CHAPTER I
INTRODUCTION

1.1 An Introduction to Hospitality

The term ‘hospitality management’ is widely circulated as a label for describing business activities that encompasses hotel, catering and restaurant operations. The conventional reference to a standard dictionary meaning of hospitality is that, friendly and liberal reception of guests or strangers’; friendly and generous entertainment of guests’; and hospitable treatment or reception, Sethi, (1999).

Many of the researchers have learned from many historians that they have traced the development of the hospitality industry through thousands of years and many cultures. Viewing the industry through the lens of history is helpful because it reveals the strong relationship between the shape of hospitality and the needs and expectations of different of different societies. It is observed that the societies will continue to change in what they need and want, the hospitality industry will also continue to change. Future leaders within the industry will need to be focused on the ever - changing workforce and the evolving expectations of the traveling consumer, Chon and Maier, (2009).

The Hospitality Industry encompasses a wide range of business which is dedicated to the service of people away from home. Today career opportunities are available in many facets of the hospitality and tourism field. They include tourism management, hospitality management, human resource management, special events management, sports management, sports management, club management and gaming sectors.

Further it is described with reference to modern hospitality as it is concerned with the provision of providing accommodation and food and beverage services (Catering) for the guest. It also refers to receiving, welcoming at the reception and to the comfort levels, entertainment of travellers, the way they are treated by the employees with empathy, kindness and friendliness and an overall concern for the travellers’ wellbeing and satisfaction. Tourists are not the only consumer of hospitality services; local residents also can use the same facilities on payment, Kandampully et al., (2000).
Hospitality industry is very vast in its nature and it is relatively difficult to define its size. There are different roles to be played and mixture of diverse interactions between the host and by the guest. Indeed the term ‘industry’ conventionally seen in economic literature as being ‘the set of all firms making the same product’ could be called into question, though utilization of the term underlines the perspective of commercial, rather than personal or domestic hospitality. Even given the focus on hospitality and tourism in this chapter, it will be realized that analysis covers different types of business, e.g. from resorts, to homestays. Hotel provision falls within the general context of hospitality, an aspect of human activity which has important social dimensions, as well as meeting physiological requirements of shelter and body comforts. The actual term Hotel is originally French and was commonly applied to commercial hospitality establishments in the mid to late eighteenth century. By 1780, for example, the concept had crossed from France with the founding of Nero’s Hotel in London, Bob Brotherton, (2003).

It is universally understood in the world of hospitality that moving market share is relative to a happy guest experience with products that anticipate all desired services a customer would like to enjoy. The business of the hotel industry keeps changing according to the style and trend of the world. There is always a reaction to the trend because Hotels do not want to lose their share of business or Potential gain share by providing better facilities. Today’s hospitality industry is much depends on the technology and internet services. Similarly, most restaurants have accommodated the need for high speed internet access. These are but a few of the "gadgets" and tools expected to maintain healthy routines and business requirements. At the end of the day when all surveys are in and services are evaluated, it still comes down to good old fashion hospitality services. Efficiencies and friendliness of staff, cleanliness of the environment, comfortable stay, availability of a good complimentary cup of coffee and a well prepared meal, Haynie, (2015).

There has been growing international interest in the study of hospitality from a number of social science perspectives. The study represented the culmination of a discussion group based on academics from the field of hospitality management education. However, increasingly the study of hospitality has included academics from many fields of study in the social sciences and arts. Many theologians, sociologists, historians, anthropologist, and philosophers have given their
opinion in the given context. Clearly many of these distinguished academicians recognised the potential value of studying hospitality from prospective not traditionally concerned with management of commercial hospitality service organisations. This is reflected in the study, which should not be considered as a replacement for the earlier one. Therefore hospitality is continuation of the earlier traditions and customs, Lashley & Morrison, (2000).

1.2 Definition and Concept of Hospitality

When people think of hospitality, they usually think of Hotels and Restaurants. According to the Oxford English Dictionary, hospitality means “the reception and entertainment of guests, visitors or strangers with liberality and good will.” Medlik, (2003). The word hospitality is derived from the term ‘hospice’, meaning a house of rest for travellers and pilgrims during the medieval times, Grottola, (1988). The term was formalised in Europe in the middle ages by Monasteries opening ‘guest houses’ for Christian pilgrims. These guest houses then morphed into roadside Inns for travellers, Ingram, (1999). A dictionary definition from the 1930’s on stress a common theme of ‘kindness welcoming strangers or guests’, Brotherton, (1999).

Hospitality, then, not only includes hotels and restaurants but also refers to other kinds of institutions that offer shelter, food or both to people away from their homes. We can also expand this definition, as many people have, to include those institutions that provide other types of services to people away from home. This might include private clubs, casinos, resorts, attractions, and so on. The hospitality industry, as it is today and will be tomorrow, is the result of the interaction of basic market forces, Barrows et al., (2006).

Here the researcher finds that the concept of hospitality is a symbolic interaction and making of friends out of strangers. The two important elements inherent in hospitality are the social role of hospitality and the disorder inherent in the hospitality. Acts of hospitality serve as one means of articulating social structures. This provides the symbolic meaning to enable people to leave and join social groups and for the hierarchical structures to be at once celebrated and legitimated. Honour, status and the quasi-sacred nature of host-guest relationships inherent in hospitality along with the obligatory and hierarchical nature inherent in hospitality also helps to define the concept of hospitality.
Hospitality is a negotiated interaction between host and guest is also a major underpinning construct. By its very nature it is not an act of unconditional giving but is measured in its scope and extensiveness. This is particularly relevant in modern contexts where hospitality as a service is viewed as a commercial transaction with certain conditions having to be met, Kotler, (2003).

There is a broad definition on hospitality by Lashley, (2000) that goes beyond the ‘commercial’ to include a ‘social’ and a ‘private’ dimension. The social dimension takes into account the social context within which hospitality activities takes place. The importance of hospitality and of being hospitable varies temporarily and geographically.

1.3 Global Hospitality Industry

The global hotel industry revenue is predicted to reach $550 billion US dollars in 2016. The industry revenue was worth $457 billion US dollars in 2011, which showcases an increase in revenue of almost $100 billion US dollars in the past five years as we move into 2016, if this prediction proves to be true. Across the hospitality industry, there are key business, technology and hotel marketing trends that are set to take charge and impact the industry as a whole in the year 2016. These range from the rise of the millennial traveller as the dominant consumer group by 2017, to the increased interest in using mobile devices and apps to enable more personalized hotel guest services. As competition increases, hotels will need to focus on providing more innovative products and services to meet up with the demands of the millennial traveller, Srivatsa, (2016).

The contemporary global Hotel Industry is characterised by growth, with branded hotels coming on to the market, product segmentation, and innovation in products and services. Hotel companies dominated at the leading end of the table by North American and European Hotel companies are ambitiously seeking growth in the emerging Asia Pacific, the Middle East and Africa. The Middle East hotel market presents opportunities for Hotels to establish a presence within countries that are ‘cash rich’ and seeking to diversify, liberalise and develop their economies so that services count for a substantial proportion of nationality generated wealth. Hotel companies National and internationally based are both seeking market share and introducing and introducing into the market a range of market products and services to meet what is expected to be a growing demand, Russell and O’ Connor, (2014).
As hoteliers emerge from the recent economic downturn and start developing strategies for the next decade, it is critically important to scan ahead and understand the key external drivers of change and emerging opportunities that could be shaping the agenda for the hotel sector. It is clear that the decade ahead will be characterized by megatrends that promise economic uncertainty, a potentially massive shift in wealth from West to East, transformational advances in science and technology and rapidly evolving needs and expectations of the individual consumer. The growing focus on personalization of the hotel experience has given rise to the concept of moving beyond segmentation models towards the introduction of service spectrums in which the guest is given choice over almost every aspect of their hotel experience, (www.amadeus.com).

1.4 Indian Hospitality Industry

The Indian hotel industry, like any other industry is facing changes in policy, technology, and customer aspirations. With the liberalisation of the Indian economy in 1991, leading hotel chains have entered the Indian market through joint venture options and franchising. The competition has intensified and that has put significant pressure on the hotels to perform, Jouhari, (1991).

The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. The third-largest sub-segment of the services sector comprising trade, repair services, hotels and restaurants contributed nearly US$ 187.9 billion or 12.5 per cent to the Gross Domestic Product (GDP) in 2014-15, while growing the fastest at 11.7 per cent Compound Annual Growth Rate (CAGR) over the period 2011-12 to 2014-15. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country. The industry is expected to generate 13.45 million jobs in Restaurants (10.49 million jobs), Hotels (2.3 million jobs) and Travel Agents/Tourism providers (0.66 million). The Ministry of Tourism plans to help the industry meet the increasing demand of skilled and trained manpower by providing hospitality education to students as well as certifying and upgrading skills of existing service providers. India has moved up 13 positions to 52\textsuperscript{nd} rank from 65\textsuperscript{th} in Tourism & Travel competitive index, (www.ibef.org).
Ministry of Tourism has described Hotels as an important component of the tourism product. They contribute in the overall tourism experience through the standards of facilities and services offered by them. With the aim of providing contemporary standards of facilities and services available in the hotels, the Ministry of Tourism has formulated a voluntary scheme for classification of operational hotels which will be applicable to the following categories. (www.tourism.nic.in).

The Indian hospitality sector has been growing at a cumulative annual growth rate of 14 per cent every year adding significant amount of foreign exchange to the economy. The Travel and Tourism Competitiveness Report of 2013, published by World Economic Forum, (WEF) India, stated that the ranking of India is 11th in the Asia Pacific region and 65th in the World Travel and Tourism Competitiveness Index 2013. India has been ranked as the fourth most preferred travel destination by Lonely Planet selecting the country among the top five destinations from 167 countries, Misra & Raa, (2014).

1.5 Hospitality Industry in Kerala

History shows that Kerala attracted tourists from far and near from time immemorial. Accommodation was provided in 'Sathrams' and similar shelters. Just as hotels all over the world developed, by gradual evolution, Kerala also witnessed the development of the hotel industry. In 1912 Spencer’s started the Malabar Hotel at Kochi and the Mascot hotel at Thiruvananthapuram. Later the Malabar hotel was taken on lease in 1952, by Mr. Dominic Jose. In the mid-fifties when the lease expired, in order to continue the hotel business, Mr. Dominic started a small restaurant at Willington Island. Since beer licences were given only to hotels, it was made Casino Hotel and Restaurant by constructing three rooms. This hotel gradually grew and became a three star hotel. Few other hotels in the private sector were started in the sixties. (www.cghearth.com).

Kerala was a relatively unknown state among tourist circles until the early 1960s. The first initiative to popularize Kerala as a tourist destination was undertaken by Travancore's Prince Consort Col. Godavarma Raja started Kerala Tours Limited (KTL) to popularize key tourist locations in Travancore Kingdom. When Travancore merged with India, Kerala Tours Limited became a private entity under the Travancore royal family. For more than 20 years since
Independence, Kerala trend to ignore tourism as a key industry, leaving KTL and other private players to lead the role. In the 1960s, KTL struck gold, by collaborating with Thomas Cook and started popularizing Kovalam in western countries which started the advent of hippie culture in Kovalam Beach. The strong inflow of tourists into Kovalam, started Kerala government to consider tourism as a key industry. Though it tried to nationalize Kerala Tours Limited, it soon fell into legal issues. This resulted in the government to think starting a new entity known as Kerala Tourism Development Corporation (KTDC) in 1966, (www.ktdc.com)

Though KTDC was started as a government department, it became a separate commercial entity by the 1970s. Several premium guest houses of Kerala Government were identified and converted into hotel brands. Lt. Col. G. V. Raja was also the President of Tourism Promotion Council of Kerala. He was the main architect in developing Kovalam as an international tourist spot. Kerala Tourist and Handicrafts Development Corporation (P) Ltd., Thiruvananthapuram was registered on 29th December 1965. The name of the company was changed into Kerala Tourism Development Corporation (KTDC) in 1970-71. At the time of inception, the corporation took over the five establishments known as, 1. The AranyaNiwas Hotel, Thekkadi, 2.Edappalayam T.B. Thekkadi3. Periyar House, Thekkadi, 4 Mascot Hotel, Thiruvananthapuram and, 5 Kovalam Beach House, Kovalam. The Kovalam Palace was taken over as government concern on 19.02.1967. Three decades back Kovalam was an unknown tiny remote village. The Maharaja of Travancore built a delightful treat for himself at Kovalam which came to be known as the Summer Resort called Halcyon Castle, (wikipedia).

KTDC has been doing its best to attract more tourists to the state by organising tourist festivals, organising conducted tours and guiding tourists. The tourism week celebrations are organised during Onam with the active help and assistance of the Government as an effective publicity for the tourist aspects of Kerala It was during 1978 that the corporation realised the importance of tourism and large scale investments for the development and promotion of tourism was found necessary. It was decided to provide adequate infrastructure by way of accommodation, transport etc. to attract large number of foreign as well as domestic tourists to the state. The Government had availed the services of the Consultancy and Applied Research Division of the Administrative Staff college of Hyderabad for drawing up a Master Plan for the development of tourism in the state. During 1994-'95 the corporation had altogether 43 units consisting of 24 hotels, 13
1.6 Kerala Tourism Attractions

Kerala, the lush green state situated on the tropical Malabar Coast of South Western India is one of the most popular tourist destinations in the Country. Globally referred as ‘Gods own country’, it is named as one of the ten paradises of the world by the National Geographic Traveller. Its unique culture and traditions coupled with its varied demography, has made Kerala one of the most popular tourism destinations in the world. Immensely blessed by Mother Nature, the state has everything that a tourist looks forward to. The captivating greenery, long stretches of palm fringed shores, serpentine back waters, long stretches of rivers, lakes and jungle streams and picturesque forest ranges and valleys are some of the state’s coveted assets in respect of tourism. In the decade that followed, Kerala Tourism was able to transform itself into one of the niche holiday destinations in India. The tag line of Kerala - God’s own country was adopted in its tourism promotions and became a global super brand. Kerala is regarded as one of the most sought destinations with the highest brand recall. The state’s tourism agenda promotes ecologically sustained tourism, which focuses on the local culture, wilderness adventures, volunteering and personal growth of the local population. Efforts are taken to minimise the adverse effects of traditional tourism on the natural environment, and enhance the cultural integrity of local people, Prasanth & Biju, (2014).

1.7 History of Wayanad

Wayanad district consist of an area of 2,132 sq. kilometres, Historians have opined that organised human life existed in Wayanad, at least ten centuries before Christ. Countless evidences about new stone age civilisation can be seen on the hills of Wayanad. The two caves of Ampukuthimala located between SulthanBathery and Ambalavayal, with pictures on their walls and pictorial writings, speaks volumes of the bygone era and civilisation. Recorded history of this district is available from the 18th century. In ancient times, this land was ruled by the Rajas of the Veda tribes. Later Wayanad came under the rule of the Pazhassi Raja of Kottayam royal dynasty. When Hyder Ali became the ruler of Mysore, he invaded Wayanad and brought it
under his kingdom. In the days of Tipu Sultan, Wayanad was restored to the Kottayam Royal dynasty. But Tipu Sultan handed over the entire Malabar region to the British, after the Srerangapattanam armistice, he made with them. This was followed by fierce and internecine encounters between the British and Kerala Varma Pazhasi Raja of Kottayam. When the Raja was driven to the wilderness of Wayanad, he organised the war-like Kurichiya tribals into a sort of people's militia and engaged the British in several guerrilla type encounters. In the end, the British could get only the dead body of the Raja, who killed himself somewhere in the interior of the forest in 1805. Thus, Wayanad fell into the hands of the British and with which it came to a new turn for Wayanad. The British authorities opened up the plateau for cultivation of tea and other cash crops. Roads were laid across the dangerous slopes of Wayanad, from Kozhikode and Thalassery. These roads were extended to the cities of Mysore and Ooty through Gudalur. Through the roads poured in settlers from all parts of Kerala and the virgin forest lands proved a veritable goldmine with incredible yields of cash crops. When the State of Kerala came into existence in November 1956, Wayanad was part of Kannur district. Later, south Wayanad was added to Kozhikode district. In order to fulfil the aspirations of the people of Wayanad for development, north Wayanad and South Wayanad were carved out and joined together to form the present district of Wayanad. This district came into being on November 1, 1980 as the 12 district of Kerala, (www.wayanad.nic.in).

1.8 Hospitality Industry and Tourism at Wayanad

Small sized hotels and Lodges were existed in Wayanad during 1980’s. Kalpetta the district headquarters, SulthanBathery, and Mananthawady were the upcoming towns of this district had few hotels. There were 5 Hotels existed in Kalpetta namely Lovna International, Woodlands, Rocky Rosya, MJT, and Pankaj. The Parco group purchased Lovna International and renamed it to Hotel Harithagiri in the year 1992. In the year 1993 Captain Sebastian started Vythiri Resorts in interior Vythiri. Tourism slowly developed in this period in Wayanad. Tourism infrastructure also improved over the years with the establishments of many resorts over a period of 20 years. This has the highest number of resorts and homestays when compared with the neighbouring districts of Kozhikode and Kannur. This lush green district of Wayanad is such an upcoming tourist destination which has created euphoria among thousands of tourists around the world in
the last few years. More than hotels there are so many resorts and homestays that have enriched the accommodation requirements of Wayanad since tourism spread over the entire district.

Department of tourism, Government of Kerala initiated the formation of the District Tourism Promotion Council (DTPC) of Wayanad in the year1999, which took over various programmes for the tourism development of Wayanad district. During the year 2010, Wayanad DTPC had taken over five projects viz., Pazhassi Tomb Memorial at Mananthavady, Wayanad Heritage Museum at Ambalavayal, Tourism promotion at Pookot Lake, Thalipuzha, Edakkal Caves near Ambalavayal and Kuruva Island eco tourism project.

Wayanad, the northern district of Kerala is situated at 700 to 2100 meters above the sea level on the southernmost part of Deccan Plateau in the mountain range of Western Ghats. It is bordered by Nilgiris (Tamilnadu) and Mysore (Karnataka) in the east, Coorg (Karnataka) in the north, Malappuram (Kerala) in the South and Kozhikode and Kannur (Kerala) in the West. The scenic beauty, exotic landscape and rich heritage of Wayanad offer several opportunities for tourism promotion. Wayanad's wildlife, plantations, and cuisine further enrich the tourism potential. The district is best known among nature lovers who search for adventure and novel experiences. Wayanad is a multi-faceted destination with immense potential for rural tourism, Heritage tourism, Leisure tourism, Island tourism, Adventure tourism, Hydel tourism, Pilgrim tourism, Wildlife tourism, Tribal tourism, Plantation tourism, Spice tourism, Health tourism, Festival tourism, Shopping tourism and Ecotourism, Sibi & Anjeneya, (2015).

As per the tourism department of Kerala, Wayanad is also known as the ‘green paradise’ lies in between the mountains of the Western Ghats. It is called the ‘green paradise’ because it forms the border of the greener portion of Kerala. Wayanad has a rich history and the hills of Wayanad have several evidences of the New Stone Age civilization. Wayanad is well known for the spices of Kerala. Wayanad has shopping centres’ where tourists can purchase spices, handicrafts made of bamboo and other indigenous and green products of Kerala, Rathi, (2014). Wayanad is known for pure honey and the spices that are much in demand in the domestic as well as foreign market. Pepper is also a much-sought out item and one can buy many artefacts created by the tribes or local people here. The spices and souvenirs are available at the ethnic shops near Pookot Lake.
1.9 Resorts
The definition of resort should include at least three features: they are small geographical units or areas that offer an array of touristic attractions and services; their population, at least during the tourism season, is mostly made up of transient or visitors and their economy consists in a high percentage of transaction where the tourist is one of the parties. Most touristic exchanges are conducted in resorts, often resorts develop in clusters and form touristic zones usually branded and marketed together. The concept of resorts has evolved overtime and their typology is virtually endless. Old resorts usually were outgrowth of pre-existing communities that adapted to the demands of modern tourism, such as fishing ports that spawned new urban areas with high rise apartment units around beaches, or mountain villages now surrounded by ski lodges and other related facilities. These resorts tend to have a distinct morphology where the leisure areas feed on business and market districts located in the old towns. Resort hotels are usually located in the mountains, on an island, or in some other exotic locations away from cities. These hotels have recreational facilities, scenery, and golf, tennis, and sailing, skiing and swimming. Resort hotels provide enjoyable and memorable guest experiences that encourage guest to repeat to the resort. (www.learning.uonbi.ac.ke)

1.10 Homestays
These are houses with rooms converted into overnight facilities; this can size up to 1 to 10 guest rooms. They are also known as 'Homestays'. The owner of the Homestays usually stays on the premises and is responsible for serving breakfast to guest. They also provide entertainment like Bonfire, nature walk, trekking, safaris etc depending on the where they are based. The uniqueness of Homestays are they offer tailor made service to their guests, even meals are prepared for the guests choice and preferences. Jafari, (2000)

1.11 Resorts & Homestays in Wayanad an Overview
The growth of tourism started in Wayanad during the 1990’s. Availability of tourist’s accommodation was a great concern then, therefore according to the natural environment many of the tourism initiators started Resorts in Wayanad. Slowly the resort operations found a rhythm after having lots of marketing efforts initiated by the early resort owners. Many resorts found
tourism business increasing and started their operations by the year 2000. In the last 25 years the number of resorts in Wayanad has increased to almost 165 due to the geographical location, its climate, natural environment and scenic beauty, since the resort developers were certain about the tourism business.

Wayanad district having a total number of 49 villages spread over three Thaluks namely Vythiri, Mananthavadi, SulthanBathery. It is difficult to find out the exact number of Homestays operators in Wayanad. There are both registered and classified homestays operators existing in Wayanad. The Kerala tourism department started to register homestays operators in respective districts through district tourism promotion council and support them according to capacity development activities. All authorized homestays are holding license or permission from Panchayath Secretary or from Municipality. The owner of the homestays should also collect No Objection Certificate from the nearest Police Station and from the Divisional Forest Officer. Department of tourism, government of Kerala classifies Homestays in three categories according to the specific criteria and standards facilities provided. The listed resorts and homestays are classified as per Table.1.1

Table No.1.1: Listed Resorts & Homestays in Wayanad District

<table>
<thead>
<tr>
<th>Resorts in Wayanad District</th>
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<tr>
<td>Resorts</td>
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<tr>
<td>Classified as Serviced Villa</td>
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</tr>
<tr>
<td>Total Resorts</td>
<td>186</td>
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<table>
<thead>
<tr>
<th>Homestays in Wayanad District</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Approved Homestays</td>
<td>38</td>
</tr>
<tr>
<td>Un Approved Homestays</td>
<td>244</td>
</tr>
<tr>
<td>Total Homestays</td>
<td>282</td>
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<tr>
<td>Classified by DTPC</td>
<td></td>
</tr>
<tr>
<td>Diamond</td>
<td>Gold</td>
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<tr>
<td></td>
<td></td>
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<tr>
<td>Nil</td>
<td>10</td>
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Source: Researcher acquired the above data primarily from direct survey and from department of tourism, Wayanad and also from various travel websites
1.12 Hospitality & Tourism

Hospitality business has long been an important element in the economies of many countries. The enormous increase in tourism during the 20th century has caused the hotel business to outgrow national boundaries and become global in character. Hotels are directly linked to and are an integral part of many other economic activities.

In particular, the relationship between tourism and hotels is very crucial in a proper understanding of the role of hotels in the process of economic development of a state. Hotel industry is indispensable for the success of tourism. It is said that, “No hotels no tourism”. The relationship between hotels and tourism can be expressed in two ways:

(a) Firstly, hotel industry provides the basic ingredients of the total supply of the tourism sector.
(b) Secondly, the bulk of business demand of hotel industry comes from tourism.

Hospitality industry is vital and essential component of tourism industry. They are the key-stone in the arch of global tourism. It brings people from all parts of the world and from all walks of life into a common vortex. It is a miniature country representing to the tourists from distant, far-off lands, the feel and flavour of a country’s cuisine, culture and its way of life. Without an adequate development of hotel resources, all the national scenery, all the climatic virtues and all the sporting and recreational facilities do not suffice to sustain a good volume of tourist trade. Thus Hospitality industry plays a very pivotal role in tourism and has tremendous potentialities for earning foreign exchange, yielding tax revenues, providing employment, promoting the growth of ancillary industrial activities and overall development of industrially backward regions through its linkage effects, Mohanty, (2008).

1.13 Global Tourism

Tourism has a number of different definitions. It is very difficult to pinpoint a definition that would give a meaningful and adequate explanation of tourism, because the concept is fragmented, wide-ranging, and multidimensional. Historically, the concept of tourism was first developed in the period between the two world wars. Tourism was defined as a sum of relations and phenomena resulting from the travel and stay of non-residents, in so far as travel does not
lead to permanent residence and is not connected with any permanent or temporary earning activity, Hunziker et al., (1981).

Since 1942, the concept of tourism has been broadened by including various forms of business and pleasure travel. It is further defined tourism as the sum of the phenomena and relationships arising from the interaction of these four groups in the process of attracting and hosting tourists and other visitors. These groups cooperate to accomplish a set of goals at the micro and macro levels within constantly changing legal, political, economic, social, and technological environments, Mcintosh et al., (1995).

Tourism is often mentioned in published literature as the world’s largest industry. Travel related activities involve the use of various resource, both natural and human, many of which cannot be renewed, recycled or replaced. Travel & Tourism generated US$7.6 trillion (10% of global GDP) and 277 million jobs (1 in 11 jobs) for the global economy in 2014. Recent years have seen Travel & Tourism growing at a faster rate than both the wider economy and other significant sectors such as automotive, financial services and health care. Last year was no exception. International tourist arrivals also surged, reaching nearly 1.14billion and visitor spending more than matched that growth. Visitors from emerging economies now represent a 46% share of these international arrivals (up from 38% in 2000), proving the growth and increased opportunities for travel from those in these new markets.

The direct contribution of Travel & Tourism to GDP was USD2,364.8 bn (3.1% of total GDP) in 2014, and is forecast to rise by 3.7% in 2015, and to rise by 3.9% per annum, from 2015-2025, to USD 3,593.2bn (3.3% of total GDP) in 2025.(WTTC Report , 2015). Travel & Tourism’s impact on the economic and social development of a country can be enormous; opening it up for business, trade and capital investment, creating jobs and entrepreneurialism for the workforce and protecting heritage and cultural values. To fully understand its impact, however, governments, policy makers and businesses around the world require accurate and reliable data on the impact of the sector. Data is needed to help assess policies that govern future industry development and to provide knowledge to help guide successful and sustainable Travel & Tourism investment decisions, WTTC Report, (2015).
1.14 Tourism in India

As India has been showing that, the best way to strategize sustainable tourism is by way of encouraging pursuit of tourism in a responsible manner. It is about sensitizing tourists on the need for conserving and maintaining the natural wealth and cultural heritage of an ancient yet modern nation. The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India, Bhansal, (2013).

The third-largest segment of the services sector comprising of trade, services, hotels and restaurants contributed nearly US$ 187.9 billion or 12.5 per cent to the Gross Domestic Product (GDP) in 2014-15, while growing the fastest at 11.7 per cent Compound Annual Growth Rate (CAGR) over the period 2011-12 to 2014-15. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country. The industry is expected to generate 13.45 million jobs across segments such as Restaurants (10.49 million jobs), Hotels (2.3 million jobs) and Travel Agents/Tourism providers (0.66 million). The Ministry of Tourism plans to help the industry meet the increasing demand of skilled and trained manpower by providing hospitality education to students as well as certifying and upgrading skills of existing service providers. India has moved up 13 positions to 52nd rank from 65th in Tourism & Travel competitive index, (www.ibef.org).

1.15 Foreign Tourist Arrivals to India

Foreign tourist arrivals are raising over 7.1 million foreign tourists arrived in 2015 (January to November). Foreign tourist arrivals increased at a CAGR of 7.1 per cent during 2005 – 25. By the year 2025, foreign tourist arrivals in India are expected to reach 15.3 million, according to the World Tourism Organisation. Increased international tourist flow would gear up financial gains through foreign exchange. This boom is going to create so much of opportunities for the entire country and the Ministry of Tourism and the Government of India under the strong leadership can increase the GDP a higher level.
Table No 1.2: Foreign Tourist Arrivals to India (Millions)

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<tr>
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</tr>
<tr>
<td>8</td>
<td>2012</td>
<td>6.6</td>
</tr>
<tr>
<td>9</td>
<td>2013</td>
<td>7.0</td>
</tr>
<tr>
<td>10</td>
<td>2014</td>
<td>7.4</td>
</tr>
<tr>
<td>11</td>
<td>2015</td>
<td>7.1</td>
</tr>
<tr>
<td>12</td>
<td>2025</td>
<td>15.3</td>
</tr>
</tbody>
</table>

Source: Tourism India – Statistics - 2015

Figure No.1.1: Foreign Tourist Arrivals to India

Table No.1.3: Foreign Exchange Earning from Tourism in India- (US$ Billions)

<table>
<thead>
<tr>
<th>S.No</th>
<th>Year</th>
<th>Foreign Exchange Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2006</td>
<td>8.6</td>
</tr>
<tr>
<td>2</td>
<td>2007</td>
<td>10.7</td>
</tr>
<tr>
<td>3</td>
<td>2008</td>
<td>11.8</td>
</tr>
<tr>
<td>4</td>
<td>2009</td>
<td>11.4</td>
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<tr>
<td>5</td>
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<td>14.2</td>
</tr>
<tr>
<td>6</td>
<td>2011</td>
<td>16.6</td>
</tr>
<tr>
<td>7</td>
<td>2012</td>
<td>17.7</td>
</tr>
<tr>
<td>8</td>
<td>2013</td>
<td>18.4</td>
</tr>
<tr>
<td>9</td>
<td>2014</td>
<td>19.7</td>
</tr>
<tr>
<td>10</td>
<td>2015</td>
<td>15</td>
</tr>
</tbody>
</table>

Source: Ministry of Tourism

Figure No.1.2: Foreign Exchange Earning from Tourism in India (US$ Billion)

Source: Ministry of Tourism, Tech Science Research Note: Jan to September 2015 CAGR – Compound Annual Growth Rate
Table No.1.4: Number of Tourist Arrivals in Wayanad district from the year 2004 to 2014

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Year</th>
<th>Domestic Tourists</th>
<th>International Tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2004</td>
<td>187701</td>
<td>749</td>
</tr>
<tr>
<td>2</td>
<td>2005</td>
<td>191184</td>
<td>942</td>
</tr>
<tr>
<td>3</td>
<td>2006</td>
<td>225923</td>
<td>2611</td>
</tr>
<tr>
<td>4</td>
<td>2007</td>
<td>256190</td>
<td>4093</td>
</tr>
<tr>
<td>5</td>
<td>2008</td>
<td>295465</td>
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<tr>
<td>6</td>
<td>2009</td>
<td>370051</td>
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<tr>
<td>7</td>
<td>2010</td>
<td>408151</td>
<td>6620</td>
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<tr>
<td>8</td>
<td>2011</td>
<td>451184</td>
<td>7567</td>
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<td>9</td>
<td>2012</td>
<td>480125</td>
<td>9541</td>
</tr>
<tr>
<td>10</td>
<td>2013</td>
<td>519306</td>
<td>10844</td>
</tr>
<tr>
<td>11</td>
<td>2014</td>
<td>564274</td>
<td>11795</td>
</tr>
</tbody>
</table>

Source: Kerala statistical tourism 2014

1.16 Tourism in Kerala

Over the years Kerala has become the most preferred tourist destination in India. The state is well known for smooth law and order, peace and tranquillity. Selected as one of the ten paradises by the National Geographic Traveller (NGT), Kerala is among the fifty places in the world recommended to be visited in a life time. The recognition of the over whelming greenery and the unspoiled natural wealth of the state is reiteration of Kerala’s positioning as “Gods Own Country”.

Considerable growth over the years “Kerala tourism” has an attractive position in the midst of the Indian states. On this subject, it may be affirmed that scrupulously planned, carefully designed and evidently articulated strategy are essential to improve the performance of tourism sector in the near future. These strategies for tourism development in turn need to be formulated based on sound principles of tourism impacts on natural environment, for ensuring long term sustainability of such various tourism and hospitality initiatives and their contributions to the local community.

This research will show how these factors have contributed to the growth of the tourism industry in Kerala and particularly in Wayanad and offer some insights on how these problems could be discussed.
1.17 Tourism in Wayanad

Wayanad, one of the northern most districts of Kerala, did not have a place in tourist map of Kerala till the end of 1990’s. The year 1999 saw a market increase in foreign as well as domestic tourist arrivals to its district. But it could not sustain the growth, and the period from 2000-2005 saw fluctuations in tourist arrivals, both domestic & foreign. But in 2006, 2007 and 2008 Wayanad has registered a big increase in domestic as well as tourist arrivals.

To understand the trend of growth of tourist arrivals, the domestic and foreign tourist arrivals of Wayanad has been compared with that of Kerala. A comparison has been also between major foreign tourist market sources of Kerala and Wayanad. Thus it can be said that as the connectivity by a network of roads and introduction of plantations changed the landscape and destiny of Wayanad forever.

The elevation and the humid climate sustain a plethora of plant species. Cash crops thrive on the undulating hills and in the meadows. Pepper, cardamom and ginger grow profusely in the region amidst vast rolling plantations of tea and coffee, the last spread over an area that accounts for 78% of the total in the state. There are also the new entrants - cocoa, & Vanilla.

This high altitude district is characterised by the cultivation of perennial plantation crops and spices. The major plantation crops include coffee, tea, pepper, cardamom and rubber. Coffee based farming system is a notable feature of Wayanad. Coffee is grown both as pure crop and as mixed crop along with pepper. Pepper is grown largely along with coffee in the north eastern parts of the district, especially in Pulpally and Mullankolli areas. Coffee in Wayanad (66,999 ha.) shares 33.65 per cent of the total cropped area in the district and 78 per cent of the coffee area in the state.

Other major crops are rubber (63,015 ha.), coconut (59,452 ha.), cardamom (38,348 ha.), tea (31,792 ha.) cassava and ginger. A recent increase in the area under coconut cultivation is noticed in the lower elevations. Paddy is cultivated in 22,772 hectares of land. The rice fields of Wayanad are in the valleys formed by hillocks and in majority of paddy lands, only a single crop is harvested. Ginger cultivation in Wayanad has also substantially increased in recent times and the ginger produced is mainly marketed in the form of green ginger. Homestead farming assumes importance in this district. The average size of holdings is 0.68 ha.
1.18 Tourism Products

The concept of tourism product is focal to understand the connotation and practice of management in all sectors of the travel and tourism industry as tourism has generated analytical exploration of the various dimensions and details perceived as an economic activity having consumption, or demand, aspect and a production, or supply, aspect. From the marketing perspective according to, Kotler, (1984) products can be defined as ‘anything, physical objects, services, persons, places, organizations, and ideas that can be offered to a market for attention, accusation, use, or consumption, that might satisfy a want or need. The tourism product‘s from the industry stance can be apprehended on two levels:

a. The total tourism product, consisting of a combination of all the services elements consumed by the tourist from the time the tourist set off home, to the time of return. This product can be an idea, an expectation, or a frame of mind, at the point of sale.

b. The explicit products such as attractions, accommodations, transport and other facilities, are elements of the total tourism product. The various components of a tourism product as:

- Primary elements of an unchangeable Kind (Static Factor).
- Secondary elements of a partially variable Kind (Dynamic factors)
- Tertiary elements of an unstable kind (Current decision factors)

1.18.1 Attractions

These elements within the destination’s (tourism products) environment, independently and/or integrated form, succour as the principal motivation for tourists. Attractions comprise natural attractions (landscape, seascape, beaches and climate), built attractions (historic and /or new townscapes as in newly built resorts and purpose built attraction such as theme parks), cultural attractions (presentations of history and folklore organised as a festivals and pageants, museums, theatres), and social attractions (opportunities to meet with, or encounter the residents of destination, and experiences their lifestyle, to some extent).
1.18.2 Accessibility
Access is a subject of transport infrastructure and transport technology. Whilst technology infrastructure includes airports, harbours, motor ways and rail networks, transport technology becomes important in the form of cost of travel and the time consumed in reaching the destination. The three critical factors in transportation are cost, convenience and speed.

1.18.3 Amenities
Destination facilities imply the elements within the destination or linked to it and facilitate the tourist’ stay at destination and their partaking in the tourist activities. Facilities are purpose built around the needs and wants of the potential visitors from targeted segments in quantities identified by the market feasibility studies. These facilities subsume accommodation (all types), restaurants, cafes and bars, transport at the destination (car rental and taxis) and other ancillary services such as retailing, visitors information etc.

1.18.4 Images
Images are characteristics of all forms of tourism products meaning the perception i.e. ideas and beliefs tourist (actual and potential) hold about the products they invest in Images are, in fact, significant in the sense that they affect the buyer’s behaviour. Tourism products images are not given to be based on personal experiences but on information gathered from the tourists who have experienced it earlier.

1.18.5 Price
Price is a function of the attractions and facilities provided, with the range of prices according to the needs of target visitors segments. Price is the sum totals of the cost on product elements such as travel. Accommodations and involvement in arrange of selected services at the destination.
Figure No.1.3: Support Services of Tourism

1.19 Impacts of Tourism

1.19.1 Economic Impacts

In order to determine the specific impact of tourism, government and private industries have frequently undertaken economic impact studies which ascertain the effects of tourism development. Economic impacts studies are understood to include objective analysis of tourism activities, impact on residents wealth or income in a defined area. On the benefit side this normally means the study provides estimates of travel and tourism spending on employment and income. On the cost side, this means estimating the cost, sometimes non-monetary, to government and resident of travel activity in the area, Frechtling, (1987). Economic impacts can be classified as being primary or secondary in nature Archer, (1983). Primary or direct impacts are those economic impacts which are direct consequences of tourist spending, such as the
purchase of food and beverage by a tourist in a hotel. Secondary impacts may be described as being either indirect or induced. Indirect impacts are those arising from the re-spending of money in the form of local business transaction. Induced impacts are those arising from the additional income generated by further consumer spending.

Economic benefits cannot be ignored, least of all by people living in an area that have become reliant on the industry. But the strength of the community feelings against fast tourism expansion does not appear to have been alleviated by the promise of economic riches, Tolhurst, (1990).

The social impacts of tourism on the host population has, until recently, received relatively little attention. The social impacts of tourism refers to the manner in which tourism and travel effects changes in collective and individual value systems, behaviour pattern, community structures, lifestyles and the quality of life. The variables which contribute to resident perception of tourism may be categorized as either extrinsic or intrinsic, Faulkner & Tideswell, (1996). Extrinsic Variable refers to factors which ratio between tourist and residents, cultural differences between tourist and residents and seasonality. Intrinsic Variable are those factors which may vary in association with variations in the variations in the characteristics of individual, in a given population.

1.19.2 Cultural Impacts of Tourism

As an overarching term, ‘culture’ refers to the general symbol system of society. However ‘culture’ contains several related elements of all of which may contribute to the tourist attractiveness of destination. The three major components of culture which are commoditized into tourism products: high culture, e.g. the performing arts and heritage attractions such as museum and art galleries, ‘folk and popular culture’, e.g. gastronomy, craft, sports, architect and ‘multiculturalism’. Although all three dimensions of culture can be packed as tourism products, the touristic elements is greatest in high culture which can be located in specific sites and attractions, as opposed to the more diffuse nature of folk and popular culture and multiculturalism. There are twelve aspects of local culture that can determine the attractiveness of destinations to tourists. Handicraft, language, tradition, gastronomy, art and music, history of region, pattern and methods of work activity and the technology that is used, architecture, religion, educational system, costume and dress, leisure activities.
1.20 Environmental Impacts

Participation by host communities in tourism planning and development is fundamental to the process, that the host population and local services are important in them and are incidentally basic resources in relation to tourism. UNEP (1986) advocated that tourism should be subject to environmental planning and management taking into account the well being of the local population, which too often has had to accept a large influx of tourists without having had a voice in such development. The public now demand that their concerns be incorporated into the decision making process. This had resulted in the emergence of public participation programmes and requirements that environmental impact statements be prepared. Conclusions drawn from many studies that that impacts of tourism on the environment is universal concern, different
cultures view the ways environmental and negative impacts of tourism are perceived differently; destination communities perceive many of the benefits brought by tourism, such as the preservation of historic locations, and it is important to incorporate the perceptions of host communities when evaluating the effects of tourism development and for planning purposes, Shalini et al., (2003).

1.21 Tourism and Sustainable Development

Sustainable development is positive socioeconomic change that does not undermine the ecological and social system upon which communities and societies are dependant. Its successful implementation requires integrity policy, planning and social learning process, its political viability depends on the full support of the people it affects through their government, their social institutions and their private activities, Rees (1989), Gunn (1994).

1.22 Sustainable Tourism

Sustainable tourism envisages minimum negative effect on the culture of the indigenous society, and on the environment. Simultaneously tourism shall ensure natural environmental sustainability besides magnifying host culture. It is observed that through hospitality entrepreneur’s rural resources, wild life and adventure, cultural, health, farm tourism, it should be possible to conserve natural resources as well as increase greater monetary benefits to the people at the local level. Sustainable tourism is a concept which measures the effects of tourism on the wellbeing of the host community, indigenous people, their art and culture, by products, hereditary values and knowledge, as well as on local environment, wildlife, flora and fauna.

India, despite its size and its immense potential as a tourist destination, has seen comparatively fair performance in the recent past. In fact, growth in international arrivals in the country during the past decade has kept pace with the global rates of increase. At present sustainable and responsible tourism is all encircling; it involves every scope of the tourism business from hospitality segments, airlines, tourism providers, travel agents, transporters, to state and national tourism boards, and the technology providers. Each one has a role to play in combating the ill effects of climate change and global warming, and promoting and practicing sustainable tourism at every stage of the business.
Two sets of interrelated factors have been found to be largely responsible for this poor performance of India's tourism sector. The first factor is the low prioritization of sustainable and responsible tourism in the hierarchy of development directions identified by the government.

The second factor is that the tourists not giving needed importance for sustainable tourism. Tourism has been a major social phenomenon of societies all over the world. It is driven by the natural urge of every human being for new experiences, and the desire to be both educated and entertained. The motivations for tourism also include religious and business interests; the spread of education and the new information age has fostered a desire to know more about and experience different parts of the globe. The basic human thirst for new experience and knowledge has become stronger, as communication barriers are getting overcome by technological advances. Progresses in air transport and development of tourist facilities have encouraged people to venture beyond the boundaries.

The importance of Tourism, as an instrument of economic development and employment generation, particularly in remote and backward areas, has been well recognized the world over. It is a large service industry globally in terms of gross revenue as well as foreign exchange earnings. Tourism can play an important and effective role in achieving the growth with equity – an objective which we have set for ourselves.

1.23 Rationale of the Study

Tourism is a smokeless industry which provides lot of job opportunities to the local community beside nearby the tourism destinations. Some of the countries have enormously developed through positive tourism impacts and better tourism services. There is tremendous growth in the number of foreign tourist arrivals, domestic tourism arrivals, tourism earnings, and employment opportunities in the tourism sector. At present there is ample opportunity for developing tourism industry in Kerala based on the geometrical strength which contributes to the economy of Kerala. This fact was recognized by the Government of Kerala and a lot has been done for tourism development. Terrestrial locations, scenic beauty, landscapes, beaches, backwaters and resorts, homestays, festivals, rituals, ethnic culture and Ayurveda treatment are the strengths upon which the tourism sector flourishes in Kerala, renowned as God’s Own Country, has long
attracted holidaymakers from across the world and has emerged as one of the leading destinations in the world.

Great amount of tourism planning is required by the government through the department of tourism to provide basic facilities to the tourist in the tourism destinations. Tourism developments in a backward district like Wayanad have great significance on the economy of Kerala. In this connection it is considered that a critical analysis on the development of tourism and about tourism impacts and services is a necessity for a detailed study.

The study is to critically analyse the importance of sustainable tourism practices that are implemented in various resorts and homestays in the district of Wayanad. The study is to ensure what are the major trends and patterns of sustainable tourism and initiatives taken by resorts and homestays in Wayanad. The study is also to find out nature based tourism destinations, impacts of tourism and service developments, economic, socio-cultural and environmental impacts of tourism sustainability of Wayanad district. Wayanad is one of the best tourism destination in the world based on its climate, geographical location, natural beauty and attractive scenic features. There is innumerable number of tourism spots in Wayanad district having different characteristics, and developed by district tourism promotion council, (DTPC). This is due to the tourism development initiatives taken by the department of tourism, Government of Kerala in the year 2002.

Tourism impacts suggests an investigation into the significance of responsible and sustainable tourism where the local bodies have additional benefits of serving the local community as well as retaining the theme of sustainable tourism practices in various resorts and homestays and other tourism spots of Wayanad District. The influences and constraints of sustainable tourism are numerous and complex.

Thus, a solid methodology is required to be sufficiently structured, to allow for comparability, while at the same time flexible enough to allow for the unexpected findings. The researcher has used a multi-phase, multi variant interactive research design, based on comparable case studies of few locations within Wayanad. The state government, local bodies, tourists, tourism and hospitality industry as well as those civil society groups who can take initiatives to promote notions of sustainable tourism by recognizing tourism’s adverse impacts. Thus, apart from the
benefits accruing to the providers of such services, those of the local community at large is also involved, and that too without significantly harming the environment. The current research problem looks into the sustainability of responsible tourism and hospitality initiatives and their contributions to the local community in prominent tourism destinations in Wayanad district.

Extensive amount of studies were conducted from the perspective of impacts of tourism analysis on the ecology and environment. However, no studies have really focused on the Resorts, Homestays and the tourism impacts and services caused by them on the natural environment. The fundamental principle of this study is to trace out the economic, socio–cultural, and environmental attributes of tourism impacts at Wayanad district. Tourism impacts and services focus on participation of the two fundamental problems from the perspective of the nature-based tourism. Majority of studies have revealed the impact of tourism on the ecology and environment from macro perspective. However, carrying capacity as an important indicator for striking a balance between tourism destinations and conservation of environment has not been studied comprehensively. So far, no studies have combined the concept of carrying capacity and community participation as an important tool for sustainable nature-based tourism.

Though the whole of Kerala is blessed with unmatched natural diversity that provides immense scope for tourism, there are certain areas or destinations, which are already developed as far as tourism is concerned. Development of tourism in these areas has a wide variety of tourism impacts on the economy of that locality and on the overall economy of the state. The impact of the development of tourism is directly felt by those people who are directly or indirectly involved in tourism business. Therefore, the universe of the present study is limited to those areas where tourism is developed and to those tourism providers, resort owners, homestays and other parties who are directly or indirectly connected with tourism industry. This study is descriptive in nature. Therefore the study has been conducted mainly to discover the positive and negatives impacts of tourism and the services in the tourism destinations of the district of Wayanad. The study also exposes the Sustainable Tourism Practice in various resorts, homestays, and tourism destinations in the district of Wayanad.
1.24 Objectives of the study

- To analyze tourism impacts and services correlated with Sustainable Tourism Practice in various resorts and homestays in the district of Wayanad.
- To identify the major trends and patterns of sustainable tourism and the initiatives taken by resorts and homestays
- To find out the nature based tourism destinations in Wayanad
- To identify the impacts of tourism and service developments in the tourist destinations
- To study the socio-economic and cultural impact of tourism sustainability
- To study the environmental impacts of tourism and services in Wayanad district
- To provide suggestions on the tourism impacts and services correlated with sustainable tourism Practice resorts and homestays in the district of Wayanad.

1.25 Scope and Significance of the Study

Sustainable tourism has been suggested as one way of maximizing the positive and minimizing the tourism impacts and services in Wayanad. The hospitality industry and the tourism industry, the tourists opinion, the local community view and, host community’s contribution to responsible and sustainable tourism in Wayanad will be overlooked in the literature and will be seen as part of the problem rather than as part of the solution.

The tourists will be frequently observed, Tourism and hospitality industry representatives will be interviewed, and interactions with the host community will be initiated as part of the study. This research work will be concentrating more on the actions of the host community, hospitality industry, tourists, seeking to understand what the influences are or constrains of sustainable tourism. This study aims to provide economic, socio-cultural and environmental, benefits for the host community by bringing Wayanad as the most sustainable tourism destination with very less impacts.

Since Wayanad has not been exploited to a great extent as a tourist destination there is ample scope for developing Wayanad as a sustainable tourism destination. This study helped to analyse the tourism impacts and services and also to minimize the negative impacts of tourism in environmentally sensitive Wayanad. The focus of this study is to predominantly trace the tourism impacts and services to suggest a strategy for responsible and sustainable development of
Wayanad tourism. It is also worthwhile to note that the major focus of the study was to look at the tourism impacts and services provided to the tourists. This study is exploratory in nature and the first of its kind in Kerala. Therefore the study has been conducted mainly to explore the positive and negative economic, socio-cultural, environmental impacts of tourism in the tourism-developed areas of Wayanad District.

**1.26 Limitations of Present Study**

The present study was conducted under certain limitations:

1. The study funnels on a small study region of Wayanad District this, may hamper the generalization process of the study, as transition in tourism is a feature exhibited by almost every tourist destination.

2. Desired secondary data could not be obtained due to non-practice of maintaining and up keeping the relevant data.

3. Another reason being sustainable tourism is still a new phenomenon.

4. Resorts and Homestays are being secretive about data and modus operandi was a major constraint.

5. Non co-operative attitude of Homestays, resorts, tourist and local communities was also a problem.

6. Getting exact information was a limitation as accurate information was not available in the official websites.

**1.27 Chapterisation**

This thesis is presented in six Chapters including Introduction part which consist of concept and definitions of hospitality industry and sustainable tourism, the rationale of the study, Objective of the study, Scope and significance of the study, and Limitations of the study.

Chapter two presents the Review of Literature, on the outset inextricable link of hospitality with Tourism, Nuances of tourism, Modern Tourism, Tourism Industry, Tourism in India, Trends in
Indian Tourism, Impacts of Tourism, Global Warming, Climate change, Eco Tourism, Community based Tourism, etc., are furnished in this chapter.

Chapter three consist Research Methodology in the beginning it gives an introduction about the research methodology, research design, Pilot Survey, Source of the data, Population, Sample Area, Sampling size, and sampling techniques, Sampling design, Hypothesis, Analysis of data, Theoretical frame work, etc., are presented

Chapter four explicate the Data Analysis and Interpretations of the study in detail through using different statistical techniques such as percentage Analysis, Chi square test, Correlation Analysis,

Chapter five reveals that the results and discussion part based on the analysis and interpretation part. Chapter six gives the Conclusion and Suggestions of various chapters.