside world. It will boost employment opportunities in rural areas and the products of rural artisan will find a ready market. One of the major problems in village tourism is that return on investment is very low. People avoid investing money in rural areas fearing that the project would not be financially viable.

Devesh Chaturvedi (2010) explains that the rural tourism initiative has been launched at 166 sites across the country. The objective is to revive these languishing traditions by providing backward linkages and forward linkages so that the benefits of tourism accrue to rural economy. The government provides support in terms of hardware component wherein essential infrastructure gaps are filled up and software wherein the capacity of the village community is built up for improving the service delivery and augmentation of income. The rural tourism sites commissioned have witnessed a quantum increase in foreign and domestic tourist arrivals and consequent increase in income levels with empowerment of local community including women.

Oscar Braganza D Melo and Carmlita D Mello (2008) in their paper, attempt to study the growth of 3S tourism in Goa and its negative impacts. Here, 3S means sea, star and sun.

Askwin Kumar Singh (2007) points out that, rural area attracts tourists because of their distinct cultural, historic, ethnic and geographic
characteristics. Rural tourism may be a relatively new concept in India. The people related to rural tourism in India are very vast, because, 72 per cent of the total population resides in its 7 million villages. India is one of the most diverse nations on this planet. It has got rich flora and fauna.

Siva Sankar Reddy (2007)\textsuperscript{6} says that rural tourism is essentially an activity which takes place in the countryside. It is multifaceted. Rural India has a rich tradition of art, craft and culture. Rural tourism is seen as a major avenue for this endeavor. Handicrafts in India is being organised in rural communities. The rural handicrafts provide a valuable contribution to tourism product. The economic life of the community as a major source of providing means of livelihood to many, help in sustaining our rural economy. A wealth of traditional arts and crafts are in favour with art lovers not only in India, but in many parts of the world.

Mohinder Chand (2005)\textsuperscript{7} says that rural tourism is a form of alternative tourism. In fact, it is relatively a new development against mass tourism. The term rural tourism has varying connotations across the globe. It is a well defined and developed concept in European countries such as U.K., Hungary, England, Greece and other developed nations. Unfortunately, this concept has not been taken up seriously in the developing nations like India. In early age, there was no concept of commercial guest accommodation such as hotels and other types of
accommodation. The local people met the demands of travellers and provided them various facilities.

Rural tourism may be defined as the recreational experience involving visits to rural environments for the purpose of participating in rural activities, interacting with local people and understanding the local culture, heritage and traditions and experience regality.

Anjan Bhuyan (2004)\(^8\) points out that the concept of rural tourism is comparatively new in world tourism sector. In India, the concept has not yet been popular. However, Federation of India Chambers of Commerce and Industry has initiated the promotion of the concept of rural tourism in India. Some states like Rajasthan and Orissa have taken some discrete steps towards this direction, the retrospect of which is yet to be made. However, the experiences of the West establish a common fact that the effect of rural tourism is catalytic in preserving aboriginal culture and tradition.

Rural tourism development can be successful only when the development process is linked with the aboriginal and local communities who provide physical assets as tourism products. The active participation of the rural community, the policy of maintaining eco-biodiversity and originality of traditional value system can never be accomplished.

Tourism entrepreneurship development has two-way benefits. First, it gives tremendous economic impetus to a region in the form of creation of
employment avenues and increased standard of living of the underdeveloped host community. Secondly, it is the wisest policy to conserve traditional cultural values with sufficient exposure to the world community and at the same time it provides security and advancement to the tourism products in a region.

Jaiendra Mohan Mishra and Laxmi Narayan Dash (2003)\(^9\) in their paper titled “Revitalisation of Rural Areas through Tourism” emphasize that systematic tourism development in rural areas through public participation can contribute towards the socio-economic development of these areas. The paper with the main objective of studying the socio-economic contribution of tourism to rural areas and the possible adverse impacts, highlights the tourism attraction of the rural areas such as pleasing weather and unpolluted air, natural and scenic beauty and unique culture. It also highlights benefits of the rural tourism such as creation of employments deduction of migration by villagers, preservation of culture, tradition and art forms and the eco tourism; and the adverse impacts such as cultural degradation, pollution and prostitution.

Dusmenta K. Giri (2000)\(^{10}\) says that rural tourism has been a neglected area, as the concentration so far has been on urban tourism, based on historical monuments or beach tourism around big cities. It is hence important to develop village tourism in order to tap rural India’s potential source of income and development.
Village tourism can create various self-employment opportunities and informal jobs. In urban tourism, for instance, two-thirds of the money spent in Thailand goes to businesses owned by foreigners. This would not happen in village tourism as the services like restaurants and accommodation will be owned and provided for by the locals only. But, caution has to be taken to see that consumer products are imported from outside and the infrastructure development like power and water supply is not only meant for tourists, but reaches local communities as well. Moreover, tourism is seasonal, so in urban areas, seasonal dependency of most jobs in tourism branch is seen as a disadvantage for the security of earnings, but it can be of advantage in rural areas for farmers who are able to work during off season and still be in agriculture.

Rural tourism will make at least three important contributions to tourism sector in India. It will provide an alternative to conventional mainstream tourism centered on historical monuments and beaches. Secondly, it will rejuvenate the rural sector which has so far remained neglected. Thirdly it will reverse the dangerous process of mass exodus from rural to urban areas. With new activities and avenues for income in rural areas, the ‘economic push’ migration of villagers should decrease.

Tejvir Singh (2000)\textsuperscript{11} says that rural and farm tourism are some of the best practices in sustainable tourism where the scale of development has been better matched with local resources and institutional capacity.
Tourism supplements farm incomes which are generally low. Countries like Austria, Sweden, Germany, France, England and Wales have a good tradition of rural tourism. Rural tourism presents a better integration with the environment.

2.2.2 Health Tourism

Ramya M. Vijaya (2010)\textsuperscript{12} talks about medical tourism where patients travel to low-cost developed countries for health procedures. Trading in services has been viewed enthusiastically as the new vehicle of development in many developing economies and host governments are adopting policies to promote health tourism. However, viewing the health sector as merely another commodity to be traded for profit poses several contradictions to some of the main goals of a healthcare system. Institutional economists argue that viewing health care as a marketable commodity diminishes the propensity for accepting social responsibility for healthcare. The result inevitably, is a segmented and inequitable healthcare system, which limits the positive externalities from collective good health.

Many developing countries have entered the market to provide health services to foreigners. However, country-wise specific figures noted in various studies indicate a considerable and increasing volume. 400,000 foreign patients are estimated to visit Thailand for treatment each year. A 150,000 were expected to have traveled to India in 2004 with an expected
increase of about 30 percent each year since. The revenue earning potential of health tourism for the host economies has been much touted.

In the traditional neoclassical economic calculus, feedback between the domestic and foreign healthcare sector within an economy would be through the income effect. That is, income growth is the answer to all living standard issues, including healthcare. The revenue earned from treating foreign patients contributes to overall income growth in the economy, which in turn would lead to improved general living standards that include domestic healthcare facilities.

Sarngadharan (2009)\textsuperscript{13} points out that ayurvedic health care tourism implies visits for improving one’s health, to an ayurvedic health resort for undergoing traditional ayurvedic health care therapies. It is the selling point for Kerala and it has put the state on the tourism map of the world. The marketing system is analyzed by considering variables such as marketing programmers, product planning, product concept, product features, product demand, quality of service, pricing decisions, marketing control, attitude of the management towards innovation, surplus maximization, marketing research, brand image, consumerism, mission and effectiveness of marketing system.

The analysis on the effectiveness of the marketing control mechanism leads to the conclusion that it has a favourable impact on improving the operational result of the ayurvedic health tourism centre in
the state. The increase in the arrival of foreign tourists to the state for ayurvedic care, year by year, is also a sign of the favourable contribution of the effectiveness of marketing control. The health tourism industry in Kerala, for its development by attracting clients from all over the world, is committed to the creation of brand image.

Ajith Sims (2008)\textsuperscript{14} says that tourism is unique because it involves industry without smoke, education without classroom, and integration without legislation and diplomacy without formality. But medical tourism can be broadly defined as provision of cost effective private medical care in collaboration with the tourism industry for patients needing surgical and other forms of specialized treatment. This process is being facilitated by the corporate sector involved in medical care as well as the tourism industry. Medical or health tourism has become a common form of vacationing and covers a broad spectrum of medical services. It mixes leisure, fun and relaxation together with well being and healthcare.

Sampad Kumar Swain (2007)\textsuperscript{15} says that medical tourism is the act of traveling to other countries to obtain medical, dental and surgical cure. Medical tourism can also be defined as a provision of cost effective personal health care in association with the tourism industry for patients needing surgical healthcare and other forms of dedicated treatment.

India is known in particular for heart surgery, hip resurfac and other areas of advanced medicine. The government and private hospital groups
are committed to the goal of making India a world leader in this industry. Its appeal is low-cost treatment. Most patients from countries like USA & UK travel to India for treatment because India offers the cheapest pricing options of treatment, good holiday and no waiting lists or queues to stand in India boasts of several good private owned hospitals with good facilities and well trained doctors.

Bhawani Cheerath (2002)\textsuperscript{16} says that, bring in a tourist and send back a friend is the idea behind the emerging tourism policy of the government of Kerala. The southern states are under the spotlight as popular holiday spots for the tourist are emerging. Tourism as an industry was not known in the 70’s when medium and small entrepreneurs offered hospitality which was a far cry from the comfort of the five-star hotels. The small groups that came here as part of tie-ups with travel agencies relished the “back to nature” content in the packages offered to the visitor.

Recreating an old world charm with accommodation in Kerala style cottage with ethnic cuisine and a herbal oil bath added that special touch to the visitor’s special experience. Thousands of foreigners come to Kerala for the local concepts of rejuvenation and restoration that is embodied in the Ayurveda system of treatment.

\textbf{2.2.3 Foreign Exchange Tourism}

Ramya M. Vijaya (2010)\textsuperscript{17} in his study on the financial efficiency of private hospitals in India, notes that the dependence on imported medical
equipment exposes the private hospitals to considerable foreign exchange risk and increases their financial vulnerability. Therefore, the government has declared medical tourism as an export oriented one due to its foreign exchange earning potential, because the net gains are not be so clear cut.

Duraisingh (2010)\textsuperscript{18} in his study has given suggestions that would pave a way for evolving suitable policies for promoting employment opportunities, infrastructure facilities like road, railway, water supply and telecommunication. Introducing more details about ayurveda and yoga will help both foreign and domestic tourists. Health / wellness tourism has been one of the strongest growth sectors over the past few years for Kerala, which has attracted attention as the home of ayurvedic medicine- an ancient Indian science of natural medicinal herbs used for curative and relaxation purposes. Kerala is extremely rich in terms of culture and heritage, the traditional classical and folk arts in the state dates back over a thousand years.

Ramalingam (2005)\textsuperscript{19} says that tourism involves earnings. Tourism is, therefore a composite phenomenon, which embraces the incidence of a mobile population of travellers who are strangers to the places they visit. It is essentially a pleasure activity in which money earned in one’s normal domicile is spent in the place visited.

Tourism is the only industry, which touches all aspects of our everyday life. It helps in diversification of economic activity and in
developing backward areas. Socially, it brings the people of different nations closer through mutual understanding and cultural assimilation. It is now recognized as an activity generating a number of social and economic benefits. It also promotes national integration and international understanding, creates employment opportunities and augments foreign exchange earnings. Tourism gives support to local handicrafts and cultural activities too.

Allen M. Williams (1996)\textsuperscript{20} says that foreign exchange earning countries have embraced tourism as a way to increase foreign exchange earnings to produce the investment necessary to finance economic growth. Some countries even require tourists to bring in a certain amount of foreign currency for each day of their stay and do not allow them to take it out of the country at the end of their vacation.

If tourists make purchases in the country of origin for services to be delivered at the destination, the transfer payments need not be made for the services provided. Foreign exchange earnings can be reduced when host governments exempt duties on foreign-owned companies or offer financial inducements to them to attract investment.

\textbf{2.2.4 Coastal Tourism}

Beula Celin (2013)\textsuperscript{21} says that Tourism is a major contributing sector in the modern globalized economy. Tourists spend billions of dollars in the countries they visit. Tourism occupies a prominent place in the ever
changing modern world. Thus, tourism is one of the foreign exchange earner. It benefits almost all sectors of each and every economy. Kanyakumari was chosen as study area because of its high degree of tourism development and high level flow of tourists.

Ishwara (2010)\textsuperscript{22} points out that tourism provides pleasure and leisure activities away from the home environment. Tourism is the only industry where the consumer goes to the doorsteps of the product, unlike in other industries, where the products are delivered at the consumer’s doorsteps.

Important beaches need to be identified for development as tourist’s center and basic facilities like transport, hotels and shops around need to be developed. In order to develop tourism industry, tourism education awareness programmes should be organised either by the educational institutions or by the tourism department for creating awareness of tourism among the auto rickshaw drivers, shop owners, hotel owners and public at large.

Ravi Bhushan Kumar (2007)\textsuperscript{23} says that today beach tourism is the mainstay of several countries and they are playing very important role in the development of several countries. Hence, those countries which are blessed with beautiful beaches are trying their best to attract more and more tourists.
2.2.5 Impact of Tourism

Haseena, V.A., and Ajims P. Mohammed (2014) have portrayed the state of Kerala in Southern India as a possible ‘model of development’. Thanks to its ability to improve the socio and economic conditions of the poor through public action and popular mobilisations. Kerala’s hard own achievements in social development may be unraveling because of serious economic and financial crises that have afflicted the state in recent time as well as because of squabbling between major political camps within the state. Tourism is one of the past growing industries in the world. When considering India, undoubtedly there is an unlimited scope of tourism development in the South Indian state of Kerala which would definitely bring up the economic growth of the country. Kerala is today the most acclaimed tourists destination in India with its super brand ‘God’s Own Country’ and is continuing as one of the prime tourists destinations of South Asia. Tourism industry in Kerala not only felicitates infrastructure development but also help in balanced and sustainable regional growth by generating income and creating employment opportunities. There is a high degree of widening the service in this industry with the help of technology and infrastructure in connection with the globalization process. The scope and opportunity of developing the tourism in Kerala, focusing and exploring its natural resources and cultural inheritance and the very
traditional nature of simplicity and services is very essential to examine in the present context of development scenario.

Ishwara (2010)\textsuperscript{25} explains the impact of tourism on the society. He reveals that the development of tourism in a given region has impacts and may vary across different regions and with different tourism products.

Madhuri Saikia (2010)\textsuperscript{26} points out that tourism is the only industry where employment and foreign exchange is generated even at a low cost. Tourism comprises of a lot of activities ranging from small scale business like selling of souvenirs, to supplying food stuff, organizing events, managing the hospitality sector etc. The changing trend of tourism has given opportunity to both developed and the developing world, to use tourism for socio-economic development.

In the case of economic impact of ethnic tourism, it is important to see the indirect impacts arising from the additional income generated by consumer spending. The impact in this instance was gauged in terms of income generation, foreign exchange earnings, job creation, and the degree of linkage between tourism and other economic sectors.

Ravi Bhushan Kumar (2007)\textsuperscript{27} says that in India several studies on various types of impacts on local society have been done by individuals and groups. However, these studies need to focus on the impacts on tourists and tourism plants.
Tzong-Biau Lin (1991)\textsuperscript{28} says that tourist arrivals increase the various supplies and services, needed by hotels, catering and transport operators, and other facilities. It means that tourism becomes a key element in the business environment for existing companies. Due to tourism, construction industry benefits from hotel and infrastructure projects, dairies, market gardeners, and fruit farmers have new customers, garages are required to supply service and fleets of delivery vehicles and rental cars.

Elwood A. Pye (1990)\textsuperscript{29} says that the impact of tourism provides information necessary for the formulation of tourism development policies. These policies determine the type of infrastructure and superstructure a country needs, to encourage the most appropriate kind of tourism. However, because of problems of definition and because of the relative inaccuracy of tourism statistics, it is difficult to measure the economic impact of tourism accurately.

The impact of tourism is closely linked to the level of economic development in receptor countries. For instance, tourism receipts in small insular tourist receptor countries may be used to finance the goods and services consumed by tourists. In these cases, the impact is weak and may even be negative when natural resources have been damaged or destroyed by tourists. However, these situations are exceptional and the economic impact of tourism is generally positive in most countries. Thus, a major
objective of policy-makers is to find ways and methods of reinforcing the positive effects of tourism and diffusing them throughout the whole economy of the country.

2.2.6 Pilgrimage Tourism

According to Anand Singh (2007) pilgrimage is a structured institution that is composite of all relevant features constituting the socio cultural ecology of individual pilgrim behavior. It is used to label the journey of any individual undertaken to a sacred place with the idea that he is a pilgrim. Through the millennia of human history, in every corner of the world, wanderers have moved out of their homes and travelled frequently to dangerous stretches of unknown destinations in search of sanctified places. So, a pilgrimage is a site where people gather to create symbolic reflections of existing social relations. Buddhist pilgrimages are no exceptions to this rule.

Biju (2002) is of the opinion that one of the greatest services Buddhist pilgrimages have rendered to India as a whole is that it has impressed upon all people, fundamental unity in the midst of apparent diversity. It is through this institution that India has been transformed into a vivid and visible reality. The Buddhist pilgrimages made the people realize that India is culturally one and offered them the chance of acquiring a wide outlook by travelling to distant places taking long journeys. It
reflects the simultaneous and symbolic growth of both biographical and pilgrimage traditions.

### 2.2.7 Globalisation and Tourism

Motiram (2007)\(^{32}\) says that tourism has created new horizons for socio-economic development and is assumed as an important item for world trade. Thus, it has tremendous potential for contributing to its socio-economic growth. In fact, the story of tourism and socio-economic development are interrelated as both are connecting the world on an unprecedented scale with unimaginable speed in the year of globalization.

Motiram (2005)\(^{33}\) explains how globalizing economy has boosted tourism industry at national level as well as regional level. Tourist flow has gone very high in the world after globalization and its socio-economic consequences have been observed everywhere.

Globalization has not only brought progressive revolution in the field of economic, commerce, trade, finance, transportation and communication, but also in tourism sector. Globalization has received a booming response in economic reforms as well as in acceleration of tourism sector. The impact of globalization and tourism can be assessed from the fact that today tourism has become a multi-billion dollar business and the second largest economic sector after petroleum and the single largest employment generator in the world. It is also important to note here that at present tourism accounts for 12 percent of the world’s economy.
Globalization provides direct capital investment opportunity to entrepreneurs especially in the development of hotel industry, accommodation, resorts, restaurant and other related tourism infrastructures and facilities. It intensifies labour market and offers enormous opportunities of jobs to skilled and unskilled laborers, women and young people, indigenous and rural people and so on. It will support international tourism as the ultimate way to economic growth as well as sustainable development.

Marie-Francoise Lanfant (1995)\textsuperscript{34} says, international tourism is defined in terms of those individuals who cross national frontiers in order to travel or stay for non-professional reasons in a country other than their own. Since 1960s statistics has shown an uninterrupted growth in the movement of international tourists.

Elwood A. Pye (1991)\textsuperscript{35} points out that the international tourism expenditure is defined as expenditure of outbound visitors in other countries including their payments to foreign carriers for international transport.

The World Health Organization has identified the health risks in international tourism and has proposed a number of measures to be incorporated in the international tourism policies. International tourists are exposed to a number of health risks. These can be categorized as health risks while travelling and health risks at the destination.
Sudarshan Reddy (2012)\textsuperscript{36} in his study reveals that food and transport facilities are found to be good for majority of the respondents. Majority of the pilgrims are disappointed in terms of stay, information, public relations, devotee relationship management, provision for feedback etc. In aggregate terms, the overall satisfaction for pilgrims attributable to their pilgrimage tourism is found to be high only for 13 per cent of the devotees. Hence, the temple authorities concerned must encourage pilgrimage tourism by ensuring the necessary infrastructure by treating devotees as their customers.

\textbf{2.2.8 Developmental Tourism}

Rajan Babu et al., (2012)\textsuperscript{37} in their article suggested that increasing tourist arrivals have led into adventure travel, cultural tourism, weekend gateways and several other tour categories. Monument tours still get the maximum revenue in India but weekend gateways are fast catching due to the domestic market. Tourism experts say that things are looking positive and the foreign media's interest in India is growing. These trends raise optimism among tour operation, agents and others involved in this industry.

Diganta Kr. Mudoi (2011)\textsuperscript{38} in his paper reveals that, it is now well recognized that tourism in North, Eastern Region has a vast potential, which is yet to be exploited fully. It is necessary to develop all the sectors of the economy, for the economy of the north eastern states, tourism can be
a path towards development. But, to develop the tourism sector in North Eastern Region there is a need to promote the existing products in a proper way. What is more important is the creation of peaceful atmosphere so that tourists can enjoy their stay. Keeping in view of the deficiencies of tourism growth and the development potentials of this industry in employment generation, it is high time to take urgent steps by the government of each states of the region to boost the tourism sector in the region.

Bheemaraj (2008)\textsuperscript{39} says that many local authorities however, do not yet have much experience in planning, developing and managing tourism. Consequently, their efforts in tourism may misdirect and waste valuable resources. Proper planning, effective implementation of development and effective continuous management of tourism are essential if the benefits of tourism to local areas are to be optimized and potential problems minimized.

Total sustainable tourism development approach advocates for proper exploration and utilization of tourist resource base, so that the direction of development should be as per the needs, not only of the present but also of future. The ministry of information and tourism has been charged with the responsibility of supervising the implementation of the national goals in tourism development as laid down in that plan. Dialogue
on whether the ministry is faithfully carrying out this mandate is indeed very desirable.

Prasanta Bhattacharya (2005)\textsuperscript{40} says that one of the characteristics of under development is that of deficiencies in basic infrastructures. The tourist industry illustrates the elementary basic need. Its infrastructures make an incentive contribution to the growth of rural economy. It has been claimed that, in part, the development of alternative forms of tourism has resulted from the need to address these problems.

Vinu Kumar (2004)\textsuperscript{41} says that economic diversification and technological improvement has created a conducive environment for tourism development in the present age of globalization. India and south East Asia have been gearing to achieve significant progress in the field owing to a number of encouraging factors. India has vast geographical spread and great historical and cultural heritage, which are excellent conditions for growth in this sector.

The development process should involve the local community and lead to the overall economic development of the area. The type and scale of tourism developments should be compatible with the environment and socio-cultural characteristics of the local community and planned as a part of the overall area development strategy, guided by an integrated land-use plan and associated with commensurate expansion of public services.
Edward Elgar (2001)\textsuperscript{42} says that the importance of tourism to national economic development can be measured in a number of ways. The most important of which are its contribution to the balance of payments, income, employment and other sectors of the economy. The balance-of-payments contribution has received the most attention. The importance of tourism in the invisible account of international trade has long been obvious in countries such as Spain where, indeed, it was promoted as part of a long term economic strategy.

The role of tourism in national development also depends partly on the organization of capital and, in particular, on the penetration of international capital. International capital can be involved in tourism development in a number of ways, including direct ownership of facilities by large companies, individual ownership of second homes, and ownership of the means of transport. In terms of the ownership of foreign facilities, hotels have been the most obvious recipient of direct foreign investment.

Elwood A. Pye (1993)\textsuperscript{43} explains that it is damaging to follow tourism policies with the sole objective of increasing foreign reserves. International and domestic tourism in every country should be on an overall policy which link tourism development plans with social and economic development plans. Macroeconomic tourism policies evaluate the multiplying effects of these policies on production and consumption and
assess the limits of the policies with respect to the protection of the natural and social environment.

Allan M. Williams (1988)\textsuperscript{44} says that in the process of national development, care must be taken not to over generalize the role of tourism in regional development. This role is conditioned by a number of considerations. One important element is the number of tourists and whether they exceed the tourist carrying capacity of a region. There are usually critical number of tourists which can be integrated into regional economic and social structures and beyond this any increase will result in a transformation of these structures.

Capital in tourism development tends to be highly polarized between a few large groups and a mass of small, family-owned enterprises. The former will have access to the capital resources of large groups or to banking or institutional capital. However, venture capital has been notoriously loath to invest in smaller tourist businesses.

Robert Christie Mill (1985)\textsuperscript{45} says that the development of tourism must take into consideration all the factors and these must be integrated into the general development of the country. Tourism is a multi-faceted activity which permeates nearly all the sectors of national life. It has therefore to be considered not sectorally but globally bearing in mind all its social, economic, cultural and educational components.
Thus, tourism is not only an economic activity of importance in as much as it earns a country plenty of foreign exchange but also an important medium of social and cultural development and also of building lasting goodwill and friendship among the nations of the world. Besides, it helps in the regional development of the country and acts as a means of social educator and better understanding among the peoples in different regions of the country. In the long run the most important contribution of tourism is the bringing about of better understanding between different cultures and life styles.

2.2.9 Eco-Tourism

Abhimanyu Singh Arha (2010)\textsuperscript{46} states that ecotourism appeals to ecologically and socially conscious individuals. Generally speaking, it focuses on volunteering, personal growth and learning new ways to live on the planet. It typically involves travel to destinations where flora, fauna and cultural heritage are the primary attractions. It gives insight into the impact of human beings on nature and also a greater appreciation of our own natural habitats.

Mohan Rao (2007)\textsuperscript{47} says that the national eco-tourism policy and guidelines aim to preserve, retain and enrich natural resources and to ensure regulated growth of eco-tourism with its positive impacts on environmental protection and community development. Under these
guidelines, the government has prioritized several projects in various parts of the country.  

Sampad Kumar Swain (2007) says that the concept of ecotourism has got wide-ranging acceptability cutting across the countries whether the state of environment and ecology are partly or wholly affected. In the era of globalization, competition among the countries for the energy production by exploring natural resources like water, coal, uranium etc. has become a great concern as the raw materials are getting exhausted hour after hour and at the same time the ecological surroundings are also unbalanced noticeably. This loss of ecology and environment is irreparable. Thus, ecotourism has become a matter of concern in government, industry, academic and even community circles in recent years.  

According to Vinay Tandon (2007) eco-tourism is a form of tourism that is inspired primarily by the natural history and the environment of an area. Profits that may originate from this programme are used for sustainable economic development and to fund local conservation projects for the preservation of the environment. The host country, state or the region can pursue a managed approach with the support of the local community and with a commitment to establish and maintain the sites, market them appropriately, enforce regulations and use
the proceeds of the enterprise to fund the areas land management and community development.

Santhosh Kr. Upadhyay (2006)\textsuperscript{50} says that eco-tourism, a newly developed concept, which developed in the last quarter of the last millennium, is a linking bridge between nature and modern life style. It is the most fascinating form of nature based tourism. Ecotourism is not only nature based tourism attractions where visitors go and enjoy nature and its surroundings but its with learning about natives, culture, nature and environmental challenges to be faced.

Ecotourism is very important to India and it is therefore important to preserve and sustainably manage her natural resources. India has so many parks and reserves which provide an exceptional tourist product and afford tourists the opportunity to experience the diversity of nature and all its facets throughout the country. India has diversity of scenery such as cold mountains and coasts, gravel plains, dunes, scrublands, wetlands and rocky hills.

A fundamental requirement for ecotourism to be practiced is control on access to an area. Various hill stations or beaches therefore do not get categorized as ecotourism destinations because it is impossible to control access to them. National parks and wildlife sanctuaries are, on the other hand most amenable to regulate access and thus, most suitable as ecotourism destinations. The protected area network in the country
therefore becomes the most logical starting point for the development of ecotourism.

According to Raghavan (2006)\textsuperscript{51} eco-tourism is a viable means for communities and individuals to earn their livelihood. Belize opines that the integration of tourism and the environment through ecotourism may provide an influential tool for the conservation of natural wildlife in contribution to the socio-economic incentives to preserve the natural wildlife population and habitats. This may contribute to the influx of foreign currency much needed for capital investment.

Abdul Kalam (2006)\textsuperscript{52} says that the tourist facilitation center, shop court, garden, plazas, picnic area, nature trail, rock climbing, river crossing, amphitheatre, restaurant, suspension bridge, lotus pond, musical dancing fountain, sculpture garden, deer rehabilitation center, boating and battery powered vehicles are necessary to develop eco-tourism.

Divya (2006)\textsuperscript{53} says that ecotourism is one of the faster growing trends in the worldwide tourism industry and is being promoted as a means of giving nature value and hence of achieving sustainable tourism. It is a purposeful travel to natural areas to understand the cultural and natural history of the environment, taking care not to alter the integrity of the ecosystem, while producing economic opportunities that make conservation of natural resources beneficial to local citizens. Man of the new millennium is becoming more and more conscious of the necessity of
sustaining the nature. So, there is a great scope for studies and research related to the multi-faceted aspects of ecotourism all over the world and it will be increased substantially in the years to come.

Mathew (2004)\textsuperscript{54} says that the ecotourism society has defined ecotourism as responsible travel that conserves the natural environment and sustains the well-being of the local people. A slightly less restrictive definition offered by the international resources group describes ecotourism as travel with a concern for the environment and with an appreciation of natural attractions being the prime purpose of the trip. While mass tourism concentrates on nightlife, urban attractions, dining and shopping, ecotourism relates itself with exotic wilderness, learning about natives, culture, nature and environmental challenges to be faced.

Ideally, ecotourism is environmental friendly and sustainable tourism, which also benefits the local communities. But in fact, many eco-tourism ventures destroy the very ecosystems they claim to protect. With poor planning eco-tourism ends up in environmental degradation.

Biju (2004)\textsuperscript{55} states that eco-tourism is a new concept in tourism industry. It denotes a purposeful travel to natural areas to understand the cultural and natural beauty and history of environment, taking not to alter the integrity of the ecosystem, while producing economic opportunities that make conservation of natural resources beneficial to the local people. Within the international tourism, eco-tourism is a fast growing segment. It
can be defined as a nature based tourism that involves education and interpretation of natural environment and is managed to be ecologically sustainable.

Vijai Caprihan (2004)\textsuperscript{56} says that ecotourism is an amalgamation of two separate concepts, ecology and tourism, but viewed jointly as two sides of the coin. It assumes great significance both for ecological conservation and development of tourism. It ensures satisfaction, and is conducted for small, homogeneous groups. Its inspirational and emotional approach is valuable because it does not aim at looking at nature as consumable items but as something to be appreciated for its own sake.

Since the essence of ecotourism lies in admiration of nature and outdoor recreation, it encompasses wide range of activities such as trekking, mountaineering, bird watching, boating, rafting, biological explorations and visiting wildlife sanctuaries. In that it is akin to adventure tourism with the difference that whereas adventure tourism looks for thrill, ecotourism ensures satisfaction. Its inspirational and emotional aspect is valued because it does not aim at consumptive erosion of natural resources.

Biju (2003)\textsuperscript{57} states that ecotourism involves travelling to relatively undisturbed natural areas with the specified object of studying, admiring and enjoying the scenery and its wild plants and animals, as well as any existing cultural aspects found in these areas. Nature tourism is distinguished from mass tourism or resort tourism by having a lower
impact on the environment and by requiring less infrastructure development.

Ecotourism can be considered as a perfect economic activity which promotes both sustainability and development. In general, sustainability is defined as the development that meets the needs of the present, without compromising the ability of future generations to meet their needs. In tourism industry, the idea of sustainability development relates to a search for a balance between three elements: the tourists, the place and the host community.

Santhosh Yadav (2002)\textsuperscript{58} says that the world tourism organization has defined it as tourism that involves travelling to relatively undisturbed natural areas with the specified object of studying, admiring and enjoying nature and its wild plants and animals, as well as existing cultural aspects found in these areas. Eco-tourism is environmentally responsible travel to areas in natural, in order to enjoy and appreciate nature that promotes conservation. It has a low visitor impact and provides for beneficially active socio-economic involvement of local peoples. In sum, the definitions focus on three significant aspects: nature, tourism and local communities. It differs in a meaningful way from mass tourism that aims at consuming nature and leaving it depleted on more than one front. Conservation, sustainability, and biological diversity are the three interrelated aspects of eco-tourism.
Eco-tourism has been defined variously as an economic process where rare and beautiful ecosystems are marketed, or as tourism with a specific motive of enjoying wildlife and underdeveloped areas of nature or as purposeful travel to areas to understand the culture and natural history of the environment taking care not to alter the integrity of the ecosystem.

India is one of the seven biodiversity countries of the world and has a rich cultural heritage. It has immense potential for eco-tourism development through which conservation and economic development can improve. But usually, mass tourism and uncontrolled tourist traffic prove detrimental to the already fragile and depleting eco-system of the mountains. Researchers in the field are not wrong in observing that sometimes tourism destroys tourism. But, the adoption of the principles of eco-tourism can help regain for them their fast vanishing beauty and help the locals in improving their economic conditions and maintain their cultural integrity.

Jagmohan (2002) says that ecotourism should not be viewed as nature tourism alone. It must have a wider scope. It must help in eliminating poverty, in ending unemployment, in creating new skills, in enhancing the status of women, in improving overall environment, in promoting dialogue amongst civilizations and in facilitating the growth of a more just and fair world order. It must also act as a smokeless industry and
its ecological footprints should be so soft as not to admit their early obliteration by the sands of time.

2.2.10 Indian Tourism

Devesh Chaturvedi (2010)\textsuperscript{60} explains that the promotion and marketing of Indian tourism under the brand Incredible India has contributed in developing immense interest in Indian tourism products. Government, along with the private sector has followed an integrated 360 degree communication strategy in the key overseas markets. The strategy involves promotion and marketing through print, electronic, internet and outdoor media in a coordinated way to achieve the synergy. The creative plan developed by Government of India in collaboration with the private stakeholders have received an overwhelming response in the international market and recognized through series of awards and accolades.

Tourism in India has tended to be regarded as an elitist activity conducted primarily for the purpose of earning foreign exchange, its vast potentials as an engine of growth and employment generator has remained largely untapped. Indian tourism faces an acute shortage of appropriately and adequately trained skilled workers and levels of professionalism must be seriously addressed.

Anindya Dutta (2007)\textsuperscript{61} says that this is a kind of intra India competition which is harming the individual tourism prospects of each state as a unique tourist destination. The Incredible India campaign targets
the foreign tourist and so does the state tourism campaigns. Each state is vying against the other in an unhealthy competition for their share of the tourism gains.

Abdul Kalam (2006)\(^\text{62}\) says that India’s spice tourism produces consistently delicious results, since the delicate balance of flavours has already been perfected by their professional chefs; those short on time or new to cooking Indian food don’t have to struggle to collect and blend a myriad different spices and herbs. The spice production in India, as much of the agriculture in the country, is undertaken in million of tiny holdings and determine the livelihood of large number of the rural population.

Annamalai Murugan (2005)\(^\text{63}\) states that India has been late in developing tourism. Understandably, immediately after independence the focus was on key areas like agriculture, industry, irrigation, infrastructure and the social sectors. Tourism started receiving attention in the last decade. The tenth plan has increased the allocation to ₹2,900 crores for tourism, giving it a five-fold growth over the ninth plan, which is unprecedented.

A striking feature of Indian tourism is the average length of stay of foreign tourist in the country. The estimated average length of stay for tourists is 31 days, which is extraordinary when compared to international average. The long length of stay indicates the character of the average
foreign visitor as serious minded and exploratory, vindicating the fact that
India has vast variety to offer the tourists.

Mahalingam (2003)\textsuperscript{64} says that India is endowed with vast tourism
potentials with thousands of tourism destinations to attract millions of
tourists from different parts of the world. India, with her rich culture, has
attracted large number of tourists even during ancient days. Even
Christopher Columbus who ventured to reach India in 1492 landed in
America which was till then unknown to the rest of the world. This led to
the discovery of America. However the potentials and the opportunities of
tourism in India remain under exploited.

Vikas Priya Rajuvedi (2002)\textsuperscript{65} says that the moment a tourist sets his
foot in India, there is a tendency to view him only from the point of view
of making money. Astronomical amounts of money are charged from him
for accommodation, local travel, food and local handicraft items. Our
newspapers are full of stories of tourists being cheated, incidence of
robbery, eve-teasing, rape murder, etc. All these present a very dreary
picture of the country discouraging people to visit India.

Shalini Singh (1991)\textsuperscript{66} comments that if travel and tourism are ways
of enlightening the spirit and broadening the mind, they have been
practiced for centuries in India, whose people have long expressed a
common sense of community in organized religion. The purpose was less
to gain liberation from work and more to liberate the soul and have been
taken by people of all ages, especially the elderly. In particular, a distinct expression of senior tourism is found in the pursuit of salvation.

Indian tourism policy deserves much appreciation. But still the machinery that implements these policies must be examined for its many shortcomings. This is where the political will is needed. Unfeasible economic strategies, debilitating political instability and irrational social conservation are the real leviathans threatening the tourism industry. Most importantly, the one element that over rides all others and which is almost ubiquitous not only in India but throughout Asia, is the unreasonable imposition of red-tapism. In voicing its concern over this issue, the WTO has pleaded with Asian countries to eradicate this problem to ensure healthy and vibrant tourism development.

2.2.11 Problems Faced by Tourists

Pravin Gaonkar (2012) in his article reveals that tourism, a major engine for the economic growth of the state demands utmost urgency to modernize the industry. A guaranteed multiplier effect is expected by the approach planned development of the tourism sector on the employment generation especially rural employment and economic development and impetus for rural employment generation. Given the potential for more tourists’ attraction the development of tourism is an obvious choice for the state of Goa. The emphasis on domestic tourism as a major driver of tourism growth is focused in the national tourism policy and also in the
policy of the state of Goa. Goa is the only state after Kerala where beaches are the focal points of the tourism industry. It is for this reason that Goa is known as the beach country of India.

Anil Kumar’s (2008) article on “Tourism: Impact of Negative Factors on the Community- Case of Kerala” is published in the journal of business studies, July 2007. The author collected 300 samples from the selected major tourist districts of Kerala such as Trivandrum, Kollam and Ernakulam. Of the 15 negative factors which directly affected the host community, eight factors were opined by the host community as major, five as mild and two as minor factors.

Pattanayak and Devasis Jena (2004) have done a work on “Problems and Prospects of Ecotourism in Andhra Pradesh”. They have pointed out that this shows concern of a government that thinks positively towards maintaining the ecological balance while going for developmental project. It is again noted here that the government of Andhra Pradesh being the first in many innovative measures, such as vision 2020 would make an earnest effort in promoting ecotourism while maintaining the environment and the cultural heritage of the state. So that the policy makers, of Andhra Pradesh would take precaution in safeguarding local interests while promoting the call of 21st century tourism: eco-friendly travel.
Theoretical Background

In economic analysis, the term Balance of Payments is a very useful and meaningful concept. The concept of Balance of Payment is used in two sense: Simple and Analytical. In a simple or narrow sense, the term of balance of payments is used to the systems of accounts relating to a country’s international economic transactions. In a broader or analytical sense, the term balance of payments is used to express the relationship between the effective demand for an supply of a country’s currency. A deficit in the balance of payments suggests that demand for the country’s currency is less than its supply in the foreign exchange market. Similarly, surplus balance of payment implies that the demand is in excess of supply. This kind of analytical interpretation of the Balance of Payment helps in examining such questions as: exchange rate policy, the relationship between internal and external equilibrium and alternative methods of correcting balance of payment disequilibrium.

Living standards differ greatly across countries. So do the rates at which these standards change. Some countries grow richer quickly, others slowly. And in some of the poorest nations the standard of living has declined over prolonged periods of time.

Macro economists have emphasized the accumulation of physical and human capital as major forces behind income growth. The same macro economists treated technological change as an exogenous process.
Finally, economists use the concept of total factor productivity (TFP) to measure the joint effectiveness of all inputs combined in producing output.

Technological change is an important determinant of total factor productivity. This was Solow’s original view, as well as the view of both his disciples and his critics.

Tourism has come a long way from the luxury good it was perceived to be in the centrally planned Indian economy of the post-Independence era. It received little attention from the government until the 1960’s, after which its foreign exchange-generating potential was recognized in a closed economy severely short of foreign exchange. At the time, tourism infrastructure and services were limited and only the government had the resources, or indeed the incentive, to invest in these. But committing resources to tourism meant diverting them from areas such as agriculture and infrastructure, which were in dire need of investment. This called for very focused development of tourism, aimed mainly at generating foreign exchange, and an implicit decision was taken to attract high-end foreign tourists by investing in air capacity and luxury accommodation like the Ashok Hotel in New Delhi. In 1966, the government set up the India Tourism Development Corporation to promote the country as a tourist destination abroad, and to develop a hotel network for these tourists.
International travel to India, in contrast, despite being the focus of tourism policy and programmes for the last forty years, has remained at almost the same level for the last decade.

Till recently, tourism was considered an elitist activity conducted primarily to earn foreign exchange. It is only recently, in the National Tourism Policy of 2012, that the industry’s potential as a catalyst for growth and employment generation has been recognized. Strong linkages between tourism and almost all sectors imply that the multiplier effect of tourism related expenditure is very high, especially till the mid-1990s when the leakage rate (through tourism-related imports) was one of the lowest in the world, as strict foreign exchange controls meant that almost all inputs were sourced domestically. Tourism-related services today (2004) directly and indirectly employ 25 million people. (The World Travel and Tourism Council 2004).

Employment has featured as an important priority in the development agenda in India. Approaches to it have, however, varied in different periods over the more than fifty years of Independence. In the initial years of development planning, unemployment was not expected to emerge as a major problem; yet some thought was given to ensure the generation of employment of a fair magnitude in the development process to productively employ the growing labour force. A reasonably high rate
of economic growth combined with an emphasis on labor-intensive sectors like small-scale industry was envisaged to achieve this goal.

With differential growth of employment among different sectors of the economy, there have obviously been changes in the structure of employment. Among the three major sectors by broad division of economic activity, namely agriculture, industry and services.

According to the Classical Theory, specialisation based on the principle of comparative costs advantage is the major source of gain from international trade. An additional source is the possibility of exploiting economies of scale when the size of the market is extended through the free foreign trade of a country. Adam Smith’s dictum is “Division of labour is limited by the size of markets” obviously, when the size of the market expands as a results of international trade, the scope for large scale production and thus for complex division of labour and specialisation, increases. Under economics of large scale, when specialisation occurs, the output per unit of input may rises so that costs per units of output fall. This is a further source of gain from international trade which makes goods cheaply available.

The principle of comparative costs shows that it is possible for both countries to gain from trade, even if one of them is more efficient than the other in all lines of production. The theory implies that comparative costs are different in different countries because the abundance of factors which
are necessary for the production of each commodity does not bear the same relation to the demand for each commodity in different countries. Thus, specialisation based on comparative costs advantage clearly represents a gain to the trading countries in so far as it enables more of each variety of goods to be produced cheaply by utilizing the abundant factors fully in the country concerned and to obtain relatively cheaper goods through mutual international exchange.

Further, the principle of comparative cost-difference of gains in international trade should not be looked upon merely as a possibility theorem, but as a positive hypothesis relating to the real world. The doctrine of comparative costs predicts that in the real world, there will be gains from trade in terms of increased world production.

Although in theory trade can promote or hinder growth, there are good reasons to believe that pro-growth forces have dominated the development of many economies.

Trade volumes depend on endowments, technologies, preferences, and market structures, and on how these characteristics differ across countries. As a result, the trade volumes of some countries would be high and of others low even if all of them engaged in free trade. For this reason it is not apparent that growth rates should be positively correlated with trade volumes across countries. Moreover, even if one believed that trade
promotes growth, one would not necessarily conclude from this premise that larger trade volumes promote faster growth.

2.3 Concepts

The present study is proposed with following concepts.

Tour

Tour means a journey for pleasure in which several different places are visited,\textsuperscript{70} and also the business of organizing and operating tourism holidays and visits to places of interest.\textsuperscript{71}

Tour Operator

A travel agent specializing in package holidays.\textsuperscript{72}

Picnic

Picnic is a pleasure trip to a nearby place and for a short period, say for a few hours.

Excursion

Excursion is a visit to places of interest and for a short period; say for a period of few days, less than a week and return to the place of origin.

Pilgrimage

People believe that sacred places are holy and visiting such places is called pilgrimage.\textsuperscript{73}

Attractions

Attractions are the primary motivation for traveling to a place which is an interesting place to visit.
Natural Resources

Natural resources are the combination of physical features, the climate, and the natural beauty of the area.

Extreme Tourism

Tourism based on high adventure activities.

Facilities

Facilities are services of a different kind which the tourist requires when they arrive at a place of visit.

Infrastructure

The basic services on which all tourism depends. These systems include water and sewer systems, communications network, medical facilities, electricity, police and fire protection and roads.

Hospitality

Hospitality means the friendly reception and treatment of strangers.

Lodge

Lodge is the facility which the tourist requires to stay and be relaxed overnight or over a period of time.

Packing

Packing means the act of putting clothes, possessions, etc., into boxes or cases in order to take them to the place of visit.
Communication

Communication is the process whereby one gets to know things and understands them in order to have a smooth travel.\textsuperscript{76}

Accommodation

Accommodation is a place where tourists can find food and shelter, provided he or she is in a fit position to pay for it.\textsuperscript{77}

Foreign Exchange Earning

Foreign exchange earnings from tourism is a payment made for goods and services acquired by foreign visitors in the economy out of foreign currency brought by them.\textsuperscript{78}

International Tourism

International tourism denotes the movement of people by crossing national borders of different countries.\textsuperscript{79}

Indian Nationals Going Abroad

Any person going abroad with an Indian Passport is regarded as an Indian national going abroad, irrespective of the purpose and the destination.\textsuperscript{80}

Domestic Tourism or Internal Tourism

When people travel with the intention of relaxation and seeking pleasure within the territorial boundary of their nation, it is called internal tourism or domestic tourism.\textsuperscript{81}
Domestic Tourist

A domestic tourist is a person who travels within the country to a place other than his usual place of residence.

Foreign Visitor

A foreign visitor is a person who visits a country with foreign passport.

2.4 Methodology

The present study aims at examining the effect of tourism on local economic development by investigating several economic activities taking place at the tourism spots in Kanyakumari district for a period of thirteen years.

2.4.1 Selection of Study Area

Kanyakumari district has been selected for the present research study. Kanyakumari district consists of four Taluks namely Agasteeswaram, Thovalai, Kalkulam and Vilavancode. The district has a number of places of tourist attractions, beautiful beaches, rivers, waterfalls, forts, temples, dams, etc. Among the four taluks, tourists mostly arrive in Kalkulam and Agasteeswaram taluks. Therefore, the researcher has selected Kalkulam and Agasteeswaram taluks in Kanyakumari district for the present study.

2.4.2 Period of Study

Taking into consideration the purpose and data requirements of the
study, this study was carried out in Tourism development in Kanyakumari district. The field investigations were carried out from April 2013 to March 2014, which is considered to be a normal period. The secondary data were collected during the year 1991 to 2013 for the analysis.

2.4.3 Sampling Design

Multi-stage stratified random sampling technique has been adopted for the study, taking Kanyakumari district as the universe, the tourist spots as the stratum, and tourist arrivals as the ultimate unit.

Kanyakumari district comprises of four taluks namely Agasteeswaram, Kalkulam, Vilavancode and Thovalai. Tourists mostly arrive in Kalkulam and Agasteeswaram taluks. In these two taluks there are 20 tourist spots which are highly attractive compared to other spots.

Hence, the selection of tourist spots was restricted to these two taluks. There are 39 tourist spots. On the basis of the total tourist arrivals five places were selected for the present study.

The 400 samples are selected by the researcher which is most typical of the universe with regard to the characteristics, under investigation. The study involves data from the tourists whose time of arrivals and the number of arrivals cannot be predicted beforehand. The only way open to the researcher is to visit the selected places like Kanyakumari, Suchindram, Padmanabhapuram, Mathoor and Thirparappu tourist spots and collect the information with those who are available at
that time. The required number of samples of 400 was selected on the basis of 200 samples from Kanyakumari, 50 samples from Suchindram, 50 samples from Padmanabhapuram, 50 samples from Mathoor and another 50 samples from Thirparappu.

They were stratified into three strata, namely foreign tourists, other state tourists and district tourists. The first stratum covers 90 samples, and the second stratum covers 90 samples. The remaining 220 samples come under the third stratum.

The available time for the researcher did not allow for higher sampling in this case. The data collected from them were duly edited and tabulated in such a way of analyzing and interpreting them in the context of the objectives of the study. Thus, a tourist spot wise list of samples can be seen in the following table.

**Table: 2.1 – Tourist Spot-Wise List of Samples**

<table>
<thead>
<tr>
<th>Taluk</th>
<th>Tourist Spots</th>
<th>Sample Tourists</th>
<th>Foreign Tourists</th>
<th>Other State Tourists</th>
<th>Domestic Tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agasteeswaram</td>
<td>Kanyakumari</td>
<td>200</td>
<td>50</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Suchindram Temple</td>
<td>50</td>
<td>10</td>
<td>10</td>
<td>30</td>
</tr>
<tr>
<td>Kalkulam</td>
<td>Padmanabhapuram Palace</td>
<td>50</td>
<td>10</td>
<td>10</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>Thirparappu Waterfalls</td>
<td>50</td>
<td>10</td>
<td>10</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>Mathoor Hanging Bridge</td>
<td>50</td>
<td>10</td>
<td>10</td>
<td>30</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>400</strong></td>
<td><strong>90</strong></td>
<td><strong>90</strong></td>
<td><strong>220</strong></td>
</tr>
</tbody>
</table>

Source: Primary Data.
2.4.4 Source of Data

This study is based on both primary and secondary data. The primary data were collected from a sample of 400 tourists drawn from the Kanyakumari district. The questionnaire was so designed as to overcome bias to the possible extent with various checks. The required primary data were collected from the selected tourist spots with the help of questionnaire through the personal interview method. Care was taken to avoid bias and several cross checks were applied to ensure accuracy of data.

The secondary data were made available from the tourism department of both State and Central Governments. Government of India tourist statistics, National Statistical Report, text books, journals, magazines, newspapers, panchayat office records, collector office records and tourist office records. Particulars relating to Kanyakumari district were also referred to collect information of inflow of tourists. Information from other sources were collected from temples and picnic spots. Data from places like the ticket counters of temples and parks were also obtained.

2.4.5 Tools used for the Primary Data

Subject experts were consulted to fulfill the objectives of the study and questionnaire was used to supplement the information wherever necessary. The purpose behind interview is, both to fill the gaps in the information provided by the respondents and also to get additional
information which normally people do not give in writing. During personal interactions, it is easy to get required information from such tourist. The interviews were conducted only with tourists.

2.4.6 Statistical Tools

After the field work, the data were carefully scrutinized and edited in order to ensure accuracy, consistency and completeness. Statistical techniques used are linear trend analysis, average annual growth rate, correlation matrix with factor analysis, Kaiser Meyar Olkin (KMO) and Bartlett’s Test of Sphericity, Garrett Ranking Technique and other diagrams and graphs. The detail of the model is given below.

Regression Analysis

\[ y = a + bx \]

Here

\[ a = \frac{\sum x}{n} \]

\[ b = \frac{\sum xy}{\sum x^2} \]

Average Annual Growth Rate

The average annual growth rate shows the average percentage change of the base year to current year. The formula used for this computation is:

\[ AAGR = \frac{1}{n} \left[ \sum \frac{Y_t - Y_{t-1}}{Y_{t-1}} \right] \times 100 \]
Where $Y_t$ and $Y_{t-1}$ are values for current year and base year respectively and $n$ is the number of years of the time series.

**Correlation Matrix**

\[
r = \frac{P_{xy}}{\sigma_x \sigma_y}
\]

\[
P_{xy} = \frac{\sum(x - \bar{x})(y - \bar{y})}{N}
\]

$P_{xy}$ = Product Movement Correlation

$\sigma_x$ = is the standard deviation of $x$ value.

\[
\sigma_x = \sqrt{\frac{\sum(x - \bar{x})^2}{N}}
\]

$\sigma_y$ = is the standard deviation of $y$ value.

\[
\sigma_y = \sqrt{\frac{\sum(y - \bar{y})^2}{N}}
\]

Where $N$ is the number of variables.

Here P-values for testing and determinant of the correlation matrix.

This indicates the invertability of the matrix.

**Garrett Ranking Technique**

\[
= 100 \left( \frac{R_{ij} - 0.5}{N_j} \right)
\]

Where,

$R_{ij}$ = Rank given for the $i^{th}$ reason by $j^{th}$ respondents

$N_j$ = Number of factors ranked by $j^{th}$ respondents.
2.5 Summary

The above discussion of literature has revealed four main basic scenarios to be taken into account in order to improve the tourism. The studies related to rural tourism, health tourism, foreign exchange tourism, coastal tourism, pilgrimage tourism, globalization tourism, development and eco-tourism, Indian tourism and problems faced by tourists of the study have been presented in this chapter. The above discussion of literature points out that most of the studies pertain to India and the State of Tamil Nadu and therefore, the development of tourism in the district is to be studied further. Hence, the present research on an economic study of tourism development in Kanyakumari district is made. Thus, the review on past studies pinpoints the methodology and the statistical tools necessary for the present research.
REFERENCES


68. Anil Kumar, K., (2008), Impact of Negative factors of Tourism on Tourists, Southern Economist, December, p.12.

70. Superb English Dictionary.

71. Ibid.

72. Ibid.


81. Ibid.

82. Ibid.