Chapter Two

REVIEW OF LITERATURE

Tourism is one of the biggest and fast growing industries in the World. It is a major contributor of foreign exchange and provider of employment opportunities to all sectors of the community. Being a multi-disciplinary subject, it touches almost every activities of human life and therefore the study related to tourism is gaining greater significance. So many studies have been made so far related to the different areas of tourism. Since the subject is closely related to the daily life of humanity and related to many discipline like environment, commerce, economics, politics, sociology, psychology, management etc, each study is highly important and fruitful to the community. A review of various studies so far made on tourism is useful in enlightening the present status of the tourism industry and identify the significance of the present study “Environmental Impact on the Tourism Industry in Kerala” and to fill up the gap existing in the study related to tourism. Therefore, this chapter is framed with the main object of evaluating the various aspects of tourism, both theoretical and empirical literature. The literature is reviewed in chronological order so as to arrive at an idea about the various aspects and stages of development, opportunities and prospects and threats and problems of tourism during different periods. It opens new avenues of tourism.

Bansal S.P. and Prasant Gautam stated that tourism has, today, emerged as one of the fast growing industries in the World and shows its importance in developing social and cultural linkages at the national and international level. On account of its multifarious and far-reaching benefits in terms of employment generation, foreign exchange earnings, improvement in living standard, modernization of infrastructure and contribution towards protection, preservation and conservation of our natural and cultural heritage, obviously becomes vitally significant for the developing economies as an agent to the holistic development.1
Goldsmith (1974) stated in his study wherever a proper disposal system is not installed there may be pollution of ground water from the sewage of places like hotels, resorts and tourist’s lodges. He also remarked that if the sewage of places has not being adequately treated before its outfall in a nearby river or lake, it would pollute the water of the area.²

Eckholm. E.P. (1975), in his study, “The Deterioration of Mountain,” clearly point out the main cause of negative impact on tourism. He stated that the negative impacts arise out of unplanned and uncontrolled tourist flow in the destination. ³

Smith V. L (1977) noted that the performance of religious or historical ceremonies on demand, out of context and for monetary reward leads to cheapening of artistic values or commercialization of traditions and customs.⁴

Pizam A (1978) highlighted impacts perceived by the host community which included increased vandalism, increased price of goods and services, drug abuse, increased alcoholism, increased cost of land and housing and he again emphasized that the entrepreneurs were more positive towards tourism than other groups.⁵

Archer. B.H (1978) narrated the evils of tourism. He stated that one of the most significant and least desirable by-products of tourism is its effects in the moral standards of the host population. The growth of prostitution, crime and gambling have been mentioned frequently as evils of tourism development.⁶

Charles Kaiser and Jr Larrey E Helber (1978) remarked that government sets the economic climate in which tourism exists, prospers, or decline.⁷ Leverdon R. (1979) states that if tourism develops in gradual manner so that the residents have sufficient time to adopt and understand the tourist flow in the region, the social problems doesn’t arise.⁸
Butler R.W (1980) reported that unless specific steps are taken, tourist destination areas and resources will inevitably become overused, unattractive and eventually experience decline.9

Alister Mathieson and Geoffrey Wall (1982) reported that in the absence of an attractive environment, there would be little tourism. The environment is the foundation of the tourism industry. Tourism, if it is to be sustained, actually requires the protection of the scenic and historical heritage of destination area. He also added that each type of capacity will have a tolerant limit for each destination or facility. This limit makes a threshold of change beyond which tourist activity includes effects which are primarily negative. If tolerance limits are not exceeded then the effects of tourism will be generally positive.10

Jenkins and Henry (1982) mentioned that in developing countries governments need to take an active role in fostering the tourism industry and be involved to some extent in its operations. They strongly supported that the more important tourism is in a developing economy, the greater is the role for active government involvement.11 Chopra Sunitha (1985) point out the need for integrated planning for tourism in India. She stressed that such planning should involve local level planning, linking tourism to other social and economic sectors of the policy making.12

O’Reilly A.M (1986), in his study titled “Tourism Carrying Capacity”, he emphasizes the significance of carrying capacity of a destination. He pointed out that the measurement of the carrying impacts of a destination is effectively considered as a point from where the negative factors starts to operate. The most important criteria in this respect is the physical one, since if an overcrowding is done by the large number of visitor of a limited place available in the destination, it would cause damage to the environment.13

Singh (1986) reported that tourism helps in conserving important
natural areas through development of national park, reserves, and sanctuaries because they become the attraction of tourist. Without tourism these areas could not be developed and could remained ignored and hence could ecologically deteriate.14

Sachid Nand Singh (1986) wrote that if a tourist finds that the people are very charming and hospitable; he develops a close contact and even mutual understanding. Further this enhances the image as well as the intensity of attractiveness. So to satisfy tourists, the strongest means of publicity about any destination is the cordial and hospitable attitude of the people. He further stated that a tourist develops the image of the whole destination after coming contact with a very limited number of people. If fortunately he happens to meet a good person, he will develop a fine image about that destination and it unfortunately he comes in to the clutches of an anti-social element or cheaters, then the whole edifies built earlier in his mind will be ruined all of a sudden. So, the single misbehavior with a tourist can prove fatal to the 100’s of good behaviors, which ultimately exerts a negative influence upon the whole industry.15

Liu and Sheldon (1987) reported that residents of places with a longer history of tourism development are more aware of both positive and negative impact. 16

Davidson and Rob (1989) stated that there is close interlinking between tourism and environment. Tourism and environment exists together in harmony, the environment benefit from tourism, and vice versa.17

Douglas (1989) point out that environmental consideration were ignored in architectural designs of hotels and dining which had lead to the consequences which are economically unpleasant and unprofitable.18

Go and Frank (1989) reported the possible trends in the structure of the international hotel industry. He identified that, as a result of the fact that the bulk of international travel takes place in the developed areas of the World;
more than 80% of the World’s hotel rooms are located in Europe and North America.19

Eadington and Redman (1991) stated the role of economies in the study of tourism demand and its forecasting, and to tourism and industrial organization as well as impact analysis 20

Sudeer. S.V. (1991) stated that suitable measures may be taken to tackle the items that are causing inconvenience to the tourists visiting Kerala. As a part of this, more information centers may be set up at places where tourist’s presence is felt, and those centres have to be made capable of imparting accurate and up to date information. Regarding accommodation, the services rendered by government sector hotels must be improved. Facilities like toilets, drinking water and cloak rooms may be provided sufficiently for the tourists. 21

Adhikari P.S. (1992) mentioned that as a result of increasing tourism activity, overcrowding is observed at most of the tourist’s destination, which has resulted into loss of amenities for residents. The local residents sometimes face an awful position when they go to search residential accommodation on rental basis.22

Agel (1993) highlighted the goals of tourism. He stated that employment and income generation, increase in foreign exchange and tax earnings, reduction of rural-urban migration and balancing the trade account are the most often conceived goals of tourism development.23

Varshney. C.K. and Sardesai. D.R. (1993) reported that many features of a tourist’s area with its built-in environment attract the visitor but the continuous use of such are by the tourist generate environmental impacts and exacerbate the environment.24

Vijaya Kumar (1995) stated the significance of natural beauty of
Kerala to attract foreign tourists. He was successful in proving the fact that natural beauty of Kerala rather than artificial ones attracts the foreign tourists to ‘Gods own country’.25

Kumar (1996) in his research study “the role of tourism in the economic development of Himachal Pradesh” disclose that the income generated from tourism industry has made positive and significant contributions to the State economy.26

Iqbal (1996) reported the detailed profiles of travellers from each region to India, to be able to offer specific products and packages to them. Studies are needed with regard to arrivals of tourists from the Arab World, Gulf Region and other parts of the World to explore future demand.27

Antony Joseph (1997) studied the role of Kerala Tourism Development Corporation for promoting tourism in the State. He remarked that KTDC has a very significant and lead role in the development of tourism industry in the State. 97.20 % of the respondents expressed the same opinion.28

Vellas and Bechard (1999) reported that the developing countries are insufficiently aware of the damages that can be caused by tourism to environment and this had caused overriding of negative effects the positive effects. They suggested that impact must be assessed and suitable measures must be incorporated into tourism plans.29

Haque (1999) warned about the uncontrolled and unplanned tourism in natural areas like forest, beaches etc.30

Mac Vey (2000) stated the growing investment and market dominance of large hotel chains in Europe and their consequences for the spatial distribution of tourism. He surveyed the expansion plans of European international hotel chains and found that these were directed towards larger cities.31
Aziz (2001) examined the various aspects of marketing *Hajj* (the annual Muslim pilgrimage to the Holly City of Mecca) as a tourism product of Saudi Arabia. He emphasized that, *Hajj* constitutes the largest voluntary and regular mass movement of population in the World\(^\text{32}\).

Nivesh Nigam (2002) stated that tourism industry is a highly labour intensive service industry and hence provides a wide range of jobs with start from the unskilled to the highly specialized positions. There are all the positive impacts of tourism especially with respect to the employment in the under developed places in developing countries, where nature has blessed with such a multitude of beauty\(^\text{33}\).

Santhosh Thampi. P (2003) in his research work “Ecotourism Marketing with special reference to Kerala” made an in depth studies on ecotourism marketing in Kerala. In his study, he found that almost all destinations of Kerala have a number of potential ecotourism destinations. Significant percentage of tourists visiting Kerala is interested in ecotourism and about 18% of them are probable ecotourists. This is a positive indication of the fact that Kerala’s ecotourism potential is sufficiently high. But stumbling block, in the development and marketing of Kerala ecotourism is lack of sufficient Knowledge about ecotourism markets and the preferences of genuine ecotourists\(^\text{34}\).

Mehta and Jain N (2003) reported that there is no certainty that a particular country can always maintain its share of international tourism. Factors like political instability, spread over of epidemic diseases, change in values and taste of potential tourists over the time, economic recession, terrorism and other socio-cultural problems affect the flow of tourists in a particular region or country\(^\text{35}\).

Gangopadhyay and Chakraborty (2003) highlighted the problems of unplanned growth of tourism in their paper ‘Tourism in Digha: A Blessing or
Blight’. In their article, they made an attempt to evaluate the present environmental degradation scenario at Digha and suggest the possible remedies in order to cope up with the situation.36

Helen Briasswis and Jan Van Der Stroaten (2004) reported that tourism a multi faced economic activity in interacts with the environment in the frame work of two way process, on one hand, environmental resources provide the basic ingredients critical production factors, for the production of tourist product the natural and/or manmade setting for the tourist to enjoy, live and relax. Moreover, other economic activities, besides tourism, rise up, modify and affect the quantity and quality of environmental resources available for tourism purposes.37

Joseph (2004) conducted a detailed study on major problems faced by the pilgrim tourists of Sabarimala and to measure the level of satisfaction of the pilgrim tourists as regards to various facilities provided at Erumely and Sabarimala in Kerala. He identified that there exist significant differences among the pilgrim tourists in respect of level of satisfaction on different facilities provided at the pilgrim centre.38

The study conducted by Kerala State Industrial Development Corporation (2004) stressed the need of an action plan for the sustained growth of hospitality sector in Kerala.39

Sunil K Kabia (2005) in his study stated the relationship between tourism and environment. He highlighted that tourism relationship with the environment is complex. Given its scale and global extent, it is inevitable that tourism has important environmental impacts. These impacts are related to resource consumption, as well as to pollution and waste generated by tourism activities, including impacts from transports. At the same time, beaches and mountains, rivers, forest and biodiversity make the environment a basic resource upon which the tourism industry depends to thrive and grow and
threats to the environment threaten the viability of the tourism industry. Moreover, tourism can contribute to the environmental protection also.\textsuperscript{40}

K.G. Mohan Lal (2005) reported that the design, planning and management of tourism environment requires more than the simplistic adoption of codes and guidelines or industry self-regulation, through valid these strategies should be. Instead, a sustainable tourism industry requires a commitment by all the parties involved in the planning process to sustainable development principles.\textsuperscript{41}

Sarangadharan.M. and Retnakumari (2005) conducted an in-depth study on Hospitality and Tourism in Kerala. They reveal the fact that Kerala has been far above the expectations of the international tourists in relation to attractions and hospitality, which fetched statistically significant high scores.\textsuperscript{42}

Najeeb. E.B. (2005) observed that Kerala, with its unique tourist experience and quality healthcare facilities will be a significant beneficiary of this growth in healthcare tourism. Kerala is already a renowned destination for Ayurvedic healthcare system. Moreover, Kerala is premier destination for healthcare tourism in western medicine as well.\textsuperscript{43}

Gabriel Simon Thattil and Nimi Dev.R. (2005) stated that the lure of emerald green backwaters, swaying palms, uninhibited cottages, rustic charm, exotic wildlife, Ayurvedic health resorts and endless beaches have beckoned throngs of tourists to the South Indian State of Kerala. Kerala’s tourism potential lies in its rich culture and unparalleled natural bounty. They again stated that the State of Kerala has a favorable location, climate, rich resources, both natural and human.\textsuperscript{44}

Adarsh Batra (2006) made an attempt to study the measures that can be applied to ensure sustainable tourism through marketing strategies. He reported that continues education programs, more sensitive environmentally aware attitudes and the adoption of long-term perspectives towards tourism
resources exploitation rather than exploitation by service providers.\textsuperscript{45}

Lakshmi Narasaiah (2006) stated that the key resources for the most popular tourists destinations is the natural environment: Costal resorts, tropical rain forests, wildlife in national parks, and alpine ski resorts, all rely as a mixture of natural beauty, good weather conditions to attract holiday destinations, in landscape and natural environment, followed by climate, the cost of the journey and the historical features of the place to visit. Hence conserving the ecological integrity and the environment is imperative if tourism is to be sustained. She also cited the negative aspects of tourism. The pressure from millions of tourists on water and marine resources, on land and landscape, on wildlife band habitant is enormous and often has devastating impact on the environment and local population who are increasingly deprived of access to clean water and other natural resources.\textsuperscript{46}

Heera Lal Sharma (2007) argued that today, the support for ecologically sustainable development has emerged strongly in the tourism sector, as it is the logical way of balancing environmental concerns with growth and development of the industry. Every sector of tourism and community has to contribute to maintain the ecological balance to achieve the sustainable development goals.\textsuperscript{47}

Rao (2007) reported that the propensity to pleasure is considered to be the most important motivator of tourism.\textsuperscript{48}

J.M.Pathania (2007) sited that an important component for the development of tourism in any State is the basic infrastructure facilities like motor able roads, clean drinking water, uninterrupted electric and water supply, proper waste disposal systems, proper transport facilities and singes are in proper place. He again stated that efforts should be made to ensure and provide quality training to technical manpower like guides, cooks, waiters, receptionist and others involved in the tourism activities.\textsuperscript{49}
Aparna Raj (2007) identified that cinema has gained mass attention and films shot in foreign land or picturesque locations are good publicity vehicles. If the film is a hit, the destination surely receives a boost and hence could determine effective promotion and development of tourism in the State.50

Manish Ratti (2007) pointed out that the natural attractions are the main infrastructure of tourism, but they are not sufficient to satisfy the tourists of different tastes. These need to be complimented by other manmade tourists facilities and infrastructure.51

Rajan. J and Sabu K.Thankappan (2007) stated that uncontrolled conventional tourism poses potential threats to the ecosystem of Munnar. So Munnar needs a viable strategic plan for sustainable and responsible tourism development so as to undertake the tourism activities focused on the protection of natural resources, environment and respect of local culture traditions etc.52

M.R. Dileep, (2007) stated that Kerala is renowned for its lush vegetation, tranquil and beautiful beaches, sprawling backwaters and stunning mountains. Perhaps no other States in India has been blessed with natural resources as rich and immense as that of Kerala. Thus, scenic beauty and natural resources are the most important component of tourism in Kerala, the God’s own country, which are marketed and promoted aggressively as unique products worldwide.53 Rajeevan. V (2007) reported that the cultural heritage of Kerala is a vast spectrum of several unique and enhancing factors belonging to Kerala. Rich culture and heritage of this region add significantly to the quality of experiences of a tourist who visits this State.54

Shaji Madhavan (2007) stated that Bekal is ‘sample packet of Gods own country’ It offers everything that Kerala is known for to the tourists.55 According to Abraham, (2007) one of the authors of The Rough South India
Guide, “one of the most memorable experiences for travellers in India is the opportunity to take a boat journey on the backwaters of Kerala”.56

Jitendra Kumar Sharma (2007), in his study “tourism products and services” warn that the resources that make up your attractions can easily be over used, so they are no longer attractive. He suggested three measures to manage visitors to reduce resource damage. The first is to avoid the excessive number of visitors. The second is to determine appropriate locations for various activities. The third is to manage the timing of visitors.57

Kalpana Mathur (2007) states that tourism is an important avenue for employment and income generation and at the same time has a multiplier effect on the economy. Thus, if the tourist expenditure circulate locally and the leakage are low, a significant improvement can be made in the income and living standards of the local people.58

Kerala Institute of Travel and Tourism Studies (2007) conducted a study “Local Impact of Tourism”. The main object of the study is to make an assessment of the local impact of tourism in Kerala. The major findings of the study in connection with house boats are there are approximately 600 boats of different verities are operating in Alappuzha and Kumarakom region alone. The study suggested that ensure registration to all boats; ensure safety measures, determining the carrying capacity of backwaters etc.59

Vinay chauhan and Savidha Khanna (2007) stated that adequate tourism infrastructure is necessary for the growth and development of tourism industry. Tourism infrastructure includes accommodation, transportation, communication, drinking water, and civic amenities such as parking, health, sanitation, power, toilets, parks, amusement and entertainment facilities.60

Joymon (2008) reported that in many less developed countries, the tourist’s spots are located in remote places far away from the commercial centres. Thus tourism can stimulate creations of local growth centres with in
the country in the relative backward regions and ensure sustainable levels of regional economic balance. 61

B.Vijaya Kumar and R.Babu (2008) identified that the unstructured development of tourism has brought out adverse impacts on the natural environment which is being the foundation for the tourism industry in Munnar. Over construction (unauthorized) on the rolling grass land ecosystem, lack of waste management techniques, deforestation, maximum utilization of resources, the profit motive, absence of holistic approach of tourism infrastructure development and land use pattern, lack of awareness among the tourism promoters, lack of visitor management technique, exceeding carrying capacity and disappearance of species diversity etc. adversely affect the aesthetic value and quality of this mountain environment that raise the question of sustainable development of tourism in this hill station.62

Vinod Goel (2008) in his study “Role of sex in tourism development” narrates that inveterate travellers in history, particularly seamen and soldiers, have helped to create a place for prostitution in the cities they visited. Today the number of tourists is increasing dramatically. Most of these new travellers are not deliberately seeking sex when they travel but even so the numbers who make use of commercial sex is considerable, especially in those destinations where sexual services are readily available. He also remarked that in Thailand, it has been estimated that at least 2, 00,000 women and children work in prostitution. At least one-third of Thai prostitutes are under the age of 18, and most adult prostitutes started when they were only children and prostitutes are primarily women and girls.63

Anu Chandran (2008) reported that the unplanned and ill designed architecture of many a building, which does not conform to the local design and style, constructed in exotic spots of nature, causes extensive harm to the destination image.64
Sheebamol Jacob (2008) remarked that tourism to Kerala is what apple growing to Himachal Pradesh. Both offer all the preconditions for the sustained and successful growth of the respective activities.  

Rajan and Vijayan (2008) remarked that the most basic requirement for the development of tourism is the tolerance of residents at destinations towards tourists. Community participation alone can create a favorable attitudinal change among the locals towards tourists at the destinations. Resident- tolerance will come spontaneously and gradually acquire strength if opportunities are provided from the very start for active participation of the local people in the ownership and operation of tourist facilities.

Sarangadhran. M. and Sunanda. V.S. (2009) conducted an in-depth study on Health Tourism in India. They found that Ayurvedic tourism is a craze for the tourists visiting Kerala and it has become the major element of health tourism in the State. It has recognized as the most important foreign exchange earner to Kerala. A large number of international tourists visit Kerala for Ayurvedic care and their average length of stay ranges from 21 to 28 days which costs about Rs 30,000 per patient. By repeated treatments, more foreign money flows into the State.

Raju. G.P (2009) remarked that forest and marine habitats are being destroyed and some of the wildlife they contain is being driven to extinction under the pressures of hunting, logging, agriculture and fishing. Where areas have been officially reserved for nature conservation, many developing country governments lacks sufficient funds to manage and protect them. These areas are being destroyed because they are not fully valued for their role as nature’s generic reservoirs of the World’s biological resources.

Anurag Fadia (2009) in his study “International trends in nature based tourism” observed that nature tourism has grown as a consequences of the dissatisfaction with conventional forms of tourism which have, in a general
sense, ignored social and ecological elements of foreign regions in favour of a more anthropocentric and strictly profit centered approach to the delivery of tourism products. He concluded that ecotourism has blossomed into a rich array programmes and opportunities in the public, private and not for profit sectors. Good coordination must exist between these stake holders such that the appropriate values (economic and emotional) are attached to the ecotourism experience.69

Priyaa Ravikanth (2010) in her study “Health Tourism in Kerala: The Ayurvedic way” made a detailed study on potentialities of Ayurvedic health tourism. She stated that tourism industry looks at the enormous potential for “Ayur-tourism” in Kerala. The charm of Kerala is well-known and so is the practice of Ayurveda healing. What is interesting to note is that when these two aspects merge, ie, Ayurveda and tourism, a new facet of tourism opens up with many opportunities. Different therapies are also outlined here.70

Mahesh Chandra Singh (2010) in his study “Medical Tourism” states that the Indian medical tourism industry, growing at an annual rate of 30 percent, caters to patients chiefly from the US, Europe, West Asia and Africa. The factors that make India as one of the favourable destination for health tourism start with low medical cost which is one-tenth of the costs in Western countries. Foreign patients throng Indian hospitals to pass up the long waiting lists and queues in their native countries. He also added that Kerala is a tourist’s paradise and is no exception for the tourists coming for medical tourism. Patients get the golden opportunity to enjoy the beauty of scintillating backwaters and participate in other adventure activities during their recuperation. An extensive tour to Kerala not just works as an ameliorate experience but also actively contributes to the patients recovery. Many international patients place their confidence in Kerala’s World class healthcare system, and suggested other too for the same.71

Janardhan Rao and Feroz Zabeer (2010) argued that with cutting-edge
technology, instant treatment and quality services in the healthcare industry at reduced prices, combined with an opportunity for traditional rejuvenation therapies, India is fast becoming the medical hub for foreign countries. According to estimates, India could earn more than $1 billion annually and create 40 million jobs by subcontracting work from the British NHS.72

Jussi Ramet and Anne Tolvanen (2010) reported that tourism is one of the fast growing industries globally, and within tourism, the nature based tourism is considered to be growing most rapidly. The impacts of tourism are highly diverse. From an ecological standpoint, tourism poses a threat to sensitive environments. Hence, sustainable tourism is a highly contested issue, involving differing values and complex power relations within and between stakeholders and hence may be necessary to identify which principles of sustainability will be achieved through community control and which will be implemented by government.73

Thomas Petermann and Christoph Revermann (2010) stated that in the tourist system the socio demographic shift-and specifically the advancing ageing of society-will result in far reaching changes, particularly on the demand side. By 2050 only 16.1% will be below 20, compared to 36.7% aged 60 and above. This excessive ageing of the society will drive up the cost of health care and nursing care. Given the socio demographic trend, senior citizens will grow as a tourist market segment in Germany. Improvement in the state of health of older persons or greater technological and organizational convenience in travel may help active the potential for tourism which can be expected from the demographics by 2050. After retirement, the time available also increases substantially. Senior citizens appreciate travel as a way to keep physically and mentally fit and participate in social life.74

Anurag Kothari (2011) observed that for a tourist product, the basic raw materials are the country’s natural beauty, climate, history, culture and the people. Other aspects are the existing facilities necessary for comfortable
living such as water supply, electricity, roads, transport, communication and other essentials. The attractions could be cultural like sites and areas of archaeological interest, historical buildings and monuments or scenic like flora and fauna, beach resorts, mountains, national parks or events like trade fairs, exhibitions, arts and music festivals, games etc. In other words, the tourist product can be seen as a composite product, as the sum-total of a country’s tourist attractions, transport, accommodation and the entertainment which hopefully result in consumer satisfaction.75

The strength of Kerala tourism is its excellent natural resources in the form of backwaters, hill stations and beaches. Having understood the need for looking into sustainable development of these destinations, Kerala tourism focuses on the conservation of ecology to reduce the negative impact of tourism on the environment and intend to promote development of tourism based on the carrying capacities of the destinations. The development of tourist destination will be controlled and regulated based on the guidelines formulated through area development plan to have a planned development.76

The review of the available literature reveals that so many studies have been made in the area of tourism under different disciplines related to employment generation, economic development, marketing, hospitality, social aspects, political aspects, impact on environment etc. It is to be noted that more studies have been conducted in areas of the problems and impact of tourism on environment and community. So it is evident that all parties such as academicians, researchers, NGO’s, community etc. are very much cautious and aware of the negative aspects of tourism. However, no specific studies have been made so far related to the influence of environment on tourism development. The study is highly imperative and significant for the sustainable tourism development. Hence, the present study “Environmental Impact on Tourism Industry in Kerala” is a creative one which is intended to fill up this gap.
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