Chapter-2

REVIEW OF LITERATURE
Tourism, one of the biggest and fastest growing industries in the World 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 all 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 and related to many other disciplines 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 and pilgrimage is useful in enlightening the present status of the pilgrim tourism in Kerala to identify the significance of the present study “Pilgrim Tourism in Kerala- An Evaluative Study” and to fill up the gap existing in the study related to pilgrim tourism. Therefore, this chapter is designed with an objective of evaluating the various aspects of pilgrim tourism in India and Kerala, both theoretical and empirical literature. The literature reviewed is arranged 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 in general and pilgrim tourism in particular during different periods.

2.1 TOURISM- INTERNATIONAL PERSPECTIVE

To understand the phenomenon of pilgrimage tourism, Cohen (1992)\(^1\) while studying the perspective of the direction of journeying to religious or sacred sites offers a different framework to distinguish between duos. Cohen argues that the tourists who travel in the existential approach are pure pilgrims, while those who have recreational approach for travelling are pure tourists.

William, Gunther and Fish (1994)\(^2\) in their study on Caribbean economies affirm that, economies wherein major share comes from tourism industry are less volatile. They also argued that countries need to make efforts to revive tourism effectively as tourism driven economies are perceived to be more stable and
moreover investments on tourism are relatively lesser than the returns it pays in the long run.

Hing and Dimmock (1997) are of the view that tourism industry plays an important role in shaping the economy. Thus to sustain, it is imperative to focus and analyze tourist markets, tourist flows, tourist development, sustainable tourism development, and socio-cultural impacts of tourism. They argue that focus needs to be on healthcare tourism and religious tourism as they are the potent result oriented segments in near future.

Andersen, Prentice and Guerin (1997), while analyzing the motivational aspects of tourists visiting Denmark, observes that the infrastructural facilities like historical buildings, museums, arcades, theatres, festivals and events, shopping, food, palaces, famous people (writer), castles, sports, and old towns play an important role in their decision making whether to visit or not. It was further elaborated that, among the mentioned attributes, fortresses, gardens, museums, and historical buildings play a major role in decision making thus benefits Denmark economically as well.

Colin Michael Hall and John M. Jenkins (2003) provided a dynamic introduction to the processes by which government tourism policies are formed. Key factors which influence the tourism policy making are presented and the effect of tourism organisations on policy, values in the tourism policy-making process, the role of interest groups, aspects of power in policy making, and evaluating tourism policy, were discussed.

Matysek, K and Kriwoken, L (2003) studied Australian nature-based tourism and ecotourism that have become popular forms of recreational activity. The paper introduces nature-based tourism and ecotourism definitions and discusses the growing relevance of ecotourism accreditation. The paper argues that Nature and Ecotourism Accreditation Program (NEAP) is relevant to the Tasmanian nature-based tourism and ecotourism industry, where the quality of the natural environment forms the central focus for such experiences and can assist in supporting the State's nature-based tourism and ecotourism industry through means such as branding and promotion.
Tribe, A. (2004) reviewed and evaluated zoo tourism worldwide, including the scope of the industry, its key issues and its impacts on wildlife, host communities and economies, and provides guidelines for its further development and sustainability. It is a paper that has been widely used by the zoo industry particularly as a basis for evaluating its scope, impact and development.

Ken Simpson and Phil Bretherton (2004) used a case study of the New Zealand wine tourism industry to examine the ways in which small firms may cooperate in establishing a regional image and branding, while remaining competitive in terms of their individual product lines. The main argument is that the clustering concept offers significant advantages to participating firms but that coordinated leadership is an essential component of long-term success.

Wisansing, Jutamas (2004) while analyzing markets and developing strategies to exploit the external market place and to attract tourists remains a central focus for tourism marketers argued that, it is not enough on its own to achieve sustainable tourism and destination development. The researcher substantiates this argument by exploring the concept of 'participatory tourism planning' in detail. Based on this approach, the community is identified as a primary customer whom tourism marketers have ignored involving in their marketing attention, messages and programmes. The fundamental concept - marketing orientation and customer orientation - combined with emerging marketing theories were reviewed in order to examine how destination marketing, a community-driven approach, should be implemented within an area.

As per Liu, A., & Wall, G (2006), tourism has a role to play in strengthening of the rural economy. Tourism has all potential to add value to rural economy by development of marketable channel for the domestic produce adjoining tourist or pilgrim destination.

Pforr, Christof (2006) in the light of the 2006 terrorist bombings in Egypt, Mumbai, London and Bali aims to explore the literature on crisis management in tourism and to identify foci of the current academic discourse in his paper, 'Crisis in Tourism'. He is of the opinion that tourism seems to be particularly susceptible to negative events. Since there is always a crisis somewhere in the world, the industry
appears to be under an almost permanent threat with the certainty of yet another crisis already looming somewhere. A more systematic and conceptual approach to questions such as how tourism businesses react to crisis, which measures are taken and what impact they have, if and how businesses can prepare for such crisis situations and which strategies can be employed to overcome them, has to be considered.

James Murdy (2006)\textsuperscript{12} explored the exciting possibilities in tourist motivation research and practical usages of it in tourism. He is of the view that crimes against tourists will be an ongoing challenge to both tourists and other tourism resources. To check this better understanding of the latter must be achieved. In order to achieve this task an integrated model of tourist motives, motivations, attitudes and behaviour, information search expectations and needs may be made. To study the motives of tourists a methodological innovation must be developed to study drives, urges, latent needs and motives.

McGavin, Kirsten (2007)\textsuperscript{13} opines that tourist marketing reinforces the stereotypes of Indigenous groups, eroticizing and homogenizing the people. In order to enable local people and tourists to become more aware of the cultural impact of environmental conservation, indigenous people need to take greater control of the tourism industry.

Maurice Marshalls (2007)\textsuperscript{14} highlighted the effects of country’s identity on a tourist destination – South Africa. Country identity encapsulates geopolitics, history, personal factors, information sources, and geographical dispensation. Maurice argues that promoted identity brand should always reflect the reality of a destination in question and that South Africa has a room for a makeover of its identity as a safe destination. Though, some of country image aspects such as history and geographical dispensation cannot be altered or easily manipulated, application of relevant marketing strategies as events and deeds were found relevant in SA context.

Cook, Peta S. (2008)\textsuperscript{15} differentiated between health and medical tourism. Both involve indirect intervention of the body that is not restricted by time and place. It challenges traditional sociological understandings of tourism, which
classify tourism as a passive, escapist and leisurely activity that occurs over 'there' in contrast to 'here'.

March, Roger St George (2008)\textsuperscript{16} offered a method for observing and generalising network relationships in a regional tourism district. The field work was undertaken in the Australian wine region of the Hunter Valley. The findings are analysed using four different approaches to the generalization and classification of inter-organizational relationships in a tourism region: (1) the application of a value net to the region's stakeholders, (2) the generation of a partnership-activities matrix, (3) an ecological approach using Budowski’s (1976) typology and (4) identifying the competition for scarce resources among tourism stakeholders. Managerial implications for each approach are explained in the study.

Anurag Fadia (2009)\textsuperscript{17} in his study “International Trends in Nature Based Tourism” observed that nature tourism has grown as a result of the dissatisfaction with conventional forms of tourism which ignored social and ecological elements of foreign regions in favour of a more anthropocentric and strictly profit centred approach to the delivery of tourism products. He argued 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 stakeholders such that the appropriate values (economic and emotional) are attached to the ecotourism experience.

Tkaczynski, Aaron, Rundle-Thiele, Sharyn R., Beaumont, Narelle (2009)\textsuperscript{18} presented evidences to suggest that the use of combined segmentation variables to develop tourism profiles is warranted and since different tourism stakeholders within a single destination attract different tourists, ‘a one size fits all’ approach is not suitable. Furthermore, this research identified that the segments used by the destination marketing organisation failed to describe the tourist groups using the different services provided by tourism stakeholders within a single destination. Destination marketing is complex involving many stakeholders each likely to be attracting different tourist segments and future research endeavours must acknowledge this complexity.
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Thomas Petermann and Christoph Revermann (2010) identify the relevant trends and their implications for tourism in Germany and by Germans on the basis of a review and an analysis of socio-demographic data. They suggest, by 2050 only 16.1 per cent will be below 20, compared to 36.7 per cent aged 60 and above. Improvement in the state of health of older persons or greater technological and organizational convenience in travel may help activate the potential for tourism which can be expected from the demographics by 2050. The paper also describes current and future potential dangers to tourism and discusses the possibilities for improving information, prevention and crisis management.

Jussi Ramet and Anne Tolvanen (2010) reported that tourism is one of the most dynamic industries globally, and within this, the eco-tourism is considered to be growing most rapidly. The impacts of tourism are multifarious. From an ecological standpoint, tourism poses a threat to sensitive environments. Hence, sustainable tourism is a highly disputed issue, involving differing values and complex power relations within and between stakeholders. So it is necessary to identify the principles of sustainability that will be achieved through community control and those implemented by the government.

2.2 TOURISM- NATIONAL PERSPECTIVE

Dube R (1987) in his research on the impact of tourism in the economy of Madhya Pradesh identifies the need of analyzing the multiplier coefficient that tourism industry creates and its overall effect on economy of the state. He is of an opinion that tourism generates more prominent impact on the economy as a whole and economic benefit can be viewed in light of mass consumption phenomenon.

Soundara Rajan A. (1993) attempted to study the functioning of Tamil Nadu Tourism Development Corporation and its role in promoting tourism development in Tamil Nadu. He has analyzed the role and viability of infrastructure development under TTDC in terms of money and profitability. A number of creative suggestions have been forwarded by him for the substantial and all-round development of TTDC.

Sinha P.K and Sahoo. S.C. (1994) addressed the role of tourism in economic development, the current tourism scenario, tourism marketing audit etc.
The factors advantageous to Indian tourism like natural resources, infrastructure, knowledge support etc. were highlighted. The result indicated that India is attractive both economically and culturally, but it lacked familiarity.

Bhatia A.K. (1997) highlighted the need for marketing in tourism and ways of marketing of tourism. It is also suggested that marketing with its focus on identification of markets, products, planning and communication is an area in which numerous tourism issues and great future potential exists.

Badan B.S. (1997) in his book ‘Impact of tourism in South India’ explained the tourist products in South India. The destinations of Tamil Nadu like Mamallapuram, Kancheepuram, Tiruchirappally etc. and the attractions in the respective destinations have been analysed.

Pran Nath Seth (1997) discussed the ways of marketing Indian tourism and points out the successful ways of managing tourism. He is of the opinion that tourism is obviously the world’s second largest industry which employs one out of twenty adults worldwide. He discussed the need for training the Indian professional tourism corps in the light of the growing rate of international leisure travellers who are flooding to India as a result of economic liberalisation. Seth also described the increasing understanding of the fundamental aspects of tourism such as its philosophy, scope and planning which are required for the development of institutes, training centres and academic programmes in tourism management, both in the private and public sector.

Singh Ratandeep (1998) explained tourism marketing strategies and factors in tourism marketing policy. The factors identified for tourism marketing includes product, accommodation, natural and other resources, entertainment, transportation, food and beverage, recreation, selling attractions and optimum pricing for the tourist products.

Sinha P.C. (1998) discussed about the marketing strategies in tourism, components of marketing mix, role of tour operators and travel agencies in marketing tourism. He, in his book Tourism, Transport and Travel Management, focuses on various crucial issues pertaining to modern international tourism.
Caprihan Vijai and Shivakumar Kirti (2002) proposed short-term and long-term strategies to redefine tourism marketing strategies. Further, the concepts of eco-tourism, dental tourism, incentive tourism or conference tourism are exploited. Some of the proposed strategies include establishment of Indian Tourism Service, foundation of India Tourism Authority, town tourism boards and corporate responsibility towards the upkeep of all tourist sites.

Ajitha.S (2004) attempted to bring out the significance, importance of tourism and the evil effects of tourism. Tourism brought out both positive and negative impacts in the third world countries, according to the socio-cultural structure of the country. Each of the cultural, social, economic and environmental factors which are positively and negatively affecting the developing countries were analysed. The objectives of sustainable development and international environmental pressures were also highlighted.

R Inbakaran and M Jackson (2005) used multivariate analyses such as factor analysis and cluster analysis to segment the host community into four distinct cluster groups on the basis of their positive and negative attitudes. Demographic variables constituted the cluster base. These four cluster groups differed from each other on gender ratio, age, life-cycle stage, education, migration status, occupation and current involvement with tourism. The differing attitudes present in various community groups, and the implication for the tourist industry is highlighted.

George. P.O (2004) pointed out that there is an urgent need to shift from urban centres to rural areas as it would give the tourists a chance to view the religious festivals, temple architecture, local art forms, cottage industries, dance and music festivals, backwaters etc. of the destination. When tourists come into contact with local people there occurs cultural sharing and more tourism awareness. But uncontrolled tourism in villages could damage our social, religious and moral values. Therefore a possible trade-off between positive social and cultural impacts over negatives is needed.

Selvam. M, Babu. M, and Vanitha. S. (2004) studied the tourists’ satisfaction in Tiruchirappalli District in Tamil Nadu. Through statistical representation they opine that since tourism is an industry continuously dealing with
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people, it needs continuous cordial human relationships. The travel agents, tourist
guides, the hoteliers, etc. are jointly responsible for creating a situation that develops
good human relations.

Remanan. K (2004)\textsuperscript{34} pointed out the positive and negative impacts of
 tourism. He also suggested that the citizens of a country should try to minimize the
negative factors and maximise positive factors. Tourism provides employment to
millions and act as a reservoir of foreign exchange reserve but causes resource drain,
pollution of air and rivers, damage to bio-diversity etc.

cultural and economic transformation of the country through tourism. Due to
infrastructural development, spread of telecommunication network and importance
of service sector in nation building the Indian tourism industry is poised for a major
breakthrough. An integrated approach with multi-pronged strategy will help the
country’s tourism sector to yield more.

Sasankan Silpa (2004)\textsuperscript{36} stressed the need for providing training in all
aspects of HRD for developing appropriate and suitable manpower. He also
suggested that tourism industry can be socially beneficial if three aspects-need,
affordability and worth are considered. The HRD in tourism industry can be done by
identifying the potential of employees, bring the potential of employees to the level
of awareness, developing their potential and using their potential for the benefit of
the organisation, society and themselves.

Nagendran G.R. and Raju.G (2004)\textsuperscript{37} identified the three evils of tourism as
terrorism, war and diseases. They opine that value tourism should be built in the
industry considering the impact of tourism on the environment and communities.
The local community should be involved and economic development of the area
ensured for integrated development of an eco-fragile area. The Key players in
tourism like state governments, local authorities, NGOs, scientific research
organizations, travel and hotel associations, tour operators etc. need to be sensitive
to environment and local traditions of the site and follow guidelines for successful
development of tourism.
Bobby Simon and Sreekumar. N.V, (2004)\textsuperscript{38} examined the need for ethics in tourism and its role in protecting the environment, cultural heritage, tradition and value systems from the impact of factors related to tourism. Further they have discussed the measures taken globally to implement ethics in tourism and also analyzed the direction of tourism planning in India to see how far the internationally accepted tourism ethics are followed in India.

Aneja Puneet (2005)\textsuperscript{39} analysed the development of tourism in India by evaluating the present status of the industry by stating the contributions of tourism to GDP and employment. The major barriers in the tourism development highlighted in the study are private investment, absence of legislative support and unprofessional approach.

Sunil K Kabia (2005)\textsuperscript{40} in his study “Tourism and Environment” stated the relationship between tourism and environment. He highlighted that the relationship tourism and environment is complex. Its impacts are related to resource consumption, pollution and waste generated by tourism activities. At the same time, beaches, mountains, rivers, forest and other bio-diversities make the environment a basic resource upon which the tourism industry depends to thrive and grow. He is also of the view that tourism can contribute to environmental protection.

Ganesan.G and Chandrasekar Rao. K (2006)\textsuperscript{41} analysed the performance of Tamil Nadu tourism and they found a considerable increase in the flow of domestic and foreign tourists and foreign exchange earnings. In Tamil Nadu tourists gave importance to heritage and medical tourism.

Adarsh Batra (2006)\textsuperscript{42} made an attempt to study the measures that can be used to ensure sustainable tourism through marketing strategies. He reported that continuous education programs, more sensitive environmental awareness programmes and the adoption of long-term perspectives towards tourism resources exploitation rather than exploitation by service providers can be implemented for the purpose.

Kalpana Mathur (2007)\textsuperscript{43} 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 circulates locally and the leakage are
low, a significant improvement can be made in the income and living standards of the local people.

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.

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

Aparna Raj (2007) identified that cinema has gained mass attention and films shot in foreign land or picturesque locations are good publicity vehicles for tourism. 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.

J.M.Pathania (2007) sited that an important component for the development of tourism in any State is the basic infrastructure facilities like clean drinking water, uninterrupted electric and water supply, proper waste disposal systems, proper transport facilities etc. He again stated that efforts should be made to ensure and provide quality training to technical manpower like guides, cooks, waiters, receptionists and others involved in the tourism field.

Rao Bhaskar (2007) discussed the socio economic implications of tourism in terms of its capability to enhance domestic and foreign exchange growth, employment generation, cultural assimilation and support to local people. He attempted to distinguish package tours and non- package tours and reported that the propensity to pleasure is considered to be the most important motivator of tourism.

Heera Lal Sharma (2007) argued that, 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.

Lakshmi Narasaiah (2006)\textsuperscript{50} stated that the major attraction of the most popular tourist 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, 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 use of natural resources like water, marine resources, land and landscape, wildlife band habitant by the tourists are 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.

Vinay Chauhan and Savidha Khanna (2007)\textsuperscript{51} 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.

Ravichandran K (2008)\textsuperscript{52} studied the involvement of internet in travel and tourism industry and identified that the present outlook for travel industry is one of the innovations, high occupancy rate and healthy competition at a higher rate. The study highlighted that a need for transformation into the techno-centric business arena was felt where the consumers have different choices for customization of their own product without any direct contact with an intermediary. It was further pointed out that the major aspect of concern for travellers is to search information faster, seek more options and choices that suits their budget and settling transaction online through the internet.

Reddy A.K.V.S (2008)\textsuperscript{53} opined that properly planned tourism will be a positive factor in national development. Since, it creates employment and distributes the wealth to all sectors of economy. If the positive effects of tourism are planned and coordinated on a regional basis, the positive effects of tourism could be enhanced.
Rajasulochana N (2008)\textsuperscript{54} reviewed the rural tourism policy in the context of Tamil Nadu. It was pointed out that most of the ongoing schemes as well as proposed schemes are concentrating only on religious sites thus reinforcing pilgrimage tourism rather than rural tourism. Other variants of rural tourism such as sports and adventure tourism, eco-tourism, farm tourism and nature tourism were ignored. The suggestion included that, innovation is required for destination marketing and Tamil Nadu should recognize the significance of branding, packaging, promoting and positioning of its products.

Prasad Purna (2008)\textsuperscript{55} analysed the problems and prospects of tourism in Kerala by employing new management strategies. It was found out that the tourist information centres in Kerala are inadequate and basic amenities are absent in tourism centres. The suggestions included getting feedback from tourists, distribution of tourism publicity materials at airports, installation of proper sign boards etc.

Vinod Goel (2008)\textsuperscript{56} 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. Most of the 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.

Anurag Kothari (2011)\textsuperscript{57} observed that for a tourist product, the basic raw materials are the country’s natural beauty, climate, history, culture and the people. Whereas other aspects such as the existing facilities necessary for comfortable living such as water supply, electricity, roads, transport, communication are also essential for the development of the industry. 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.
2.3 TOURISM – KERALA PERSPECTIVE

Priyan C Oommen (1990) explained about tourism as an industry and its marketing. Overpricing is a handicap that hinders the successful marketing of tourist products. It is also opined that media publicity, particularly television must be given special attention in connection with tourism marketing. Further while promoting a new destination, clarity, coherence and continuity must be there in the programmes telecasted through the media.

Sudheer S.V. (1991) pointed out that lack of professionalism among the personnel retarded the efficient functioning of Department of Tourism of Kerala State. The study stressed on determination of the sufficiency of tourism facilities in Kerala.

Navaprabha Jubily (1992) identified the problems faced by the tourists and infrastructure deficiency at important tourist centres of Alappuzha. The study also brings out the important destinations of Alappuzha District, preferences of tourists and infrastructural facilities in tourist centres of Alappuzha.

Rajan Samitha (1993) identified the existing facilities provided for promoting Alappuzha as a backwater tourist spot and the perception of tourists towards promotional measures.

Binu.R (2002) analysed the functioning of Thenmala Eco-tourism project, its financial feasibility and the infrastructural facilities in Thenmala Eco-tourism project. He found the potentials of tapping the opportunities, minimizing the impact of weaknesses and in overcoming threats in eco-tourism in Kerala. He observed that the major source of information about eco-tourism projects were tour operators and websites. He concluded by listing major satisfiers of eco-tourism as inadequate promotion, facilities for education and research, rate charged and facilities for communication.

Biju (2002) in his study made an attempt to explain evolutionary process of global tourism. He viewed that the main reason behind tremendous growth of tourism industry was the emergence of transporting and communication. Moreover,
introduction of paid holidays and the concept of mass tourism also encouraged travel habits among the people.

Biju (2003)\textsuperscript{64} in his paper “Eco-Tourism: Tourism of the New Millennium”, stated that eco-tourism was nature based and ecologically sustainable. It has minimum impact on environment because it required less infrastructure facilities and services when compared with conventional forms of tourism. Eco-tourism has three main key elements like natural environment, environment friendly visitors and involvement of local community. However, the unnecessary pressure imposed by ecotourism on natural resources worldwide required appropriate environmental planning and management of natural areas for sustainable development of ecotourism.

Ambika. G (2003)\textsuperscript{65} highlighted the important tourist destinations of Kerala, identified the tourism promotion measured taken by DTPC of Trivandrum district. It further studied the problems faced by the tourists in the deficiencies of infrastructural facilities.

George (2003)\textsuperscript{66} in his article described different key functions associated with tourism like destination development, master planning, provision for infrastructure facilities, marketing and publicity, public awareness, local participation etc. He highlighted that tourism involved several intermediaries like government, semi government and private organizations providing different hospitality services to visitors. He emphasized the need for a master plan with long term vision including development of basic tourism facilities such as road, railways, airport, walkways, drainage, benchmarking and tourism laws for development of tourism. The author also recommended a strategic management committee for tourism administration function.

Chowla Romila (2003)\textsuperscript{67} discussed in detail about tourism marketing, mixes in marketing like product, place, pricing and promotion, conducting feasibility analysis in tourism, measuring its economic benefits and costs, planning a tourism research investigation etc.

Krishnakumar. P (2004)\textsuperscript{68} identified that Indian Films created an impact on the popularisation of destinations like Bekal Fort, Backwaters of Alleppey, Varkala
and Kovalam beach, Kochi harbour and Thalassery scenic beauties. Films attracted a large number of mass public into the fore and with the advent of technology there had been shift from indoor shooting to outdoor shooting and hence the tourist destinations became an attractive proposition to showcase the natural beauty.

Nandakumar Damodar Prasad and Mathew K Jacob (2004)\textsuperscript{69} argued that only geo-morphologically integrated eco-friendly tourism can project Kerala as an international tourism destination. Kerala is to be considered as a single spot of tourist attraction which is totally a new concept. The major benefits of geo-morphologically integrated tourism in Kerala are uniform development of infrastructure in the state, uniform spreading of the revenue from tourism in the state, participation of greater percentage of population of Kerala in tourism, conservation of ecology and environment and prevention of uncontrolled pollution in the tourist centres.

Thomas Asha E.and Raju.G (2004)\textsuperscript{70} reviewed the literature on the origin, growth and development of and the demand for rural tourism as a specific sector of the overall tourism market. They have also analyzed the role and potential of tourism in socio-economic development and regeneration of rural areas to promote tourism industry of the developing countries by concentrating on rural heritage and culture.

Salini.K.A (2004)\textsuperscript{71}studied heritage tourism from the perspective that heritage is a cultural production and its fundamental role in maintaining national solidarity cannot be overlooked. She stressed the importance of preserving, protecting and promoting heritage monuments especially Padmanabhapuram Palace.

Sasikumar K and Binu R (2004)\textsuperscript{72} analysed the growth of tourism industry in Kerala in comparison to other States. The study also highlighted the role of different agencies involved in tourism, development of infrastructure and tourism vision of Kerala in comparison to others.

Sarngadharan M. and Unuskutty K.K (2004)\textsuperscript{73} emphasized the importance of empowering youth as professionals of tourism industry for societal and national progress and development. In the era of globalization, liberalization and privatization, the youth require support of the experts in securing skills to set up
enterprises of their own and to serve as efficient managers of enterprise owned by others. Tourism is identified as new frontier towards which young generation can fulfil their aspirations economically and socially. For this three vital components are to be linked—prosperity of the economy, growth of entrepreneurship and education of youth.

Sasankan Silpa (2004)\(^74\) highlighted the importance of human resource development in tourism industry. Human resources play greater role in tourism industry by giving importance to the strength in communication, relationship building and conflict management.

Thomas Jacob (2004)\(^75\) opined that if the issues of pollution, overcrowding and unplanned developmental activities are not scientifically managed, it may cause a threat to coastal tourism. He has suggested that implementation and monitoring of coastal zoning policies like the Coastal Regulation Zone (CRZ) in 1991 is required for the scientific planning and implementation of coastal tourism projects. A multi-faceted data of the coastal zone where the tourism project is said to be implemented must be made.

Wilson. O (2004)\(^76\) attempted to search the potential of traditional and recreational resources and future plan for the maximum benefits by exploring the possibilities of tourism in the Eastern Ghats of Ponmudi Hills, near Trivandrum. He has identified the scope for tribal tourism in Ponmudi as the region has hills, enchanting landscape, attractive streams, ethnic diversity, customers and festivals for the development of tourism.

Muraleedharan. D (2004)\(^77\) highlighted the views of Prof. David. A. Fennel of Brook University, Canada in terms of three approaches for eco-tourism—economics, marketing and ecology further divided into human centric and bio-centric concepts. Eco-tourism has now-a day’s transformed into the shape of an instrument to promote “Mega resort tourism” in the hands of industrial lobby. He opined that in a social system where profit will be the social ideology lots of invasions are to be controlled and restricted in order to protect the eco-tourism activities.
Anilkumar K. (2004)\textsuperscript{78} identified certain negative factors that hinder tourism growth in Kerala. He has also assessed present stage of negative factors, level of impact of negative factors on tourists; evaluate the level of impact of negative factors on host community.

Thomas P.C and Gracious. J (2004)\textsuperscript{79} stated the necessity of marketing tourism products as tourism plays a major role in the economies of the world. Marketing strategy for tourism should be based on consumer’s expectations, needs, attitudes, likes and dislikes. It covers the use of multimedia in tourism marketing, main applications of interest in tourism marketing such as in marketing research, new advertising techniques in global marketing importance of relationship marketing for tourism industry role of MICE in solving seasonality problem of any destination, how the tourism products are developed by different countries in consistent with expectation of customers etc.

Thampi Santhosh.P. (2004)\textsuperscript{80} described the need for marketing of eco-tourism in Kerala. He has distinguished eco-tourism marketing from traditional marketing as eco-tourism marketing involves marketing of products and services with positive ecological outcomes to environmentally concerned customers. He has identified three factors to be considered for eco-tourism marketing-first of all understand the eco-tourism markets potential of eco-tourism products available and promote eco-tourism message to the markets. There is a lack of knowledge about the eco-tourism markets (background of tourists like their interest and preference). Through manipulation of essential marketing mix factors, target markets and positioning statements, marketing can be utilized as a tool for directing future development of eco-tourism in Kerala.

Manoharan Nair K (2004)\textsuperscript{81} conducted a SWOT analysis with respect to marketing of tourism products. The major thrust of marketing tourism products is to upgrade the quality of the products like beaches, backwaters, hill-stations, wildlife sanctuaries, waterfalls, Ayurvedic and culture including festivals and provide infrastructural facilities. The SWOT analysis revealed the necessity of developing further areas based on exploiting the potential of Kerala. The conclusion of the study is that the untapped resources are to be used in such a manner that the threats can be
converted into opportunities and steps may be taken to prevent the weaknesses. He has stressed the significance of the concept of tourism marketing as it ensures the arriving tourists to get mentally rejuvenated, culturally enriched and spiritually elevated.

Renganathan R. (2004) explained the way to position a tourist destination for a competitive advantage. The importance of positioning tourism marketing was also highlighted.

Anandan D (2004) described the tourism product, market and market research techniques in tourism and the functions of marketing in tourism. A tourist product is a combination of attractions, transport, accommodation and entertainment, which can either be sold as a package or assembled by the tourist himself. Through market research techniques like desk research, field research and motivation research it is possible to identify the key market segments. The role of marketing in tourism creates awareness about the product in the minds of existing as well as prospective customer in the overall market area. In all tourism promotional activities, an effective and meaningful communication with the consumer and trade intermediaries through advertising and public relations is essential.

Gabriel Simon Thattil and Nimi Dev.R. (2005) stated that Kerala’s tourism potential lies in its rich culture and unparalleled natural bounty such as backwaters, beaches, cottages, health resorts etc. They again stated that Kerala has a favourable location, climate, rich resources, both natural and human for the tourists.

Najeeb. E.B. (2005) observed that Kerala, with its unique tourist experience and quality healthcare facilities will be a significant beneficiary in healthcare tourism. Kerala is already a renowned destination for Ayurvedic healthcare system.

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.
K.G. Mohan Lal (2005) reported that the design, planning and management of tourism environment requires a commitment by all the parties involved in the planning process to sustainable development principles rather than the simplistic adoption of codes and guidelines.

Jayaraj.V (2005) opined that the potentiality of eco-tourism in Kerala is very high due to the number of national parks, wildlife sanctuaries, backwaters and other uncontaminated natural and cultural areas.

Rajasekharan Pillai. K (2006) studied about the structure of labour market in the tourism sector of Kerala and opined that the concerned government should promote an ideal employer-employee relationship by making the employees adhere to existing labour legislative framework. It is suggested that the Department of Tourism and the Department of Labour should work together to develop and sustain pro-labour and pro-industrial labour relations to the perpetuity of the industry in the State.

Dileep. M. R (2006) highlighted the fact that there is an urgent need for good information systems, especially at the destinations. His suggestions include formation of an expert group of IT, tourism and management professionals. Further, the Government should motivate small and medium agencies in tourism to come up and adapt itself to the latest changes in the field of IT.

Jacob Robinet, Joseph Sindhu and Philip Anoop (2006) in their study compared the management of eco-tourism in Tamil Nadu and Kerala. The objectives of the study were to assess the economic aspects of eco-tourism in Tamil Nadu and Kerala, to compare and contrast the problems and prospects of eco-tourism of these states and to evaluate the issues for proper management of eco-tourism as an industry. They opined that there is a difference in the management of eco-tourist activities among both the states.

Shaji Madhavan (2007) stated that, in Bekal the coastal region in Kasargod district, where confluence of Kerala and Kannada culture makes tourism a pleasant marketing commodity. He describes the initiatives of the government in developing infra-structure and tourism based projects on public private partnership in that
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region which transforms it to a ‘sample packet of Gods own country.’ He is of the opinion that Bekal offers everything that Kerala is known for to the tourists.

Jacob Robinet, Joseph Sindhu and Philip Anoop(2007)\(^93\) discussed the new concepts in tourism like alternative tourism, rural tourism, plantation tourism, spice tourism, Meetings, Incentives, Conference and Exhibitions (MICE) tourism etc. Alternative tourism allows the tourist to directly experience the host culture and environment and provides possibilities for controlled nature-based and small scale industries. Rural tourism involves visiting rural environments for recreational experiences.

Rajeevan. V (2007)\(^94\) reported that the cultural heritage of Kerala is a vast spectrum of several unique and enhancing factors belonging to Kerala. The rich culture and heritage of Kerala add significantly to the quality of experiences of a tourist who visits this State.

M.R. Dileep, (2007)\(^95\) stated that the scenic beauty and natural resources are the most important components of tourism in Kerala, the God’s own country, which are marketed and promoted aggressively as unique products worldwide.

Rajan. J and Sabu K. Thankappan (2007)\(^96\) argued that uncontrolled conventional tourism poses potential threats to the ecosystem of Munnar. So in order to protect the natural resources and environment, Munnar needs a viable strategic plan for the sustainable development of tourism.

Vijayan J. (2007)\(^97\) found out that the local people have positive attitude towards tourism which has a major impact on their economic life. But the tourism officials failed in giving proper awareness to them regarding the benefits of tourism. They suggested that the Government of Kerala should take adequate measures to educate the societal benefit of tourism development through various types of programmes. Further, Government should form co-operative societies of educated and trained youth in destinations and provide support to run various kinds of tourism enterprises.

Rajan and Vijayan (2008)\(^98\) remarked that the most basic requirement for the development of tourism is the tolerance of residents at destinations towards tourists.
Community participation is the only way that 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.

Anu Chandran (2008)\textsuperscript{99} reported that the unplanned and ill designed architecture of many buildings, which does not conform to the local design and style, constructed in exotic spots of nature causes extensive harm to the destination image and dissuade the tourists from visiting the site again.

Vijaya Kumar. B and Babu. R (2008)\textsuperscript{100} identified that the unstructured development of tourism has brought out adverse impacts on the natural environment of Munnar. Extensive 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 mountain environment that raise the question of sustainable development of tourism in Munnar hill station.

Joymon (2008)\textsuperscript{101} 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 within the country in the relative backward regions and ensure sustainable levels of regional economic balance.

Binu. R (2008)\textsuperscript{102} found out that eco-tourism in Kerala is having high potentialities for tapping the opportunities, minimizing the impact of weaknesses and in overcoming threats. Regarding the perception of eco-tourists, they visit for entertainment, the major source of information about the eco-tourism projects being tour operators. Websites constitute the second major source. Majority of the eco-tourist centres were of casual nature with good visitor management and differences exist in the satisfaction level of eco-tourists in Kerala. Further major problems of the
eco-tourists were inadequate promotion, lack of facilities for education and research, high rates charged and inadequate facilities for communication.

Sunanda V.S. (2008)\textsuperscript{103} evaluated the present health tourism scenario in Kerala by analysing the marketing environment and the marketing system existing in the various Ayurvedic health tourism units of the state and the marketing strategies adopted for promoting Ayurvedic as an important tourist product. The level of satisfaction of tourists was evaluated by comparing their perceptions on the Ayurvedic treatments of Kerala with their actual experiences after undergoing Ayurvedic care.

Sarangadhran. M and Sunanda. V.S. (2009)\textsuperscript{104} conducted an in-depth study on Health Tourism in India. They found that Ayurvedic tourism has become the major element of health tourism in the State. It is recognised 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.

Gracious J (2009)\textsuperscript{105} found that there were significant differences in the methods adopted for product development as classified and non-classified hotels, ayurvedic centres and approved tour operators developed their tourism products depending on seasonal demand. He suggested the need for urgent attention on the part of the Government of Kerala on education of tourism marketing and further, organisation of more trade shows that would attract large number of tourism enterprises, and more tourists to be attracted during off-seasons. The modern technology should be utilised to its fullest potential.

Leena Mary Sebastian and Prema Rajagopal (2009)\textsuperscript{106} compared socio-cultural transformations in destinations with and without a planned intervention in tourism in Kerala. They compared the residents’ perceptions on socio-cultural impacts of tourism at Kumily and Kumarakom. The article explores whether tourism activities in Kumily, with its planned intervention, are more sustainable than in Kumarakom. The conversion of ex-poachers into forest protectors and the involvement of the marginalized people in community-based ecotourism are a few
among the many transformations that have occurred at Kumily while haphazard tourism development at Kumarakom gave rise to several socio-cultural challenges.

Mahesh Chandra Singh (2010)\textsuperscript{107} in his study “Medical Tourism” states that the Indian medical tourism industry, growing at an annual rate of 30 per cent, caters to patients mainly from the US, Europe, West Asia and Africa. The low medical cost and better medication are the major factors that make India a favourable destination for health tourism. He also added that Kerala is a tourist’s paradise where patients get the golden opportunity to enjoy the beauty of nature. An extensive tour to Kerala not just works as an ameliorate experience but also actively contributes to the patients recovery.

Priyaa Ravikanth (2010)\textsuperscript{108} in her study “Health Tourism in Kerala: The Ayurvedic Way” made a detailed study on possibilities of Ayurvedic health tourism. She stated that tourism industry looks at the enormous potential for “Ayur-tourism” in Kerala.

2.4 PILGRIM TOURISM – INTERNATIONAL PERSPECTIVE

Travel is associated to humans since long. In earlier times humans led nomadic life. They travelled from one place to another in search of food and shelter. With passage of time the scope of travel intensified and got associated with adventure, hobby, leisure, exploration of knowledge related to mankind and travel related to religion i.e. pilgrimage etc.

Pilgrimage, a spiritual tradition found in every major religion is intentionally difficult journeys of devotion. A pilgrimage is a journey or search of moral or spiritual significance. Typically, it is a journey to a shrine or other location of importance: the place of birth or death of founders or saints or to the place of their “calling or spiritual awakening or other connection (visual or verbal) with the divine, or to the location where the miracles were performed or witnessed. Several scholars have commented on the relationships between pilgrimage and tourism (Cohen 1992; 1992a; Henderson 2003a; Jutla 2002; Din 1989; Poria, Butler and Airey 2003; Rinschede 1992; Singh 2004; Srisang 1985; Timothy and Olsen 2006; Vukonic 1996; Wall and Mathieson 2006). According to these scholars, religion plays a powerful role in people’s motivation to visit holy places. These visits to holy places
for the sake of “purification, redemption, fulfillment of vows, healing or something else etc. are called pilgrimages” (Vukonic 1996: 117).

Sometimes people may go on pilgrimages to perform some religious rituals. As the scholars mentioned, the phenomenon of pilgrimage is associated with religions and existed since ages. People in ancient times visited the shrines on religious holidays. Also, Wall and Mathieson (2006) mentioned that since ages, people have travelled to the ancient cities of Palestine, Mecca and Medina. Ritter (1975: 57 cited in Wall and Mathieson 2006: 251) described how the Persian Shiites go for pilgrimages to their sacred death place at Kandhimain in Iraq and Sunnis to Medina, which he termed as “tourism of the dead”. Some scholars have remarked on the sacredness of a pilgrimage. Wall and Mathieson (2006) argued that the reason behind the Western Christians’ visits to Jerusalem and Damascus during Easter and the time of the Passover is ‘spiritual devotion.’ According to O’Grady (1982: 74-75 cited in Vukonic 1996: 119) “to travel a new road always means to expose one’s life to the unexpected and the sacred.” In a similar vein, Vukonic (1996: 119) opined that “the entire Christian community is always traveling, and Catholic priests express this through the title Ecclesia Peregrinans.”

There has always been a difference in opinion in defining tourist and pilgrim. Tourist can be defined as somebody going from one place to another within or outside the country from home for a fixed period between one day and less than a year. While pilgrim is one who moves away from home to another place which to it has attached religious sentiments. It can be concluded that pilgrim is also a sort of tourist but with a different mindset wherein it is the devotion which makes them to travel from home to the place of devotion.

To understand the phenomenon of pilgrimage tourism further, Cohen (1992) while studying the perspective of the direction of journeying to religious or sacred sites offers a different structure to distinguish between duos. Cohen argues that the tourists who travel in the existential approach are pure pilgrims, while those who have recreational approach while travelling are pure tourists.

Vukonic (1992) argues that countries like Poland and Yugoslavia are seen to prosper with the religious tourism. Tourism industry has made significant
economic contributions to these places in Europe as it is associated with the catholic pilgrimage.

Jackowski and Smith (1992)\textsuperscript{111} in their study of Polish pilgrim-tourists, argue that if pilgrims stay for more than two days for site seeing, it offers ample earning opportunities for local entrepreneurs. The income to the local people is the outcome of the pilgrims spending for food, lodging and other services required by the pilgrims. Further, it is seen that manufacturing sector associated with manufacturing of devotional crafts earns money. Therefore, the study focuses on the imperativeness of pilgrimage tourism.

Kreiner and Kliot (2000)\textsuperscript{112} in their paper analyzed behaviour of Christian pilgrims towards religious sites. They stated that there were considerable differences between the behaviour of pilgrims and tourists towards any religious site in spite of the fact that both had three common elements like discretionary income, leisure time and social sanctions. For the purpose the study also highlighted certain parameters like age, socio-economic status and nationality. It revealed that the persons who perceived themselves pilgrims belonged to low social-economic group and those who belonged to high socio-economic group perceived themselves as tourists. In short, although various differences were there between tourists and pilgrims but it was very difficult to present those differences.

Shackley (2001)\textsuperscript{113}, while examining more than 160 world heritage sites found that more than twenty five per cent of these heritage sites of religious importance belongs to different religions. It is argued that in order to retain their cultural legacy these sites of religious importance are managed like the other non-religious sites. The author believes managing and maintaining sanctity of religious sites with increased tourist influx poses a challenge on the policy makers to sustain and survive.

Using the evidences from travel guide-books and directories of holistic retreat centres, as well as from formally organized tours, Attix in his work “A Study of American Culture” reflects that, from 1960 there is an increase in market for spiritual tourism. He adds that tourism for pilgrimage, tourism for personal growth and travel for non-traditional spiritual practices has caught momentum, since 1980 at
constant pace, notwithstanding the fact that many native establishments are dissenting to the use of sweat lodges, vision quests, and sacred sites as conventional tourism practices.

Moscardo (2003) argues in a study that there is a positive relationship between tourist influx and the explanations addressed. These explanations mostly pertain in providing information to tourists regarding places they are visiting. Thus it may be concluded that if issues or explanations sought are addressed it encourages them for further visits and leaves pilgrims or tourists highly motivated and satisfied.

The study by Salih, (2003) reflects that the major contributor to economy of Saudi Arabia is pilgrimage tourism. He says, the annual income of the country through pilgrimage tourism is over eight billion dollars per year, while the total investment for past thirty years for improving facilities for pilgrims has been 35 billion dollars. The study reflects the importance of tourism industry is for Saudi Arabia.

Norman. A (2004) in his study discusses spiritual tourism in context with non-spiritual travels. The study explores various reasons and motivation behind spiritual travel in length viz. a viz. regular tourism.

Ghimire Him Lal (2004) pointed out that the tourism policy of Nepal and tourism organizations could not adequately address the pilgrimage tourism. Pilgrimage visits in the sacred places induced modern tourism in the society. New marketing strategies can accelerate pilgrimage tourism in Lumbini and other places in Nepal. Nepal has become a major destination of pilgrimage tourism due to large number of Hindu and Buddhist pilgrimage sites. The need for a marketing strategy is identified as even 0.1 per cent of Hindus and Buddhists visiting Nepal every year can contribute a lot to the national economy.

S.C. Woodward (2004) in his article on “Faith and Tourism: Planning Tourism in Relation to Places of Worship” has opined that the income from religious sites can be used for the maintenance of those particular sites and other religious sites. The study highlights that most of the world famous religious sites are not able to accommodate large number of visitors at one time which lead to several accidents, noise pollution, theft incidents, parking problems etc. The author has
suggested several remedies like charging for vehicle access and entry fees to religious site and so on to overcome these problems. He feels that there is need for separate planning for those who visit for religious purpose and those who visit only as sightseers.

Olsen and Timothy (2006)\textsuperscript{118} argue that it is difficult to draw a clear dividing line between pilgrims and tourists because, both make use of the same tourist facilities, such as the local transportation system, accommodation and infrastructure and other facilities associated to it.

Chris and Carnegie (2006)\textsuperscript{119} in their paper argue that continuous makeover of individuals and community as whole is an outcome of pilgrimage tourism. They argue that as pilgrimage tries to elaborate its linkage with spirituality, it tries to focus on its meaning. The experience of pilgrimage offers emotional as well as physical well-being of individuals in comparison to those who have not experienced pilgrimage.

Aktas and Ekin, (2007)\textsuperscript{120} in their study reflect that after oil industry, the second major contributor to economy of Saudi Arabia is pilgrimage tourism. They are of the opinion that in the Islamic world, income generated from the pilgrims to Mecca is the second major pillar of Saudi Arabian economy after oil

Raj R and Morpeth N. D, (2007)\textsuperscript{121}, argues that significant motivation for people to travel from one place to another is pilgrimage and spirituality. It is reported that most of the major tourist destinations develop expressively as a result of their bond to holy places, people and events. The study also reflects the importance of managing the religious tourism effectively by focusing on ancient sacred sites and the possible emerging destination adjoining to it and the need to convert sacred places to commercial areas without losing their religious and spiritual integrity.

Aslan and Andriotis (2009)\textsuperscript{122} in their study argued that motivation for pilgrimage tourism is not only the act of pilgrimage or religious sentiment but other tourist activities such as sightseeing, going to places of interest, recreation, visiting historical places etc. also play a role.
Wichasin (2011) illustrated the relationship between pilgrimage and tourism with the help of Stupa worship. The pilgrimage involved three essential steps i.e. journey to the sacred sites, performance of ritual acts and returning home with a sense of renewal. Further, tourism shared some similarity with the pilgrimage but also included sightseeing, travelling and visiting different places. The author discussed the model explaining the features of the pilgrims and provided two continuum: secularism-sacredness and tourism-pilgrimage.

Mehdi Pourtaheri, Khalil Rahmani and Hassan Ahmadi (2012), presented an empirical analysis of pilgrimage and religious tourism and the impacts of these types of travel in the rural areas in Iran. Their study provided examples of the impacts and transformations of pilgrim tourism in the three rural centres as Tourism Model Villages (TMVs). They argued that pilgrims and religious tourists are strongly influenced in rural areas, but the social aspect of pilgrimage and religious tourism had largest impacts on rural households. Besides, the results indicated that the villages related to “Religious tourism”, have registered statistically significant higher impacts of those villages related to “Pilgrimage tourism”.

Darfoon, M, (2013) in his dissertation on service quality tries to assess the satisfaction level of pilgrims towards Hajj packages. It was seen that pilgrims do not compromise on quality of services pertaining to food quality, lodging, transportation etc. and in fact they are ready to pay price for adequate service quality. The price they pay and the service they receive seems to be positively correlated. The study also reflects that pilgrims from America are somewhat satisfied with the hajj packages as compared to the pilgrims from other parts of the world.

2.5 PILGRIM TOURISM – NATIONAL PERSPECTIVE

Travel for the purpose of pilgrimage has always been an integral part of India. “Pilgrimage in India is almost as old as Indian civilization” (Singh 2004: 44). Today, pilgrim tourism in the country has reached unprecedented levels and forms an important segment of domestic tourism. Although Hinduism continues to be the major religion in the country, India has been the birthplace of various major religions like Sikhism, Buddhism and Jainism. Moreover, as Sen (2005: 308) mentioned, “there have also been Jewish settlements in India for nearly two
thousand years. Parsees started moving to India twelve hundred years ago, to escape a less tolerant Iran.” In the twentieth century, with the increased facilities of public transportation, there has been a vast increase in the numbers of people who go on pilgrimages. For many Indians pilgrimage is still the preferred form of tourism (Jutla 2006; Singh 2004).

Gupta (1999)\textsuperscript{126} in his study praised the growth of Indian religious tourism without causing negative environmental, cultural and social impacts. The author recommended to develop such type of modern tourism which benefited local communities without harming natural environment.

R.Mishra (2000)\textsuperscript{127} in his thesis entitled “Pilgrimage Tourism - A Case Study of Brajmandal” has stated that with the increased mobility of urban class, more and more people are undertaking weekend trips. The study has also highlighted the main problems regarding poor infrastructure and facilities in these pilgrimage sites faced by tourists. The author has suggested both operational measures like restructuring tourism in accordance with laws, need for systematic approach in managing tourism development, interacting with tourists in a healthy manner and supportive role of non-governmental organizations and operative measures like strategy for tourism development, creation of a Development Board and creation for the region on the line of Vatican City to increase the tempo of pilgrimage tourism.

Jutla (2002)\textsuperscript{128} opines that the pilgrimage is reported to be important in all religions. Sikhs are also seen to be very much inclined towards pilgrimage as evident from Sikh scriptures though in Sikhism importance of pilgrimage is not reported formally. Further, the author advocates Sikhs travel to far off places in order to visit religious destinations.

Singh (2002)\textsuperscript{129} in his research paper highlighted the need for managing the impact of tourist and pilgrim mobility in the Himalayas. The objective of this study was to reduce ecological degradation and erosion of cultural values in Garhwal Himalayas with the proper management of visitors. The study revealed that heavy flow of pilgrims and tourists during the peak season lead to problems relating to infrastructure and facilities like accommodation, catering, sewage, sanitation, water supply, tariff and ecological degradation. It also revealed that at religious places,
entrepreneurs did not differentiate between pilgrims and tourists and their needs and abilities to pay for accommodation and food. The study suggested the need for travel regulation, education of visitors, marketing of alternative destinations and targeted marketing to get rid of problems relating to mass tourism and pilgrimage in Garhwal.

Bar. D and Hattab. K (2003)\textsuperscript{130} in their study on “A New Kind of Pilgrimage: The Modern Tourist Pilgrim of Nineteenth-Century and Early Twentieth-Century Palestine” have stated that tourism and pilgrimage stand at opposite ends of a continuum with wide range of journey within these two ends. They have highlighted five factors of motives such as duration, religious affiliation, social background, travellers’ reaction and services used by tourists that differentiate pilgrims from tourists. The authors have revealed that the main reason behind modern tourists’ travelling is cultural curiosity, education and desire to enrich themselves with various knowledge and experience. Pilgrims prefer to visit holy sites only during religious festivals. The study concludes that while pilgrims most of the time visits only religious places but the modern tourists visit the holy places and secular places equally.

S.K. Dixit (2005)\textsuperscript{131} in his study on “Tourism Pattern in Uttaranchal: Cure for Seasonality Syndrome” has viewed that religious tourists, pleasure tourists, adventure seekers and nature lovers have different behaviour patterns regarding food, transport and accommodation. The study revealed that adventure tourism is the fastest growing sector as compared to religious tourism. Moreover, religious tourism is affected adversely by seasonality syndrome. The author has recommended that adventure tourism, yoga and meditation related tourism can help in overcoming seasonality syndrome. He has also emphasized a close coordination of public, private and local government for expanding tourists’ season.

Shinde (2006)\textsuperscript{132}, throws light on the importance of pilgrimage tourism and has attempted to unearth the route of pilgrimage tourism in India especially to the sacred place Vrindavan a place. His paper reconnoitres the transformation of pilgrimage tourism from informal sector to formal/organized sector; the study also claims that more than three million of pilgrims visit Vrindavan each year.
Singh Rana (2006)\textsuperscript{133} made a taxonomical assessment of Hindu pilgrimage places. He classifies holy places into three groups with respect to belief systems and practices as prescribed in the Sanskrit texts and as experienced by pilgrims. The classifications are: water-sites, associated primarily with sacred baths on auspicious occasions; shrine sites related to a particular deity and mostly visited by pilgrims who belong to, or are attached to a particular sect/deity; and circuit areas (Kshetra), the navigation of which gives special merit based on some form or system of cosmic mandala as in case of Varanasi, Mathura, and Ayodhya.

Dasgupta, Mondal, and Basu (2006)\textsuperscript{134} in their study have shown the importance of pilgrimage tourism in the development of society, culture and economy. They further argue that pilgrimage plays an important role in the transformation of individuals and society. They are also of an opinion that pilgrimage and culture are closely related; hence the fate of pilgrimage tourism depends on the interaction between pilgrimage destinations and socio-cultural heritage. It is seen that pilgrimage tourism has become a prominent source of income and an imperative source of generating employment. They concluded that pilgrimage destination can be added with a flavour of leisure tourism as in case of Ganga Sagaar or Sagardeep wherein the island serves as a developed tourist destination.

Rakesh Premi (2010)\textsuperscript{135} in his study on “Brand Pushkar (Destination Branding on the Planks of Culture and Religious Heritage as USP)” has found that there is no significant promotion or advertisement within and outside the country for tourism. It means that branding of the destination is almost insignificant, if not nil. It also reveals that foreign tourists come to this country in search of peace and to see the true culture of India. Foreign tourists have also suggested that if the places are improved on certain points like cleanliness, behaviour of local people and internet facility. So that it can attract a lot of people. They have also suggested polishing in the heritage site.

Karar A (2009)\textsuperscript{136} studied Indian sentiment regarding the pilgrim centres or tirthasthan (holy place) where several tourists visit to earn virtue. His study on Haridwar concluded that Haridwar is one of the most popular and famous
orthogenetic pilgrim centres of the Hindus. He also observed that pilgrimage tourism inspires an individual both morally and psychologically.

G. Vijay, G. S. Chauhan, V. Rajeswari et al (2012)\textsuperscript{137} conducted their study on pilgrim centres of Karimnagar District of Andhra Pradesh and concluded that pilgrim centres has huge potential to cater more and more pilgrims every year as there are many famous temples in the district. The study advocates that pilgrim centres need to be more proactive by improving their management skills which will have an effect on their working and can help in development of pilgrim destinations more effectively. Further, the state of Andhra Pradesh and the central governments need to play a positive role in its developmental activities and further need to come to the rescue of the pilgrim centres financially so that these pilgrim destinations are copiously developed.

Vijayanand (2013)\textsuperscript{138}, portrays that pilgrimage tourism has contributed to the economy more in comparison to other sectors. In fact when economic contribution of pilgrimage tourism is compared and contrasted with other sectors of the economy, major share in determining the GDP’s and the percentage of exports comes from pilgrimage tourism. It can be concluded that how important as sector pilgrimage tourism is and moreover its importance as a tool to earn foreign currency cannot be ignored. Pilgrimage tourism is seen to be the main pillar contributing to society directly for instance, its social importance can be assessed in terms of generation of employment in particular for unskilled labours. The fact remains that management of pilgrimage is of utmost importance and if it is handled properly the nation’s economic condition can improve consistently with lesser investments. Further, the study focuses on comparing pilgrimage tourism with conventional tourism viz a viz opportunities created, issues to be resolved, challenges it poses. It was found that management of pilgrimage is slightly calmer than conventional tourism.

A study conducted by Phukan, Rahman and Devdutt (2012)\textsuperscript{139} shows that in the recent past there has been a significant increase in the number of spiritual travellers in India. They argued that, this trend is because of the changing mind set of the people towards spirituality.
Ravi Bhushan Kumar (2014) in his article entitled, “Pilgrimage Tourism in Kurukshetra (Haryana): A Sustainable Development Approach” has said that pilgrimage tourism, one of the pre-requisites of achieving sustainable development, can be taken as a remedy to manage tourism effects. This paper focuses on the sustainable development of pilgrimage tourism in Kurukshetra situated in Haryana, which has been an emerging tourist spot due to its diverse religious tourist potential and rich cultural heritage. The main objectives of the study are the formation of tourist areas, to highlight the factors creating hindrances in sustainable development of tourism and suggest suitable measures for sustainable development of pilgrimage tourism in Kurukshetra.

2.6 PILGRIM TOURISM – KERALA PERSPECTIVE

Balu B, Dipu.S. and Sarga Pradeep K (2004) analysed the environmental impact of pilgrimage tourism with reference to Sabarimala which is the most important pilgrimage centre in South India. Construction activities inside the core area of the forest and waste generated by the pilgrims are serious threat to flora and fauna of the forest. The river Pampa is also polluted by faecal matter and solid wastes. This study focused on the extent of pollution in the pre-makaravilakku and makaravilakku season.

Libison and Muraleedharan (2008) in their study discussed the economic benefits of pilgrimage tourism in Sabarimala to the local residents of Pandalam rural area. The author revealed that during pilgrimage season, a large number of economic activities including petty trading, accommodation and dormitory facilities, food and tea shops, transportation etc. took place in Pandalam which provided numerous socio-economic benefits to the region. It is highlighted that the number of pilgrims visiting Sabarimala is almost equal to the population of Kerala. The author suggested that a development committee including officials from Gram Panchayat, Devaswon Board, Pandalam Executive Committee and local people must be formulated for the development of long and short term plans to reap maximum benefits from pilgrimage season.

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.

It can be concluded from the above studies that tourism has a wider scope and can boost economies of the nation and the state. Tourism industry is highly diversified in nature as it comprises of adventure tourism, wellness tourism, wedding tourism, health tourism, pilgrimage tourism, spiritual tourism. It is a known fact that pilgrimage and spiritual tourism have been recognized as a part of tourism industry off late though people have been travelling distances since centuries. The interest of people in tourism industry have seen a significant increasing trend as people travel from one place to other.

2.7 RESEARCH GAP

A substantial volume of literature at the micro and macro levels can be seen on the subject of tourism. The literature review helped to understand and appreciate the earlier studies conducted in the field of tourism. It has provided a broad framework for various aspects of tour, travel, tourism, developmental, recreational and hospitality already found in the tourism industry. However there was found to be a dearth in literature on pilgrim tourism, especially in Kerala. This study identified the research gap of problems and prospects of pilgrim tourism in Kerala, from the perspective of both the pilgrims and the host community, which has not been given much attention by earlier researchers. Thus, the study is highly imperative and significant for the evaluation of economic contribution to the state excheque from the pilgrim tourism and for finding out the serious/key issues in the pilgrim tourism scenario. Hence, the present study “PILGRIM TOURISM IN KERALA-AN EVALUATIVE STUDY” is a creative one which is intended to fill up the existing gap and contribute for the settling of various issues in the tourism sector.

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