CHAPTER II
REVIEW OF LITERATURE

2.1 Inextricable link of Hospitality with Tourism

Torkildsen, (2005) described hospitality as being hospitable and providing friendly and generous treatment to guests or strangers. Hospitality is an important and growing industry in many parts of the world. It is concerned with management excellence; giving quality services to customers. Providing welcoming and quality service is good for customers, therefore, good for business and good for the prosperity of the country.

Sarkar, (2009) commented on the upgrading of national highway connecting various parts of India has opened new avenues for the development of budget hotels in India. With the US $23 billion software services sector pushing the Indian economy skywards, more and more IT professionals are flocking to Indian metro cities. ‘Hotel Industry in India’ is set to grow at 15% a year.

Sarkar, (2009) stated that in the recent years government has taken several steps to boost travel & tourism which have benefited hotel industry in India. These include the abolishment of the inland air travel tax of 15%; reduction in excise duty on aviation turbine fuel to 8%; and removal of a number of restrictions on outbound chartered flights, including those relating to frequency and size of aircraft. The government's recent decision to treat convention centre’s as part of core infrastructure, allowing the government to provide critical funding for the large capital investment that may be required has also fuelled the demand for hotel rooms. The opening up of the aviation industry in India has exciting opportunities for hotel industry as it relies on airlines to transport 80% of international arrivals. The government's decision to substantially upgrade 28 regional airports in smaller towns and privatization & expansion of Delhi and Mumbai airport will improve the business prospects of hotel industry in India. Substantial investments in tourism infrastructure are essential for Indian hotel industry to achieve its potential.

Prashanth, (2009) reported that a touch of tenderness, a helping hand, a welcoming visage the Indian hospitality sector is certainly the most apt replication of the belief 'Atithi Devo Bhavah'. Good quality products and services at affordable prices should be the USP of any successful venture - and hotels in the country boast of exactly this. According to the world
travel and tourism council, the growth in the hospitality industry is pegged at 15% every year, and with 200,000 rooms, both luxury and budget hotels needed in the country, the segment is poised for a stupendous growth.

Kumar, (2010) remarked that Hotel Industry in India has witnessed tremendous boom in recent years. Hotel Industry is inextricably linked to the tourism industry and the growth in the Indian tourism industry has fuelled the growth of Indian hotel industry. The thriving economy and increased business opportunities in India have acted as a boon for Indian hotel industry. The arrival of low cost airlines and the associated price wars have given domestic tourists a host of options. The 'Incredible India' destination campaign and the recently launched 'Atithi Devo Bhavah' (ADB) campaign have also helped in the growth of domestic and international tourism and consequently the hotel industry.

Sarkar, (2010) estimated that tourism accounting for 5.83 percent of the GDP and 8.27 percent of employment in the country, it calls for special attention. It has been estimated that the shortfall in tourist accommodation in the country will be 1.50 lakh rooms by 2010, of which more than one lakh will be in the budget category. India’s tourism sector has the potential to generate significant additional income and employment. In 2005, international tourist arrivals were just under 4 million, though the average stay per visitor was over 20 days in 2004, It is also growing rapidly.

Kumar, (2010) mentioned that Tata group took the advantage of this opportunity and Sarovar hotel chain called 'Homotel' have entered this business segment. According to a report, Hotel Industry in India currently has supply of 110,000 rooms and there is a shortage of 150,000 rooms fuelling hotel room rates across India. According to estimates demand is going to exceed supply by at least 100% over the next 2 years. Five-star hotels in metro cities allot same room, more than once a day to different guests, receiving almost 24-hour rates from both guests against 6-8 hours usage. With demand-supply disparity, hotel rates in India are likely to rise by 25% annually and occupancy by 80%, over the next two years. This will affect the competitiveness of India as a cost-effective tourist destination.

Kumar (2010) mentioned that to overcome, this shortage Indian hotel industry added 60,000 quality rooms in the year 2012. The Indian Hotel Industry was boosted especially in Delhi by hosting 2010 Commonwealth Games. Government had approved 300 hotel projects, nearly half of which are in the luxury range. The future scenario of Indian hotel industry looks extremely rosy.
Damle, (2011) portrayed hotel industry in India is going through an interesting phase; one of the major reasons for the increase in demand for hotel rooms in the country is the boom in the overall economy and high growth in sectors like information technology, telecom, retail and real estate. Rising stock market and new business opportunities are also attracting hordes of foreign investors and international corporate travellers to look for business opportunities in the country. Hotel industry is also inextricably linked to the tourism industry and its growth has added fillip to the hotel industry.

Hattingh, (2015) explained that tourism and hospitality industries are inextricably linked it is imperative that especially accommodation establishments should be well informed about local cuisine and attractions. Attractions are one of the pillars of the tourism industry and can serve as a motivation for tourists to visit a particular destination. It is therefore essential that tourist’s attractions should be well maintained, affordable, interesting and adequately marketed, to enhance visitors experience of a particular attraction, qualified tourist guides should be used to impart expert knowledge.

2.2 Nuances of Tourism

Thirumaran, (2007) remarked that Tourism an exchange, which involves both local and international politics. The argument that governments participate in tourism strategies for economic gains does not fully explain the nuances behind the State’s purposeful presence. Beyond economic importance, the State becomes the manager or policy initiator to reconcile national and tourist’s interest. Many of the Caribbean “assist” through state funds to internationalise local cultural festivals.

Ivanovic, (2008) established that cultural tourism depends on culture as the main foundation of its attraction base and is the prevailing factor influencing tourist’s choice of cultural destination. Subsequently, cultural tourism depends embraced in all the nuances and complexities surrounding the various tangible and intangible aspects of culture regarded as attractions in cultural tourism. Adding to the complexity there are two exclusively tourism oriented approaches to culture: the first relates to the significance of authenticity of cultural attractions for tourism, and the second to the authenticity of tourist cultural experiences. These are fundamental to the understanding of the role culture plays in tourism.

Diekmann et al., (2013) stated that in reaction to the conceptual challenge, it can be seen that ‘sustainable tourism’ is increasingly sub-categorised, critiqued and nuanced. Links have been
built between sustainable tourism and eco-tourism, community based tourism, responsible tourism and alternative tourism, to name but a few; yet each of these concepts commands a specific definition and is developing its own strand in the tourism literature. A similar development can be seen to have started in the case of social tourism, with concepts, host and visitor related social tourism, solidarity tourism and tourism for all potential nuances.

Mishra, (2016) stated that the profound significance of quality of hospitality ventures is of paramount importance in making the pro-poor tourism endeavours highly successful, further stated that the goals of pro-poor tourism can only be met when it is integrated with value-based tourism. The ideals of pro-poor tourism have remarkable potential for upliftment of economically marginalised sections provided it is operated in an ethical manner.

Anisa, (2016) pointed out that pro-poor tourism must entail initiatives which gives tremendous impetus to inclusive development by empowering the poor people through skill development, capacity building and other programmes.

Gupta, (2016) underscored the role of off-beat projects as a thrust force in the rural areas of the country. Further stated that the focus on inclusive development through empowerment of economically marginalised sections. The strategic dimensions of pro-poor tourism ensures the pragmatic, ethical and pro-active participation of all stakeholders concerned, the public and private enterprises, the civil societies and the economically backward sections.

2.3 Modern Tourism

Leonard and Carson, (1997), explained that tourism is an activity which cuts across conventional sectors in the economy. It requires inputs of an economic, social, cultural and environmental nature. In this sense it is often described as being multi-faceted. The problem in being described as an ‘industry’ is that it does not have the usual formal production function, nor does it have an output which can be physically measured.

Swarbrooke, (1998), debated over the concept of sustainable tourism is a phenomenon of the 1990’s. However, its origins lie in the wider concept of sustainable development which has been with us for many centuries. Sustainable generally mean development which means our needs today without compromising the ability of people in the future to meet their needs. It is thus about taking a longer term perspective than is usual in human decision making and implies a need for intervention and planning. The concept of sustainability of tourism clearly embraces the environment, people and economic systems.
Jayapalan, (2001), elucidated today’s tourism as it occupies an important position in the study, like other disciplines tourism has attractive features; Tourism phenomenon has complex nature. This complex nature of tourism phenomenon implies that various academic disciplines are involved in its study. Some basic disciplines such as economics, psychology, sociology and geography contribute a great deal.

Pran and Sushma, (2003), argued that the concept of sustainable tourism development, there is an increasing recognition that sustainable management of resources will lead to acceptable conservation and development of a higher quality tourism product. The relationship among tourist’s, host communities, attractions and environment is complex and interactive.

Pran and Sushma, (2007) stated that the concept of modern tourism is relatively new, not more than sixty years old. The world has become small. The barriers of distance have been broken in the last centuries, by the invention of steam ships, railways, motor cars, and airplanes. Industrialization and holidays and subsidized travel have resulted in tourism boom all over the world. It has been estimated that five billion people took holidays worldwide in the year 2000, of these six hundred ninety eight million travelled internationally or to foreign countries, a growth of 7.4 percent over 1999. International travellers spent US$ 476 billion on travel – a growth of 4.5 percent over the previous year. Receipts per arrival were US$700 (Statistics WTO – 2001). World Tourism Organization (WTO) also estimates that international tourist arrivals will exceed one thousand six hundred million by the year 2020.

2.4 Tourism Industry

Wahab, (2005) remarked that tourism has been an effective tool for generating employment, preserving culture and tradition, enhancing environment, earning revenue and foreign exchange, can make sure an overall development in a sustainable manner. It is viewed that, economic diversification and technological enhancement have created a favorable situation for tourism development in the present age of globalization. The concept of tourism as a phenomenon involves the movement of people within their own country or across the national borders. Man’s thirst for travelling has increased from time immemorial.

Biju, (2008) stated that tourism and travelling complements peace and harmony, and encourages interactions with various cultures and countries. While travelling, a traveler’s mind must move and react, race and pause, and move on again. Travelling helps not only to reflect on the life and times of the world, it also helps to mix East with West, culture with
culture and people with people. The mind and view of the people broadens, as they understand that people are the same everywhere in the world.

2.5 Tourism in India

UNWTO Report (1992) described on India has more to offer to the international tourists of different age groups and interest groups than any other country in the world. Its main attraction seems to be its culture, even though the country’s natural resources, encompassing all types of nature provide an excellent setting for any type of tourism. Although tourism is already a major earner of foreign exchange for India, it is proved that the country’s potential is far from fully utilized.

Raj, (1993) mentioned in his book Development of tourism in India, that in the history many foreigners had fascination for the spectacular India and attracted many invaders and great travellers.

Chaudhary, M., (2000) stated in his book that, India's emergence as a major player of tourism late in the journey and achieving minimum goals was a fine recognizable reality. India provides various categories of journey chances. This diversity was exceptionally admirable - from the white water rafting on the Ganga, Indus or Sutlej to heli-skiing in the elevated Himalayas; from hang-gliding and ballooning, across the Indian plains and camel-safaris is enormous in the desert of Rajasthan; by chasing the elusive tiger, by the supports of powerful elephants for trekking the alternatives were everlasting.

Cavlek (2002) mentioned that India has an essential to turn out the numeral tourist destination in the world with the requirement rising at 10.1 per cent per year, the world travel and tourism council (WTTC) has forecasted. In India, the regime spending on tourism is 153rd and in the world at 0.9 per cent, china spends 3.8 of its spending plan on tourism and rates at 5th by obtaining the biggest tourist arrivals (31.2 crores) later than France, U.S., Spain and Italy. India obtains exclusive 2.6 crores tourists per year.

The main tourism attractions in India are the world's huge mountains, miles of coastline with outstanding beaches, tropical forests and desert, safari, pond, backwaters, historical monuments, forts and palaces, and the Taj Mahal. The tropical forests in Uttaranchal, Madhya Pradesh, Karnataka, Orissa, and Kerala can be increased into a chief tourist fascination.
Asif and Husain, (2006) described India with its size, geography, terrain, history and people make it a country with immense resource potential, as far as tourism is concerned. The resources are so vast that India is often referred as a country of all seasons and reasons. India’s tourism potential has been acknowledged by many writers and travellers. Mark Twain says: so far as I am able to judge, nothing has been left undone, whether by man or nature, to make India the most extraordinary country that the sun visits on its rounds. Mark Twain further said that, “India is one country under the sun that is endowed with an imperishable interest for alien prince and alien peasant, for lettered and ignorant, wise and fool, rich and poor, bonded or free, and no land that all men desire to have seen and having seen once by even a glimpse would not give that glimpse for shows of all the globe combined”.

American traveller and writer Max Muller has adored India in the following words.“If we were to look over the whole world to find out the countries mostly richly endowed with all the wealth, power and beauty, which nature can bestow in some parts a veritable paradise on earth – I should point to India, If I were asked under what sky the human mind has most fully developed some of its choicest gifts, I should point to India”.

Asif and Husain, (2006), commented that, the potential of tourism in India can be judged from the following quote by Allan Bainet of British Airways. “1.3 million Visitors in a year for this greatest show on earth, does not make any sense. It has a potential of five million”.

Mukhopadhyay (2007), stated in his book, Tourism Economics that the ex-Prime Minister Shri. Atal Bihari Vajpayee declared during the 10th plan for tourism “Tourism is a major engine of economic growth in most parts of the world. Several countries have transformed their economies by using the tourism potential to the fullest. Tourism has great capacity to create large scale employment of diverse kind from the most specialized to the unskilled and all of us know the generation of massive productive employment opportunities is what India needs”.

Seth (2008) remarked in his book, to understand India, it should be visualised as a continent of differences in lifestyle when compared with the continent of Europe. “The diversity of India is tremendous,” said India’s first Prime Minister, Mr. Jawaharlal Nehru. “It is obvious, it lies on the surface and anybody can see it.” The British historian Arnold Toynbee called India “a society of the same magnitude as western Europe… a whole world in herself”
Wheeler (2009) remarked that the, Indus valley civilization or the Harappa culture which flourished in North-West part of the country during 2500 BC to 1500 BC was one of the earliest civilizations in the world. India is a country of ancient civilizations.

The People from Harappa to the earliest travellers from distant lands to the Indian soil were Persian merchants. There is evidence of caravans of Persians visiting India lies engraved in the inscriptions, dating back to the Persian king Darius.

Indian tourism was booming due to an increase in overseas tourist’s arrivals that’s larger than the migration by Indians to foreign destinations. The visitors were from across the world, such as Europe, Africa, and Southeast Asia and Australia. Early 1980’s many Indians started to travel around the world seeking job opportunities and better living standards.

India’s diversity is its people and how they live with different languages and lot more, religions, dances, music, architecture, cuisine, culture and customs differ from regions within the country was an attraction to the international tourists. India was convincingly an exclusive nation that provides several types of tourism. It comprises the nature tourism, ecotourism, medical tourism, spiritual tourism, beach tourism. India has the lengthiest coastline in the east and the west, the best natural resources, favourable climatical conditions, and many monuments makes it competitive. Tourism attractions of Cultural value and historical significance also were major factors which ensure the flow of domestic and international tourists to specific tourism destinations in India.

Vijaya Babu and Jayaprakashnarayana, (2014) stated that the tourism industry of India is economically important and growing rapidly. The World Travel and Tourism Council calculated that tourism generated 6.4 trillion or 6.6% of the nation’s GDP in 2012. It supported 39.5 million jobs, 7.7% of its total employment. The tourism sector is predicted to grow at an annual rate of 7.9% from 2013 to 2023. This gives India the third rank among countries with the fastest growing tourism industries over the next decade.
2.5.1 Tourism Destinations

Crompton, (1979) stated that however the dimension of the destination might be sufficient services and facilities should be increased to fulfill the requirements of tourists. It recommends a destination image as ‘the sum of beliefs, views and impressions.

Mackay et al., (1997) debated that a destination's image was a compound of several attractions and properties woven into an overall impression. Predominantly, present goals are spirited in nature with the destination trades for adopting big portion of commerce; it is hence, necessary to have an in-depth realizing of destination configuration to undertake basic steps and procedures to improve destination attractiveness as fine as market competitiveness. The image correlates the tourist's approaches towards the properties.

Pike,(2008) defined that tourism destination is a place that the travellers to visit the perfect place and they spend time, needs, and anticipations. A destination can be as little as a design or as big as the whole continent. Most of the tourism activities take place at destinations and it forms a pillar in any modeling of the tourism system and has emerged as the fundamental unit of analysis in tourism.

2.5.2 Tourism Facts and Figures

Incredible India Report, (2003) stated that the contribution of tourism and travel economy to GDP in India is 5.3% with a global rank of 140. The contribution of tourism and travel economy to employment is 5.6% with global rank of 140 and the direct impact of the industry accounts for 2.9% with global rank of 111. In essence tourism supported about 15.50 million jobs in 2001 and the figure is estimated to grow up to 17.70 million by 2020.

Asif and Husain, (2006) depicted the phenomenon of tourism growing worldwide, India has no exception, from a mere 16,829 international tourists in 1950, the figure grew upto 2.6 million in the year 2000. Thereafter there was a slight recession and the figures dropped down to 2.38 million during the year 2002. However year 2003 again saw an increase and figures recorded were 2.75 million. This shows an increase in the number of international tourist’s arrivals into India. However when these figures are compared with India’s share in the international tourism market, there seems to be little change, with the share remaining more or less static and hovering between 0.3 and 0.4 percent. The share has never crossed 0.39 percent of the total international tourist arrivals worldwide. It is clear that tourism in
India is growing, but the figures available do not make any sense, as far as the potential of the country is concerned. Although tourism has been positioned among the top priority of the government and it is the third largest foreign exchange earner. The projected rate of growth for tourism in India has been put at 8.4% per annum and as a result the foreign exchange earnings are estimated to grow from Rs 14,195 crores in 2002 to Rs.30, 000 crores in 2005. Similarly the number of arrivals estimated to 50 Lakhs by 2005.

Kevin and Anya, (2011) described India’s performance in tourism sector has been quite impressive. During the period 2002 to 2009, India witnessed an increase in the Foreign Tourist Arrival (FTA) from 2.38 million to 5.11 million. Due to Global slowdown, terrorist activities, H1N1 influenza pandemic, ect., growth rate in FTA s during 2009 fell by 3.3 percent. The year witnessed a contraction in global tourism by 4.3 percent; the declaration in India was, therefore, less than that of the scale of global slowdown.

2.5.3 Importance of Tourism in India

India is a versatile country with a vast potential for tourists attraction such as wealthy architectural legacy dating to an ancient past, and rich cultural heritage. There are everlasting monuments, magnificent temples and breathtaking panoramic views. India is gifted with an everlasting affluence of land that all men desire to have seen. India is one of the major South-Asian tourist destinations with the diversity of natural attractions and rich tapestry of cultural heritage. Describe the varied tourism products this country can offer to the entire world at large is a 5000 year old history, culture, religion and alternative medicine, fascinate both budget and luxury travelers alike. India has vast geographical spread and great historical and cultural heritage, which are excellent condition for growth in tourism sector.

Bhardwaj et.al, (1998) mentioned that the travel and tourism industry holds tremendous potential for India's economy. It can provide impetus to other industries, create millions of new jobs and generate enough wealth to help pay off the international debt. Government of India has recognized that tourism is a vital industry that offers immense opportunities for the future. Liberalized world trade, rising disposable income, increased leisure time and other factors have intensified consumer demand for business and pleasure travel. At the same time tourism consumers are changing. The tourist today is more sophisticated, better informed and more aware of the range of tourism products available.
Parker, (1999) declared that tourism and hospitality sector is given much emphasis to the maintenance and development of the tourism destinations in India, which has resulted in a large number of tourists preferring India, however, the Indian government’s intervention in the upgrading and modernization of infrastructure will translate into better facilities, amenities and access to the leading tourist attractions and sites.

Geoldner et al., (2000) opined that tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals and groups travelling away from home.

Kumar, (2004) mentioned that tourism is an amalgam of various productive sectors of the economy, like agriculture, large and small cottage industries, transport, communication, accommodation, entertainment, etc.,

Kotler et al, (2004) described as ‘two main industries that comprise the activity of tourism are hospitality and travel industries’. For many developing countries, tourism is a main source of income, employment and foreign exchange.

Seth, (2005) portrayed that tourism has long been a neglected sector for the government of India. Earlier, it was considered to be an elitist activity and the socialist dispensation of the official establishment coaxed it to put on the back burner. The advent of globalization and the market forces brought India on the world tourism map. Both the hospitality and the travel industries revamped its utility and there appears to be a phenomenal growth in infrastructure and services for the world travelers.

WTTC Report, (2007) announced that India’s travel and tourism is expected to grow at 7.95% over the coming decade, showcasing the third fastest growth in the world in terms of travel and tourism. India has won many international acclaims including the World Travel Awards various categories as Asia’s leading destination, Asia’s leading Tourists and Conventions Bureau and also the World’s leading Destination Marketing Award for the Incredible India Campaign. India is one the fastest growing tourist economy where tourism has made significant contribution to India’s foreign exchange earnings. According to the same estimate, the global travel and tourism activity is expected to increase by 4.7% between 2007 and 2016.
Planning Commission Report, (2007) referred the WTTC report projected that by 2016 the total travel & tourism activity is expected to post a total demand of economic activity of US $12,118 billion. The world’s travel & tourism is expected to contribute US $ 2,969.4 billion in nominal terms (3.6% of total) by 2016. The travel & tourism economy contribution is expected to reach US $ 8,971.6 billion (10.9%) in the year 2016. By 2016, travel & tourism is expected to create 9% of total employment or one in every 11.1 jobs and is expected to get capital investment in both public & private sector by US $ 2,059.8 billion or 9.6% of the total global investment. The Government is expected to spend on travel & tourism US $ 480.9 billion or 4% of total government expenditure.

Biju, (2008) mentioned in the study that in the year 1963 the United Nations Conference on International Travel and tourism was held in Rome, the conference conferred that tourism played an important role as foreign exchange earner, in addition brought development to the under developed countries. Modern day tourism was influenced by several factors. One of the significant factors is that the disposable income continues to rise due to industrialization. In Europe factory workers had longer vacations than the Americans. Workers in Japan started to have more leisure time. The international airfares have become very competitive and are enticing increasing number of travellers across the world. All these activities were encouraging tourism in that period of time. There is a huge gap between demand and supply of hotel rooms drove up occupancy levels and Average Room Rates (ARRs) to new heights. Hotels and Resorts generally cater to domestic visitors, corporate business clients, leisure travelers, International tourists. Indians are increasingly seeking world-class facilities, such as clean and comfortable accommodation, internet connection, and perhaps even fitness facilities, at local prices. The rising middle class is also becoming increasingly affluent, smart phones and more sophisticated in terms of what is demanded in terms of tourism products and services, and more importantly the price they are willing to pay for it.

Biju, (2008) stated that the Indian tourism industry underwent a major breakthrough in the new millennium due to infrastructural development, spread of telecommunication network and the importance of the service sector in nation building. An integrated approach with a multi-pronged strategy alone can yield rich fruits in the tourism sector in the years ahead. Tourism has potential to bring about social and cultural development. It is also essential to take advantage of information technology to develop tourism. The ‘Tourism 2020’ Vision document has identified the following priorities: such as Strategic marketing, Product differentiation and quality improvement, Sustainable tourism development, Private public
partnership, Improving brand image and positioning, Strategic planning and management of resources, Development of new destinations, Use of electronic and internet services for facilitation and database preparation. It has been estimated that India’s travel and tourism potentials can provide its economy substantial resources in the coming years. It is expected that tourism has potential to provide 7 million new jobs, provided that potential of tourism resources is effectively exploited.

Shervani, (2011) remarked that few of the Indian states are making new tourism policies to cater to the growing demands of inbound tourism. It’s high time that India realise its full potential from tourism, and the state tourism development corporations envisage appropriate measures to boost tourism. The Hotel & Restaurant Association of Northern India (HRANI) on 11th August 2011 announced on their first convention of the association that the theme for the event was "Hospitality Industry-Vision 2020" and it was aimed at sighting and discussing various issues that the hospitality industry currently faces and would face in the near future. Then the President of HRANI, highlighted that, "By 2020, the Government of India expects travel and tourism to contribute Rs 8,500 billion to GDP, almost four times the value of the year 2005 which shows how the industry is expected to boom. By then India tourism industry will grow to be greater than that of the UK, France or Japan. The growing middle class along with a younger population will be the main drivers of this demand. However, the hospitality industry needs to address some important issues before it is ready to meet this demand.

Kaushik and Vikram, (2012) remarked about outbound tourism from developing countries is also rising gradually and developing countries expenditure on tourism in other countries doubled between 2000 and 2006.

Bansal, (2013) commented that the Indian tourism industry played a vital role in transforming the tourism society and economy. As an instrument for development, it contributes to sustainable human development through poverty alleviation, employment generation, Advancement of women and other disadvantaged groups and environmental regeneration in remote and backward areas.

Kulkarni, (2014) mentioned about the predictions by WTO has estimated that there will be 1.6 billion international tourists by the year 2020 and Asia will emerge as the second region to be the most visited destination in the world. India being rich in cultural and natural heritage is likely to experience its share in global tourism. India, however, faces two major
challenges in the globalised world, i.e., exploitation of tourism potential and designing strategies for tapping such potential.

David and Melody, (2016) defined the relationship between tourism development and economic growth has been the focus of numerous articles in economics and tourism journals. Most of the articles test the tourism led growth that suggests that there is a one-way causal relationship between tourism development and economic growth.

2.5.4 Kerala – God’s own Country

Economic Review, (2003) reported that Kerala offers an intriguing blend of cultures and some unusual opportunities for travel. It offers some of the best and most picturesque beaches in India. Unlike in other part of the country, in Kerala, tourism is not a seasonal activity since the state has some or the other which is being celebrated in regular intervals that covers almost eight to nine months in a year. Many religious functions are being celebrated in a big way to attract overseas and inland tourists. In addition to these, many beautiful hill stations, world famous beaches, backwaters and nature destinations do attract thousands of tourists into the state every year. Today, Kerala’s ‘Backwaters’ and ‘Ayurveda’ are globally identified and uniquely positioned. In the recent past, tourism has emerged as Kerala’s core competency sector. Kerala is today the most acclaimed tourist destination in India with its distinctive ‘God’s Own Country’ branding. Kerala is increasingly rated as one of the must see destinations, not only by the discerning foreign tourists, but also by the domestic tourists.

At present, Kerala has 14 districts with Thiruvananthapuram (Trivandrum) as the capital city, Cochin as the business capital and Trichur as the cultural capital and Malayalam and English are the principal languages. The climate is equable but a little damp along the coast. The mean temperature in the midland and lowland is about 32°C. The high ranges enjoy a cool and branching climate throughout the year. Kerala gets rainfall both from the South-West and the North-East monsoons. The South-West monsoon is very heavy, between May and August.

Shiny, (2004) remarked that the present-day state of Kerala was created in 1956 from Travancore, Kochi and Malabar. Malabar was formerly part of Madras state. Kerala is one of the most progressive, literate and highly educated states of India. Kerala state lies in the southern most strip of India and is situated between the Arabian Sea and the Western Ghats. It is located in the north latitude between 80 18’ and 120 48’ and east longitude between 740
52° and 770 24′. The breadth of the state varies from 11 kilometers to 121 kilometers. The total area of the state is 38864 square kilometers which is only 1.18 percent of the total area of India. According to the 2001 population census, it has a population of 32 million, which is 3.12 percent of India’s population. The state comprises of three regions, the coastal low lands, the fertile midlands and the highlands. The low lands of Kerala are networked by endless backwaters and the deltas of forty four rivers. The midlands are rich with cashew, coconut, areca nut, tapioca, banana, rice, ginger, pepper, sugarcane, and vegetable plantations. The forest highlands abound in tea, coffee, rubber and spice plantations and wild life reserves. Kerala’s culture is thus a composite and cosmopolitan culture to which several people and races have made their contributions. Kerala’s unique cultural characteristics are reflected in its music, dance, architecture, festivities, languages spoken, traditional beliefs, customs and foods of Kerala.

WTTC Report, (2004), evaluated the department of Tourism, Kerala had registered maximum number of foreign tourists arrivals is in December-January and they keep coming till February which is the peak tourist season while the major share of domestic arrive is in December. The most fascinating and unique attraction about Kerala as a tourism destination is that it has everything a traveler looks for and much more to discover. Nature has not blessed any too many spots like it did Kerala with temperate climate throughout the year to make it the destination “where the season never ends”. Thus the State is endowed with the immense potential for the growth and development of tourism industry in an international perspective.

Kerala tourism statistics report, (2007) mentioned that all types of tourists have expressed fascination for the performing arts of Kerala, Kathakali, Mohiniyattam, Oopana, Margam Kali, Ottamthullal, Yakshaganam, Thiruvathira Kali, and Chakyarkoothu, in addition to the manifold folk dances, tribal dances, folklores, religious festivals and rituals. The handicraft of Kerala includes artifacts carved out of coconut shell, ivory, horses and sandal woods. There exist also remarkable and fascinating pieces of artistic excellence that present marvels of Kerala’s charms such as the snake boat and Kathakali faces, and Chinese fishing nets. Kerala, the narrow lush green strip on the south west coast of India lies snuggled between the vast Arabian Sea on its west and the Western Ghats in the east. It is one among the smallest states in the whole of the Indian union, with only 1.2 per cent of its total area, (Victor, M. F. I. C., 1970). The state is diffused with a total area of 38,864 sq km, the length of the coastal line is 600 KM, and it represents 3.76 per cent of the total population of the country.
Kerala Tourism statistics, (2007) reported that this tropical paradise with its spectacular and diverse natural attractions has long attracted holidaymakers from across the world. The coastline is 600 kilometers long stretching across 11 out of its fourteen districts, emerald backwaters, exotic wild life, beautiful waterfalls, historic monuments and misty hill stations has made it one of the most acclaimed tourism potential states in the world. The Ayurvedic spa and medicines, the unique boat race, the ride through the waterways in a houseboat or the colourful and exotic festivals, Kerala offers a multitude of experience to the tourists. The land’s natural beauty is further enhanced by a rich tradition of music and arts dating back over a thousand years, making Kerala truly God’s Own Country.

Kerala development Report, (2008) Tourism in Kerala has a history, Travellers from the far as well as from west Asia and the Persian Gulf had trade and tourism links with Kerala for centuries. The name ‘God’s Own Country’ has become a well identified tag line of Kerala. Chosen by the National Geographic Travel as one of the 50 must see destinations of a lifetime, hailed as one of the 10 paradises of the world and winner of a handful of other accolades, Kerala has made its way into possibly all available international tourist brochure.

(Wikipedia) Myths have it that Kerala was born when the sea god, Varuna, receded to give Parasurama, the sixth incarnation of Lord Vishnu, that much land that his axe (parasu) thrown from Gokarna (a place near north Kasargod) would cover. Parasurama wanted calm and quiet, so the land was filled with lush vegetation and tranquil beaches, he was mighty, so the land held lofty mountains; he was beyond all prejudices of life, so the culture here embraces all regions and sects; and to mirror the salvation (moksha) that its founder had founded in this land, the people here uphold peace, harmony and tranquility. One of the most alluring elegances of Kerala is its four month long monsoon season that drenches the whole of the state. Kerala’s 44 rivers all being monsoon fed, turn into rivulets during summer. Backwaters add to the charm of the region. The biggest among the backwaters in Kerala is the Vembanad Lake; with an area of 200 sq km. Kerala has over 25 percent of India’s 15,000 plant species. The lush green vegetation and the fertile environment make it almost a herbarium of rare, medicinal and geographically specialized plants. Kerala also has abundant wildlife population with over 100 species of mammals, 550 species of birds and 169 species of reptiles. Forests cover 29 percent of the total area. Kerala has 3 National parks, 12 wildlife sanctuaries and 7 zoos. The total protected area comes to nearly 2,350 km.

It is claimed that the quality of life of Keralite society compares favourably with that of developed nations. Kerala holds the highest literacy rate in the country. It is the only state
with a feminine sex ratio (1058 females per 1000 males in 2001), and the lowest infant mortality rate (10 per 1000 live births). Kerala has many a tall tale of valour to tell; the sagas of its territory and lore of the glorious episodes of the reigns of several Dravidian rulers. The land had lured foreign traders by its rich spices and abundant hospitality from times of yore. Kerala prides over a long history of culture and trade links with many ancient and foreign nation – the Phoenicians, the Arabs, the Chinese, the Portuguese, the Dutch and the English.

Economic Review, (2009) stated that in Kerala, tourism is not a seasonal activity; there are events at regular intervals that cover almost eight to nine months in a year. Blessed with many beautiful hill stations, world famous beaches, backwaters and nature destinations do attract thousands of tourists into the state every year. Today, Kerala’s ‘Backwaters’ and ‘Ayurveda’ are globally identified and uniquely positioned. In the recent past, tourism has emerged as Kerala’s core competency sector. Kerala is today the most acclaimed tourist destination in India with its distinctive ‘God’s Own Country’ branding. Kerala is increasingly rated as one of the must see destinations, not only by the discerning foreign tourists, but also by the domestic tourists, In Kerala, where unemployment among the educated youth is a burning problem, tourism is considered to be a major employment generating industry.

Tourism would not be a focus of economic development strategy based on its job creation potential, turnover for local companies and millions of capital investment, but it also has a deep impact on the social and cultural life of any country or city, (GOK, An Overview 2003).

Tourism traffic to Kerala shows an increasing trend over the past few years. The Kerala Tourism is witnessing an enviable advantage in tourist arrivals during the year and the number shows an increase of 16.11 per cent over the previous year. During the last year Kerala has contributed 11.6 per cent of the total foreign tourist arrivals to India. The number of domestic tourists arrived also shows an increase of 14.28 per cent over the previous year.

Kerala Tourism Statistics, (2014) projected as an ideal location on India’s southernmost tip coast; Kerala is fast becoming one of the top holiday destinations in the world. From its rich 2000 year old cultural history to its golden beaches, there is something for every holiday maker in Kerala. This beautiful State has a wide variety of ecological systems which include pristine beaches, coastal plains, the sloping hills of the highlands and the mountains. The Kerala backwaters join these contrasting terrains by a network of interlocking lakes, rivers and canals. Altogether, Kerala is the ideal destination for a relaxing holiday. Kerala has been well known for hundreds of years for its practice of Ayurveda - a system of medicine that believes in not simply treating the ailment but attending to the whole person. Travelers from
the western world have been travelling here for spiritual and physical awakenings ever since the Beatles made their sojourn to India in the mid 60’s. Kerala has experienced a boom in the development of Ayurveda retreats, designed exclusively for Health Tourists. Recently Kerala, with the support of the Government of India initiated assertive marketing initiatives to specifically promote Kerala as the premier health tourism spot in the world.

Travelling to Kerala is made easier by the proximity of four international airports which cater to more than 8 million passengers each year. Travel within Kerala is equally accommodating with virtually every city and village being connected by roadways. The Indian Railways will transport you around the state providing a beautiful and unique view of the land. The Kerala backwaters offer another spectacular opportunity to see Kerala and are easily traversed by boat. Houseboat rentals are very popular with honeymooners, (Kerala Tourism Statistics Report, 2014).

With Kerala’s proximity to the sea, combined with a beautiful harvest from its many farms, the visitor can look forward to a great cuisine with a variety of food to choose from. The local diet is mainly vegetarian served with delicately spiced sauces. Many restaurants catering to tourists serve continental food as well as Chinese, Thai and some American dishes, (Economic Review Report, 2003). Kerala offers an intriguing blend of cultures and some unusual opportunities for travel. It offers some of the best and most picturesque beaches in India.

### 2.5.5 Kerala State Economy and Tourism

Donald et al, (2004), the family Business in Tourism and Hospitality provides a comprehensive overview of this emerging field of study, based on available literature, research by the authors and new case studies. It seeks to make a theoretical and didactic contribution both to the study of tourism and hospitality, and to the generic field of business studies.

Biju. M.R., (2006), stated that investments are a rare phenomenon in Kerala; it is the tourism sector, which has been the main contributor of Kerala’s economy. Government of Kerala declared tourism as an industry in 1986; several incentives were made available to the investors in the tourism sector. Kerala tasted economic crisis during early 1980 and the first half of 1990, which affected developmental activities, whereas the tourism sector enabled state to recover financial position. Liberalization and reform policies of the 1990s enabled
the tourism sector to attract investment for tourism related infrastructure development. National Tourism Policy of 2002 predicted the critical role of private sector with government working as a pro-active facilitator and catalyst. Recently department of tourism along with the state government has concentrated in the development of basic infrastructure and for the promotion of new tourism products for tapping the tourism potentials of Kerala.

Sunil Mani et al, (2007) has described that Kerala’s tourist inflow has grown steadily over the past five years, accelerating to over 6% growth per year in 2002 and 2003 before setting back to 2 - 3 % growth in 2004. Foreign tourism in particular has increased, with annual growth rates in double digits for 2002- 2004(averaging over 17% for the three year period). Earnings from tourism have growth 2-4% faster than the number of visitors, indicating a shift in the composition of visitors toward travellers with more disposable income. Recent performance has been strong, but the growth of foreign tourism has historically been volatile. It was actually negative in 2001 and just under 4% in the year 2000. As the State has identified new and exciting tourism destinations, the variety of tourism potential areas is spread throughout the state. Destinations were carefully selected in consultation with the state governments based on tourism potential. The activities taken up under Product development and strategies followed. Priority was given to promote rural tourism

Economic Review, (2008) stated Tourism is considered to be the biggest contributor to the growth of service sector in Kerala. According to the WTTC Report, travel and tourism in Kerala is expected to grow by 11.4 per cent per annum in real terms between 2004 and 2013. The state could emerge as the top brand in world tourism by positioning and maintaining tourism as a core competent sector of state priority. New and varied exciting tourism products offered by the state include health tourism, farm tourism, beach tourism and cultural tourism. Apart from being a tourist destination, Kerala is also India’s most advanced society, cleanest and most peaceful state,

Sinha and Swargesh, (2012) opined that tourism as the primary product to spread tourism and its socio economic benefits to rural areas and its new geographic regions. Therefore the investment has to be spread out to new destinations. Strategies such as the infrastructure development with respect to accommodation and Supplementary facilities have to be provided by the private sector. Key geographic regions were identified for development and promotion of rural tourism. The implementation was done through a convergence committee headed by the district Collector. A sum of Rs.50 Lakhs was made available for each project, and activities like improving the environment, hygiene, infrastructure etc, were assisted.
Noel and Eric, (2012) identified the development of Small and Medium Enterprises (S.M.E.) in tourism services enhanced the situation in this regard. Authenticity of a tourism experience for consumers can be enhanced by contact with local residents, which explains the appeal to many cultural tourists of bed and breakfast establishment, farm stays and the like. It is therefore surprising that, in many countries, tourism is dominated by SME’s and family owned business (Buhalis& Cooper, 1998; Getz & Carlson, 2000; Morrison, Remington, and Williams, 1999; Smallbone, North & Vickers, 1999; Thomas, Friel, & Jameson, 1999). According to the European Competitiveness Report of 2003, 94% employ fewer than six employees and are regarded as micro enterprises.

2.6 Concept of Hospitality in the Indian Context

Joshi, (1992) has defined it in the Indian contest, Hospitality - a very popular tradition in India and the tradition was well established a long time ago. The Vedic statement “Athiti Devo Bhava ” is a thought that was expressed in this land. The word ‘Athiti’ defines the guest as a person who could show up at your home without a prior notice or formal invitation. In fact, not only the teacher, but the mother and the father and even the guest were given a place of high reverence. As the Tattiriya Upanishad says: Matri devo bhava, Priti devo bhava, acharya devo bhava, atithi devo bhava. ‘Let thy father be unto thee as thy God, and thy mother as thy Goddess whom thou adorest. Serve the master as a God, and as a God the stranger within thy dwelling.

Jagath, (2007) mentioned that this great tradition of hospitality is well described in Mahabharata shows the importance of preserving this tradition. Princess Draupadi was overwhelmed by the arrival of a large number of guests, when she and the Pandava brothers lost their kingdom and were living in the forest. She did not want to fail in her duty of being a good hostess. She was desperate and she met this challenge by earnestly praying to Lord Krishna. Upholding the principle of hospitality is very important to Lord Krishna and he gracefully provided the help Draupadi needed to serve her guests in accordance with dharma. Her adherence to the tradition of hospitality truly defines the Indian Identity.

Singh, (2012) made it clear that History and mythology have always landed the Indian Culture for its great tradition hospitality. Entertaining the guest to his, her satisfaction has been a customer of the soil. An Indian host is completely contended only when his guests are satisfied with the hospitality provided. A glance into our past reveals that providing
hospitable comforts to guest have been a way of life and different conventions of hospitality were prevalent in different periods.

Mike, (2014) remarked in Homer’s Odyssey - Xenia is the ancient Greek Concept of Hospitality, the generosity and courtesy shown to those who are far from home and/or associates of the person bestowing guest-friendship. The rituals of hospitality created and expressed a reciprocal relationship between guest and host expressed in both material benefits (such as the giving of gifts to each party) as well as non-material ones (such as protection, shelter, favors, or certain normative rights).

Robbins, (2014) mentioned about the Indian culture has never been rigid and that's why it's surviving with pride in the modern era. It timely imbibes the qualities of various other cultures and comes out as a contemporary and acceptable tradition. That is what unique about the Indian culture, it moves on with the time. There are certain things about India that are famous worldwide, like: "Namaste", for an Indian it's a way common way of greeting outsiders and elders. Both palms placed together and raised below the face not only show the respect for others but it also makes you feel the affection in the greeting. It is for sure that no 'hello' or 'hi' can create that magic. Indian people are also famous for welcoming with flower garlands. In the Indian marriages the exchange of garlands between bride and groom is a ritual in itself. People also offer flower garlands to gods and goddesses during their prayers.

William, (2014) remarked that the hospitality industry consists of broad category of fields within the service industry that includes lodging, restaurants, event planning, theme parks, transportation, luxury cruise lines, and additional support within the tourism industry. A hospitality industry is a several billion dollar industry that mostly depends on the availability of leisure time and disposable income. A hospitality unit such as a hotel, resort, homestay, restaurant, or even an amusement park consists of multiple groups such as facility maintenance, direct operations, (stewards, housekeepers, kitchen staff, bartenders etc.) management functions, marketing, and human resources of the enterprise supervised on a daily basis.

2.6.1 Meaning and Definition of Hospitality

Muhlmann, (1932) revealed that many modern words readily associated with hospitality are evolved from the same hypothetical Proto-Indo-European root *ghos-ti1 meaning: stranger, guest, host: properly ‘someone with whom one has reciprocal duties of hospitality’
The word guest came from the Middle English gest, evolved from Old Norse gestr, and from Old High German gast, both come from Germanic *gastiz. *Ghos-ti also evolved to the Latin root hostis, meaning enemy, army, and where host (multitude) and hostile find their origin; and the Latin root hostia, meaning sacrifice, host (Eucharistic). The combination of *ghos-ti and another Proto-Indo-European root *poti powerful, gave the compound root *ghos-pot-, *ghos-po(d)-, which evolved to the Latin hospes and eventually into hospice, hospitable, hospital, hospitality, host (giver of hospitality), hostage and hostel. The Greek languages also evolved from the same Proto-Indo-European base; *ghos-ti gave the Greek xenos which has the interchangeable meaning guest, host or stranger. Hospitality, then, ‘represents a kind of guarantee of reciprocity - one protects the stranger in order to be protected from him.

Homer et al., (1999) explained further by giving the following examples of ancient Greek hospitality which are considered to be the stepping stone for most of the hospitality customs of the modern world.

Wood et al., (1999) pointed out that the term, let alone the concept of hospitality is defined and used by many hospitality management researchers in a variety of often quiet indistinct and frequently unsatisfactory ways. Precisely what different researchers mean when they use the term “hospitality” is rarely clearly defined. It is equally unclear as to where the boundaries of hospitality are drawn in relation to ‘near neighbors’ such as tourism and leisure or the structural and behavioral characteristics of other service industries. A parallel lack of conceptual clarity exists in use of the term ‘hospitality management’. Outside of the United States, ‘hospitality management’ is a label only comparatively recently employed to refer to the management of those activities associated with the ‘hospitality industry’, itself a term with problems of boundary definition but one which is normally taken to embrace hotels, restaurants and other forms of business activity concerned with provision of food, beverages and lodging. The increasingly widespread adoption of the term ‘hospitality management’ to describe a variety of occupational roles and intellectual and vocational practices associated with this industry sector is equally characterized in use by fluidity and lack of precision.

Bob and Roy (2008) remarked that the shorter Oxford English Dictionary defines ‘hospitality’ as ‘the act or practice of being hospitable; the reception and entertainment of guests or strangers with liberality and goodwill’ It may be that hospitable behavior was first exhibited in the hunter / gatherer society when a newcomer would offer to share the food of
others. Thus would a relationship begin between individuals and groups of people. The term ‘hospitality’ is taken from the term ‘hospice’, meaning a house of rest for pilgrims during medieval times. The term was formalized in European in the middle ages by monasteries operating ‘guest houses’ for Christian pilgrims. These guest houses then morphed into roadside inns for travelers. Dictionary definitions from the 1930s on stress a common theme of kindness welcoming strangers or guests. English Hospitality over the last few centuries is identified through five underlying principles convinced that the schizophrenia of the hospitality industry, and the “fragmentation” of hospitality academia, is a potentially limiting factor in the industry’s drive for growth and development. This schizophrenia is illustrated by questions about whether the hospitality industry is a service industry, whether it is entertainment, or art, or theatre, or retailing, or whether it is no more than another form of business.

Abraham and Amir (2009) stated in their study that the hospitality industry is one of the world’s largest and most important Industries. In the United States alone it directly and indirectly generates millions of jobs for Americans, with billions of dollars in economic contributions, which benefit large segments of society, as well as the federal, state, and local governments. Almost 90% of the U.S. labour forces are employed in the service industries, many of whom work in the various hospitality sectors. Indeed, the view of the hospitality industry first and foremost as a vital element within the service sector, while focusing on the vocational, business and managerial dimensions of the industry, has been the dominant approach in the field of hospitality studies. On the other hand, for the most part, there have been relatively few attempts at conceptualizing the nature of hospitality and its various meanings and implications for society.

2.6.2 Examples of Ancient Greek Hospitality

a. In the ancient period allowing neighbors to eat grains was the farmers law of hospitality – when the grain in the Wheatfield has passed the milk stage, and has begun to harden, it is called “fereek” and is considered to be delicious to eat raw. For centuries the unwritten law of hospitality has been that wayfarers may eat of the wheat as they pass through a field but they should not carry with them.

b. Anointing the head with oil - The custom of anointing guests with oil is an ancient one among nations of the East. Olive oil alone was often used, but sometimes it was mixed with spices. Simon the Pharisee was accused of lack of hospitality because he failed to anoint Jesus, which is mentioned in the bible.
c. Bowing to a Guest- When a guest is received into an Orient home, bowing between the guests and host is quite apt to take place. In Western lands, such bowing would be of the head only, but in the East there is a more expressive custom of saluting with the head erect and the body a little inclined forward, by raising the hand to the heart, mouth, and forehead. The symbolic meaning of this action is to say something like this: "My heart, my voice, my brain are all at your service."

d. Eating alone is disliked as it is part of Oriental etiquette to share hospitality with others. Guests are believed to be sent by god. These men of the East believe that a person who becomes their guest is sent to them by God. Thus their hospitality becomes a sacred duty. When one such a host entertained Westerners, he was so happy that he wept tears of joy that "Heaven had sent him guests."

e. Serving water to guest- One of the first things done for a guest who has been received, is to offer him a drink of water. The doing of this is recognizing him of being worthy of peaceful reception. Thus to give a drink of water is the simplest way to pledge friendship with a person.

f. Greeting a Guest- Upon entering an Arab house or a Bedouin tent, the greetings used are something like this: The host will say: "Salam alaikum" which means, "Peace be on you." The guest will respond with the words: 'Wa-alakumes-salam," meaning, "And on you, peace." Knowing that these Arabic customs date back for centuries,

The tradition of Greek hospitality was very unique and it played an important role in the ancient Greek society. From the very nature of this behavior, one can easily come to the conclusion that the people of ancient Greek society were truly hospitable. However, fear of the gods, rather than pure decency, is a possible cause of the actions of ancient Greeks towards their guests. It is also one of the world’s fastest growing and most dynamic fields of employment with positive trends forecasted for the coming years.

The dictionary defines hospitality as “being hospitable; friendly and solicitous entertainment of guests”. Hospitable means, favouring health, growth, comfort etc. another meaning is providing a hospitable climate and “receptive or open to new ideas. The thesaurus lists “welcome” and “entertainment” as synonyms. Studying these literary definitions clarifies the traditional meaning of Hospitality; a friendly, solicitous welcome and entertainment of the guest.
The idea of hospitality dates back to evidence found at the first centers of civilization such as Mesopotamia in present-day Iraq, to biblical references of washing of guests’ feet, to later accounts of English innkeepers receiving weary travelers over a mug of ale. The provision of hospitality services has spanned across geographical and cultural boundaries for several thousand years. Historians have traced the practice of providing shelter and food for weary merchants and travelers in China, Egypt, and later in other parts of the world, opening hospitality establishments across the globe as more trade routes emerged.

Cohen, (1988) states that there exist in tourism, a potential tension between the hospitality industry and its client, between an unethical tourism establishment and the expected standard of tourist experience is destroyed. The contradiction in hospitality is best described in the notion of tourism has commercialized hospitality. Social exchange between host and guest based on principles of hospitality characteristic of the gift now becomes largely replaced by economic exchange and profit motive, often masquerading behind a phony front of friendliness or even servility.

Dann and Cohen, (1991) related the concept of hospitality in the following areas. Tourism as an interaction of culture and personality, entities of culture and tourism, tourism as socio cultural phenomenon in tourism, Culture of local population, Employees emissive culture, Cultural contacts and realization of values by means of tourist encounters, communication with tourists, We can relate the phenomena of hospitality to certain contradictions and negative phenomenon in tourism, such tourist and local population or employee conflict as pointed out similar phenomena.

Fick and Ritchie, (1991) demonstrated that tangibles and assurance were the two most important service quality elements in hospitality establishments of tourism business. Quality constituent of hospitality is shown in the forms of kindness, culture, attitude towards tourists by the hospitality staff stands to be an attraction of the tourist destination. Behaviour and the uniform worn by the hotel and catering staff, providing personnel attention measures the trustworthiness of hospitality enterprise. It is argued that regardless of the type of organization being studied, reliability is the most important dimension, followed by responsiveness, assurance, empathy, and tangibles.

Jafari, (1998) elucidated that the population of a given community is not to be disregarded when considering tourist destination system as manifesting itself at three border points consisting of the population, visitors, tourist professionals. Earlier study indicates strong
connection between how much the tourists are pleased with the given tourism destination and how hospitable the host community is. Tourists expect their destinations to welcome them and offer a pleasant stay which makes them feel happy.

Lashley and Morrison, (2000) opined that, Hospitality has an ancient origin and a very recognizable tradition. More attention is given to find out greater understanding of ancient traditions of hospitality. There is increasing debate on present day hospitality and how it has positively enabled tourism developments. The aim of this paper is to contribute with a summary of findings from the investigation into the ancient traditions of hospitality.

Jadresic, (2000) defined culture as a specific and applied form of culture ‘containing elements and values of subjective and objective culture in the sphere of emission and, especially, reception tourism and tourist area. Among the levels of tourism culture, there is one enveloping the sociological, psychological, pedagogical aspect where man becomes the focus of tourist phenomenon that means “traditions, habits, feelings, knowledge, motivation, tendencies and purposes” Tourism also implies anthropogenic values, humanist personalities, and cultural identity and so on, it applies natural values.

Lynch, (2007) remarked that, tradition of hospitality originated in the ancient and classical world mainly from the Greek and Roman civilizations. Ancient world generally referred to as the time period of 500 BC and up to 500 AD is generally referred as Classical world. This paper has investigated pre-history of hospitality, investigating religious and mythical writings. This research paper illustrates that hospitality began at home, and as cities and nation evolved therefore hospitality escalated.

Middleton,(2009) explained that, tourism plays a vital role in a human being’s life whenever a person travels to different places they have different motives of travelling; it may be just for leisure activities, recreational activities and attending business seminars or meeting as in business tourism. It is a fact that whenever a person travels to different places than their home town for more than 1 night and less than 365 days it is called tourism. Middleton further argued that, “Tourism has become a global leisure activity in 2010 with the growth rate of 6.6% compared to 2009. When travelling to different countries people always have to think about sustainable tourism, which is envisaged as leading to management of all resources in such a way that economic, social, and other needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems.
Sharma, (2012) argued that with the growing trend towards frequent vacations these days the travel and tourism industry has accumulated fierce competition among many nations. Countries need more active and sound tourism marketing to bring in more and more numbers of tourists. Tourism seeks unique marketing strategies to attract tourists and make the trip memorable for them.

Sharma, (2012) also argued that sustainable tourism can be seen as having regard to ecological and socio-cultural carrying capacities and includes involving the community of the destination in tourism development and planning. Sustainable tourism involves integrating tourism to match current economic growth and policies that have some of the negative economic and social impacts of mass tourism.

Thomas and Marco (2016) exposed the concept of hospitality has remained the same, to welcome, satisfy, and serve others. It is also manifested in openness and charitable spirit, a willingness to receive others when they are in need, an authentic desire to lead and serve others with a specific orientation towards the common good. With hospitality in mind, the metaphor of God as host is evoked in the biblical story of the Exodus. With the people of Israel utterly dependent on God for their survival in the wilderness, God provided both protection and food. God’s hospitality in the wilderness prepared his people for life in the Promised Land, which is described as flowing with “milk and honey.” It’s hardly limited to an abundance of cattle, goats and bees. This phrase pictures life in the Promised Land as if eating a rich banquet from God’s own table.

It is often referred by great authors that guest is considered as God. Receiving the guest is a holistic process, which means proportionate attention to “body, mind, and spirit”. During the process of receiving, first the guest is to be welcomed by word and deed, secondly receiving the guest by physically linking with rituals for the guest who is standing at the entrance, and finally freshening up reminds ancient time tradition of washing of hands and face. This is how Benedictine way of hospitality existed in the ancient times. It is important to examine how this ancient rule of almost 1500 years applies to present day hospitality culture, practice, where as in our contemporary culture we customarily define it as holistic approach by greeting, traditional welcoming, receiving, and finally offering freshening towels and a juice to drink. It is important to examine how hospitality is expressed to tourists during the modern day tourism. The host must provide a balanced approach to “receive the guest”. When appropriate hospitality is provided, the tourist can touch the lives of host in various ways,
providing good hospitality is not burdensome nor denies the mystical presence of God as per Benedictine concept of hospitality.

2.6.3 Evolution and Current form of Hospitality Industry

Gray and Ligouri, (1980) explained about the contemporary hospitality industry, or perhaps more correctly the international hospitality industry and numerous national hospitality industries, particularly in the developed economies, has a very different approach today than it was in the past. Historically, hospitality industries in different countries have emerged from degrees of domestic or institutionally based provision. Historically and in modern times, hospitality has been provided to travellers (strangers), kin and people known, but not related to, the provider (others) for a variety of reasons; including those of superstition and fear, religious duty or social obligation.

Hoof, et al.,(1996) ; Lane et al.,(1997) Barrows, (1999) ; Dittmer, (2002) virtually all the scholars agree that the forms of early, noncommercial hospitality that have evolved over time, were stimulated by developments in transportation, trade and destinations. This is certainly true in relation to hospitality provision predicated upon people travelling away from their normal place of residence, what may be referred to as travel or tourism related hospitality provision, undertaken for either leisure or business reasons, but is only a partial explanation of the development of the hospitality industry or hospitality industries.

Wood,(1997) commented that, It is axiomatic that the existence of, and changes over time to, major travel and trade routes, technologies and destination types, in addition to general, societal change in relation to economic development and social norms, have conspired to influence the emergence of commercial hospitality provision over the ages, and still do so.

Brotherton, (2003) stated that this remains at best a partial explanation of the driving forces behind the evolution of the hospitality industry and, as such, cannot account for the emergence, development and evolution of the totality of the hospitality industry. A substantial part of the hospitality industries in many countries is not travel or tourism determined or dependent. Many local hospitality business, even though they may benefit to varying degrees from travel and tourism related business exist primarily to serve the local hospitality market and came into being for this purpose. This is less true of Hotels, for obvious reasons, but it is certainly true for many restaurants, cafes, public houses, bars and business such as contract food service operators. For such business, demand derived from
travel and tourism is incidental rather than central to their existence. Therefore, any explanation of where, why and in what form commercial hospitality exists must take into account temporal factors; spatial influences; politico legal influences on business establishments and operation; and the economic and social organization of societies. In respect of the latter, the degree of urbanization, and the volume of economic surplus in the form of discrepancy income available to the population both generally and locally is of particular significance.

2.6.4 Early Period of Hospitality Industry

Mahadev, (1967), suggested various physical planning decisions modifying the spatial trend. He has attempted to study the location pattern of different temporal stages. The author has analyzed the spatial structure of hotel industry in the city of Mysore.

Singh, T.V (1975) described from the main findings of his study that the domestic tourists are neither choosey about accommodation nor they demand superior service. But the foreign tourists demand better quality hotels. As such, there is a shortage of accommodation in relation to foreign tourist.

Anand, (1976) made an attempt to analyze the nature of this multidimensional tourist plan whose activities range from the provision of comfortable lodging to facilitating a visit to a national monument. He has examined the structure and working of the plan. He says that the hotels and other supplementary accommodation are the core of the plan. According to him, the first prerequisite for the development of hotel industry is the forecast of the future demand, which would mean information about the number and type persons who would be making use of the facilities. It is in terms of demand that the right supply, at right place, right time and at right price is to be built up.

Krishnaswamy, (1980) suggested that in order to develop tourism, a country has to provide hotels facility at various destinations. Further, he states that from the countries from which India used to attract tourist have shown a slowdown in the growth rate. The slowdown in the arrival of tourist traffic is due to factors like political disturbances, rise in fuel cost; inflation and recession are attributable to the slow growth rate of tourist arrivals.

Dharmarajan, (1981) in his study has highlighted the importance of the public sector in the Hotel Industry. He mentions that hotel industry is built to support as an infrastructure for
tourism industry, which has got tremendous potential to earn profit due to potential tourism growth. The industry has contributed immensely to the national exchequer and provided a large number of employment opportunities, besides much other multiplier effect in every segments of industry.

Guha, (1981) while highlighting the importance of the hotel industry in Indian tourism has suggested that the hotel has to provide basic hospitality services besides doing marketing (promotions) of rooms, supply of food, etc. He suggests ways of maximum utilization of the capacity and ways to increase tourist inflow.

Kachru Arun (1981) in his paper, concludes that each hotel room gives employment to 3 direct workers while indirectly 9 workers are employed. Further important role of hotel industry is the generation of employment and foreign exchange earnings.

Nadkarni (1981) opines that due to neglect of buildings adequate infrastructure such as airports, road transport, communication, etc., are the main reasons for a setback to hotel industry. He points out that there still there is a shortage of room’s facilities in luxury and deluxe hotels. He concludes by saying that there should be a proper tourism planning.

Negi, Jag Mohan (1984) has tried to analyze different aspects of hotel industry, including hotel ownership, hotel franchise and investment in hotels. He raises a number of problems and difficulties, owing to inadequacies of statistical information. He has laid more emphasis upon construction of budget hotels for facilitating the flow of low and middle income groups of domestic tourists. He predicts that the future of hotel industry depends upon the proper planning by the Government for providing monetary and fiscal incentives so that it will attract many young hotel entrepreneurs to enter and invest in hotel business more and more in the future, ensuring a steady growth and development of the hotel industry in the country.

National Committee on Tourism (1986) The main findings and recommendations pertaining to accommodation were to offer a package of monetary, fiscal and other incentives to be provided so as to stimulate investment in the accommodation sector.

Mohanty, (1992) in her research work, has analyzed the growth of hotel industry in Orissa. She has analyzed the growth trends of different classes of hotels in Orissa by using percentages, graphs, index numbers and linear and exponential growth trends. She has also examined the current spatial structure with particular stress on room-bed capacity. Secondly,
she has studied the nature and character of a partial shift during the last decade and forecasted the emerging structure of the industry.

Anand, (1997) remarked Hotels, as they provide accommodation, meals and refreshments for irregular periods of time for those who may reserve their accommodation either in advance or on the premises. In broad terms, hotels provide facilities to meet the needs of the modern traveller.

The dictionaries defined hotels in several ways, ‘a place which supplies board and loading’ ‘a place for the entertainment of the travellers, ‘large city house of distinction’ and a ‘Public building.’ The common law states that a hotel is “a place where all who conduct themselves properly, and who, being able and ready to pay for their entertainment, are received, if there be accommodation for them, and who without any stipulated engagement as to the duration of their stay or as to the rate of compensation, are, while there, supplied at a reasonable cost with their meals, lodging, and such services and attention as are necessarily incident to the use of the house as a temporary home.

Menon, (1999) in his research work, has analyzed the financial performance of Kerala Tourism Development Corporation (KTDC). For the purpose of analyzing financial performance of KTDC, he has used financial ratios like fixed assets ratio, working capital ratio, net capital employed ratio, net worth ratio, direct cost ratio, gross profit ratio, interest ratio, return on investment ratio, operating profit ratio, gross profit ratio, salary to sales ratio. Ratio analysis method is resorted for the analysis pertaining to financial management of KTDC. For analyzing the remaining data, various statistical tools were employed such as percentage, average, ratios. Besides tables, graphs and charts are also used. He has also studied the scope of tourism in Kerala and suggested steps to improve it. He concludes that the lack of financial planning is quite evident from the analysis. The trend shows that the corporation is determined to make loss only since

Sue Baker et al, (2000), described that the Hotel proprietor’s act 1956 provides a clear definition of a Hotel: An establishment held out by the proprietor as offering food, drink, and if so required, sleeping accommodation, without special contract, to any traveller presenting himself who appears able and willing to pay a reasonable sum for the services and facilities provided and who is in a fit state to be received.

Andrew, (2004) stated that a hotel has been defined as; a usually large, house run for the purposes of giving travellers food, lodging, ect., The dictionary definition includes some of
the characteristics of modern hotels, but fails to do full justice to the complexity and variety of hotel services. Furthermore, it restricts the use of the facility to one specific type of customer – the traveller. In United States, the hotel industry is known as lodging industry. The advantage is that it conveys a key concept, providing overnight accommodation to customers, but most hotels do far more than just that. Hotels today are in the business of providing space to customers in which they can eat, drink, sleep, bathe, play, confer, relax, do business, and a whole range of other common activities. Some of these activities are about day to day functioning of human existence, which must by nature be carried out wherever the individual may be. Other activities are related to the choices people make about the way they spend their time, broadly speaking at work or at leisure.

Peter,(2004) further defined a Hotel as an Operation that provides accommodation and ancillary services to people away from home. This definition includes all people who spend time away from home for whatever reason and so it includes the traditional concept of a ‘Hotel’, as well as Motels, holiday camps, condominiums, hostels.

Thadani, (2005) in his report, has discussed the overview of the Indian economy to begin with. The Indian economy is growing at an impressive rate of 8.1%. Domestic political stability and a benign world economic environment have provided a large backdrop conducive to development. The service sector has maintained a steady growth pattern. The share of the service sector in the overall economy has increased in the past few decades from 37.6 % of GDP in the year 1983-1984 to 50.7% the year 2003-2004.

Singla, (2006) in his article, has traced the development of the hotel industry in India. The origin of accommodation in ancient times and their growth over the period starting from the accommodation provided by the Pandas at the pilgrimage centers to the Dharmashalas built by the kings and Serais that were introduced by the Muslim rulers.

Andrews, (2007) stated that the hotel industry grew with travel, as people needed places for shelter and food along the routes they travelled, whether by land, water or by air. The Hotel Industry is therefore one of the oldest trade endeavours in the world. The first Inns go back to 3000 BC which were established for people on the move spurred by the urge to travel. The earliest Inns were private homes of husband and wife teams who provided large halls, for travellers to roll out their own beds and sleep on the floor. The Inn keepers also provided modest wholesome food. They provided thirst quenchers like wine and ale. These conditions prevailed for several hundred years and by 320 BC at the time of Roman Empire, inns
became commonplace, because of the need of Romans for political, administrative and military travel. The Romans introduced inns to Britain, along roads and in main towns for official on state business. Religious travel grew strongly after the crucification of Christ. As Christianity spread in Europe so did religious travel. In the first century AD, one of the important providers of lodging places was the church for pilgrims.

The Roman Catholic Church maintained hospice, monasteries and hostels for pilgrims during the middle ages that offered free doles of bread and ale. The knights of Saint John of Jerusalem founded in 1048 AD, established such lodgings to protect pilgrims travelling to Jerusalem. In effect, the Church operated the first ‘Hotel Chain’ for religious travel. Private Inn is the trip to Jerusalem at Nottingham in 1189 where the knights of Richard the Lionhearted met in their call for the crusades. The quality of Inns kept improving over the years as travel became more frequent due to conquests, religious travel, and commerce as empires expanded. Private Inns in Britain grew in the 14th and 15th centuries including the Tabard Inn at Southwark made famous by Chaucer’s Canterbury Tales and The George Hotel in Oxfordshire, a testimony of the 15th Century. Between 16th and 17th centuries, inns developed into coaching inns in main towns because of the advent of coach travel. The white Horse in Chichester is one such example dating from 1795 AD.

Andrew, (2009), depicted British Law definition as - a Hotel or “Inn” as a place where a bonafide traveller can receive food and shelter provided he / she is in a position to pay for it and is in a fit condition be received. Therefore, a Hotel must provide food and beverages and lodging to travellers, on payment and has, in turn, the right to refuse admission if the traveller is drunk, disorderly, unkempt or is not in a position to pay for the services.

Verma, (2010) defined hotel as an establishment that provides paid lodging on a short term basis. The provision of basic accommodation, consisting only of a room with a bed, a cupboard, a small table and a washstand has largely been replaced by rooms with modern facilities, including en-suite bathrooms and air conditioning or climate control, a television, and an internet connectivity. Large hotels may provide additional facilities for better comfort. The word hotel is derived from the French hotel which referred to a French version of a townhouse or any other building seeing frequent visitors, rather than a place offering accommodation.
In contemporary French usage, hotel now has the same meaning as the English term, and hotel particulier is used for the old meaning. The French spelling, with the circumflex, was also used in English, but is now rare. The circumflex replaces the ‘s’ found in the earlier hostel spelling, which over time took on a new, but closely related meaning. Grammatically, hotels usually take the definite article hence “The Astoria Hotel” or simply “The Astoria”.

The history of the hotel industry is as old as the history of tourism and travel industry. In fact, both are two sides of the same coin. Both are complementary to each other. Hotel is an establishment which provides food, shelter and other amenities for comfort and convenience of the visitors with a view to make profit. Hotel is a commercial establishment and intends to provide visitors with lodging, food and related services with a view to please them so as to build goodwill and to let them carry happy memories.

2.6.5 History of Hotel Industry in India
Kannan, (2005) described that the twentieth century was a turning point in the history of hotel industry in India. It is in this century we find the real growth and development of the accommodation industry. Big business owners and new entrepreneurs entered into the field. The Indian Hotel company, Bombay was incorporated on 1st April 1902 with an authorized capital of Rs.30 Lakhs. Mr. Jamsetji Tata opened the Taj Mahal Hotel in Bombay in the year 1904. In its history the old gracious building accommodated some of the best known persons in modern history. Later it was rated among the top ten hotels in the world by the Fortune Magazine. Today there are many hotels in the chain including the ‘President Hotel,’ The Fort Aguada Beach Resort, The Lake Palace, (Udaipur) The Rambagh Palace, The Taj Coromandel (Chennai), The Taj Mahal Palace (New Delhi) etc. In 1912 Spencers entered to the Hotel Industry in India by purchasing Connemara Hotel (Chennai) and opened West End Hotel (Bangalore) and Malabar Hotel at Cochin and Mascot Hotel at Trivandrum. They also purchased the Blue Mountain Hotel at Kothagiri, and Savoy Hotel at Ootacamund in 1943.

Kannan, (2005) further described about the Grand Hotel Bombay with 64 rooms was opened in 1923, many other renowned hotels including the Majestic, Ritz, Ambassador, Sun n Sand, also opened hotels. The Ritz had good contribution in development of hotel industry in India, having hotels located in Mumbai, Kolkata, and Hyderabad. The Associated Hotels of India Ltd, established most of these hotels, which were closely associated with the name of a great pioneer hotelier of the hotel industry, Mr. John Feletti, “Maiden’ was the only big hotel in
capital with facilities to serve an elite clientele during the British sovereignty. Another entrepreneur who entered the field of hotel industry was Rai Bahadur Mohan Singh Oberoi who opened oberoi Hotels, in India and abroad. Clarks group of Hotels were also established in 1961 at Varanasi. Many of the Palaces of former maharajas, became metamorphosed into luxury hotels. Kashmir was the first state in India to convert its Maharaja’s Palace into a Hotel. Maharaja of Jaipur also converted Rambagh Palace into a hotel. In Rajastan the Jodhpur Palace, the Jaisalmer Palace and the Bikaner Palace are also converted into Hotels. The LalitMahal palace Hotel, the former palace of Maharaja of Mysore, the Halcyon Castle formerly the retreat of the Travancore Maharaja, and now part of the Kovalam Ashok beach resort etc., are in the list.

2.6.6 Hotel Industry in India
Hotel is an establishment which provides food, shelter and other amenities for comfort and convenience of the visitors with a view to make profit. Hotel is a commercial establishment and intends to provide visitors with lodging, food and related services with a view to please them so as to build goodwill and to let them carry happy memories. In general, a "hotel" is defined as a public establishment offering visitors against payment two basic services i.e. accommodation and catering. However, during the last few years great changes have taken place in the scope of hotel industry. During 6th century BC, hotels were known as “inns” or "dharamshalas” were providing only food and overnight stay facilities for travellers.

2.6.7 Characteristics of Hospitality Industry
Hospitality Industry can be divided into four categories as per the characteristics.

1. Perishability: If all the services are not utilized the services becomes Perishable.
2. Variability: The quality of service varies to great extent.
3. Inseparability: Service is inseparable from the provider.
4. Intangibility: Hospitality is intangible but hotel industry isn’t intangible, you can touch, taste and feel the product. In Indian context there is quite a lot of interdependence of Tourism Sector and Hospitality Sector
2.6.8 Classifications of Hotels

Chakravarti, (2007) classified hotel is an establishment that provides paid lodging, usually on a short-term basis. Hotel is an establishment which provides food, shelter and other amenities for comfort and convenience of the visitors with a view to make profit.

Kumar, (2010) classified heritage hotels on the basis of the nature and tradition. These hotels are operated from forts, palaces, castles, jungle and river lodges and heritage buildings. These are ideally suited for vacations, relatively affordable and fun places. The classification includes Heritage Classic, constructed between 1920 and 1935, Heritage Grand, existing before 1920, and Heritage Hotels are built in-between 1935 to 1950. Most Indian hotel groups mentioned above operate Heritage hotels at historical sites across India. The other types in this category include beach resorts, wildlife resorts. Budget hotels are usually preferred by domestic travellers seeking economical accommodation. These are reasonably priced, offer limited luxury, seasonal discounts and decent services. Some of the new global entrants are Shangri-la, Golden Tulip budget hotels, Fairfield inn, Country inns and suites, Courtyard by Marriott, Hometel, Ibis and Kamfotel among others. Budget hotels are preferred by business travellers contributing to greater ARR (Average Room Rate) than leisure travellers. Increased demand and healthy occupancy has fuelled the growth of budget hotels in a short time.

Bhat, (2012) suggested that a Hotel is a commercial establishment and intends to provide visitors with lodging, food and related services with a view to please them so as to build goodwill and to let them carry happy memories. In general, a "hotel" is defined as a public establishment offering visitors against payment two basic services i.e. accommodation and catering. However, during the last few years great changes have taken place in the scope of hotel industry. Star hotels category is based on the standards of location, facilities, infrastructure and amenities provided. Star rating is given by HRACC (The Hotel & Restaurant Approval & Classification Committee of Ministry of tourism, India). They form 30% of the industry size. The star ratings are Five Star Deluxe, Five Star, Four Star, Three Star, Two Star and One Star. The first 2 types are usually located in business areas of metro cities and cater to foreign tourists, business travellers, top government officials and political brass, offering luxury at a high price.

The next 2 types are in tier II cities and tourist destinations preferred by midlevel executives and leisure tourists. The last 2 types are found in smaller cities and around tourist spots,
preferred by domestic tourists. Reputed Indian veterans include ITC, Indian Hotels Company (Taj group), East India Hotels (Oberoi group), and Hotel Leela Venture and ITDC hotels. Foreign hospitality players include Marriott, Radisson, Sheraton, Meriden, Hyatt, Four Seasons Regent, Carlson group, Jumeirah and Mandarin Oriental and Dubai’s Istithmar luxury hotels.

2.6.9 Types of Hotels

David et al. (1984) defined Motor Inns as properties offer the guest a medium range of services, which may include reservations, public dining, and banquet facilities, lounge and entertainment areas, room service, cable television, meeting rooms, personal services, swimming pools, and other recreational facilities and ground transportation to and from an airport. The size of the property ranges from one hundred to three hundred fifty rooms. Motor inns and motor lodges are found in suburban, airport and highway locations. The guest can stay overnight or for several days.

Krippendorf, (1987) states that the “Self-sufficient holiday complexes, designed and run on the basis of careful motivation studies as enclaves for holiday makers”.

Ayala, (1991) There is a growing number of self-contained, international resort hotels, master planned with an ambitious goal of captivating the guests and giving them no reason to leave the hotel.

Nutan, (1991) stated that Resorts are hotels for holiday and recreations usually promote entertainment facilities for guest in remote locations. These resorts are usually located in suburban highways, near hill stations, tourist spots, sea, etc. The resorts are considered an end destination, complete with full range of social activities. Rests, relaxation, recreation, are the main focus of resorts. For Many people the hill resorts have become vocational resorts, as hills are pleasant during summer.

John et al (1993), the first use of the term Motel was apparently in the name of Arthur Heinemann’s milestone Motel, opened in San Luis, Obispo, California in 1926. The word was contraction of Motor and Hotel, with motor hotel implied full form. Thereafter the word motel became a generic descriptor labelling a wide variety of highway oriented accommodations. Motels offer guest limited range of services, which may include reservations, vending machines, swimming pools, and cable television.
Gee, (1996) mentioned about the resort concept is accomplished through the provision of quality accommodations, food and beverages, entertainment, recreational facilities, health amenities, pleasant and restful surroundings, and most important, an extremely high level of service delivered in a friendly and personalized manner’

Huffadine, (1999) commented that traditionally, resorts have been places to make social contacts, attend social occasions, and improve health and fitness’.

Prideaux (2000) explained that the resort market is the location where goods and services are produced and sold. The market can be viewed from a number of perspectives such as the demand- side, supply – side and at the point where equilibrium occurs.

Batnagar (2002) clarified that Independent hotels are on an ownership basis and do not have any affiliation or contract with any other property. These hotels do not have any tie up with other hotels with regards to policy, procedures and financial obligations. The advantage in this type of hotel is that they need not maintain a particular image and they need not maintain a particular image and they are not bound to maintain any set targets, where as they can independently adopt quickly to the changing trends. Chain Hotels are many single owned hotels, yet more and more hotels and motels are now getting affiliated to each other. This gives them the advantage of a large central organization that provides reservation system, management aids, financial strength, expertise, manpower, specialties, and merchandises, and promotional help.

Sheela, (2002) opined that Franchise Hotels is a system in which the franchise owner grants another hotel the right or privilege to merchandise a product or service for a specified return. Franchise is a system in which the franchise owner grants another hotel the right or privilege to merchandise a product or service for a specified return. ‘All Suites’ category of were a new addition to the lodging industry, it offers a wide range of services, which may include reservation, living room, and separate bedroom, kitchenette, public dining room, and room service, Cable television, Video cassette players, recorders, speciality shops, personal services, swimming pool, transportation. The size of the property can range from fifty to over hundred units. This type of property is usually found in centre-city, sub urban and airport locations. Bed and breakfast was a European concept now a mainstay in the United States. Airport hotels are situated near airports. Generally depend on airline passengers and airline crew. They offer food and accommodation to passengers who are on their transit journey.
Ernst and Young, (2003) A resort is tourist accommodation catering primarily to leisure travelers, providing a range of recreational facilities and differentiated by experiential qualities in the context of a particular regional destination.

Peter, (2004) commented that Hotel is often referred to as a ‘home away from home’ this definition includes all people, who spend time away from home for whatever reason and so it includes the traditional concept of a Hotel. It is the place where the tourist pauses being a traveller and becomes a guest. A hotel usually offers a full range of accommodations and services, which include suites, public dining, banquet facilities, and lounge, entertainment facilities. In addition, a variety of other services like, auto/ taxi rental, airline ticketing, tour reservation booking and postal services are also taken care of by Hotels.

Sharma, (2004) identified the problem of tourism functions being added to existing urban centers in coastal locations where a day trip market may also exist. What Pearce concluded was that ‘a spectrum of coastal resorts exists, ranging from those with a wholly tourist function, notably, planned resorts, to those where a significant amount of tourist activity occurs alongside a variety of other functions.

Kannan, (2005) suggested that Hotels are of various types and standards. The location of a hotel and type of people it attracts are two things that make much difference in the style of one hotel room from the style of the other hotel. Hotels in big cities find their greatest profitability in the booking of bedroom accommodation, linked with functions and conference business. Many of the big city hotels in India provide full facilities and arrangements of conducting marriage ceremonies. It brings them additional Income. In small cities, hotels are mainly located near railway station, bus stands, main markets and other important transit centers in the city.

Kannan, (2005) defined this new term referred to as 'floating hotels'. These types of hotels are situated on the surface of the water-rivers or lakes. House boats are good examples of floatels. They have all necessary facilities, which include food, accommodation. The guest usually stays for a period of time. There are various floatels in operation. Cruise lines are tourist ships, which provide food, accommodation and various entertainment facilities to its guests, on board. The ships sail to different destinations in and around a particular region. It provides different types of accommodation to its guests. Small ships hold around 100 guests. Bigger ships hold around 200 to 300 guests. It is seen that most of the cruise lines are in
operation in the United States of America, the Caribbean Islands, Europe, and some countries and islands in Asia. There are around 285 cruise lines in operation. The famous cruise lines include the Royal Caribbean international travels, the Crystal Cruises, which has three ships sailing all around the world.

Kannan (2005) also described Inns that started in the 17th century, inns offer the guest a full range of services, which may include reservations, suites, public dining, and banquet facilities, lounges, and entertainment facilities, room services, cable television, meeting rooms, personal services, and other recreational services, transportation facilities. The size of an inn can vary from twenty five to three hundred fifty rooms. They are found in suburban and highway locations. The length of guest stay can vary from a day to a number of days. Inns are found in suburban and highways. An inn usually is a setting with historical overtones. An inn can also be a social centre for a small size community. A lodge offers the guest with medium services, which may include reservations, suites, public dining, lounge and entertainment facilities, specialty, shops and other recreational facilities. The lodges are usually fairly small compared to other accommodations. The fee charged is usually nominal. The guest stay is usually for a short period or can be for a longer period of time. They are located in urban areas and suburbs and on highways.

Sheela (2007) remarked that Bed and breakfast popularly known as B and B, offer a guest with limited services, including reservations, and continental breakfast. The size of the property ranges from one room to twenty five rooms. The length of the stay can be for a night or a few days. This cottage industry captures the very essence of hospitality providing rooms, food and beverage and fellowship. If offers inexpensive service to its customers. It helps in exposing the local history and customs.

Nathan (2008) referred Condominiums as types of properties offer a guest a wide range of services, which include public dining, social activities, specialty shops, personal services (laundry, cleaning, hair care and maid service), and recreational facilities. It is important to realise that a hotel condominium has certain physical requirements that differ from a standard residential building. Meeting space (100sq ft per guest room is one rule of thumb), restaurant and set up areas for caterers, concierge and valet areas, luggage storage rooms are just a few. Condominium hotels provide minimum facilities, since these are used for short stays.

Kannan, (2008), pointed out that it involves comfort and recreation especially for the rich who can afford summer villas on the hills. Resorts offer full range of services which include
reservations, suites, dining and banquet facilities, cable television, specialty shopping, personal services, swimming pools and other recreational facilities, transportation and coordinator for monitoring activities.

Anuthosh, (2012) defined Management Contract as Hotels operates properties owned by individuals or by partners. The contract is entered between the owner and the operator and usually as per the contract. The owner retains the legal and financial responsibilities. The operator pays for the operating expenses and recovers from the owner. The owner is responsible for paying taxes, insurance and debts.

2.6.10 Supplementary Accommodations

Aseem, (1997) Caravan and camping sites constitute a significant accommodation category in many holiday areas. These are very popular in some European countries as also in the United States. These are also known as open air hostels, tourist camps or camping grounds. Camping, originally practiced by hikers on foot, is increasingly giving way to car camping. The sites are usually located within the large cities in open spaces. Equipped to receive mobile accommodation in the form of caravans, the camping sites provide facilities for parking, tent- pitching, water, electricity, toilet, etc. Tough the services provided generally include restaurants, recreational rooms, and toilets and at certain places a grocer’s shop, the type of services often vary from place to place. Some countries have enacted legislation establishing the minimum facilities that must be provided which include health and sanitation standards and prices to be charged for providing various services and facilities.

Aseem, (1997) described the holiday villages are usually based on family units, each providing a convertible living room, bath/shower and sometimes a kitchen. The villages are self-sufficient providing almost all necessities required by the residents. There is also a small shopping complex where one can buy articles of daily need. The services of a doctor are also available in the village.

Rodri, (2004) remarked about the term “Home-stay” accommodation is inevitably a term with specific cultural associations. In Australia for instance the term is associated with farmhouse accommodation, where Bed and breakfast accommodation within private homes. In the United Kingdom, it is traditionally associated with English as a foreign language Sector. As a generic term it is used variously to refer to types of accommodation where
visitors or guest pay directly or indirectly to stay in private homes. Community based homestay tourism is regarded as a potentially good product in promoting the country as well as getting the community involved in the travel industry. In Malaysia, apart from being seen as a way to aid in generating income for the community, homestay tourism contributes in achieving the Government’s agenda to build job opportunities and eliminate poverty of the communities involved.

Bhatia, (2006) viewed that the hotels are the principal form of accommodation; there has been a growth and development of some other forms in various parts of the world. Supplementary accommodation can be classified on the basis of its location, type of construction, type of Management, etc. A study of these indicate that their diversity was a reflection of the specific nature of each one and their names simply indicate various ways in which one and the same function can be fulfilled or a need can be satisfied. Supplementary accommodations are designed to offer the possibility of stay overnight and meals in return for cash payment per day and on the basis of services provided. The standard comfort is moderate compared to that of a hotel. However there are some inherent advantages in this type of accommodation. The biggest advantage is that of the price. It is moderately priced; in addition the atmosphere is informal. There is also more emphasis on entertainment and sports resulting in increased social contact among the guests. Supplementary hotels can also be described as premises, which can offer accommodation but not the services of a hotel. The following are some of the Principal forms of supplementary accommodations.

Bhatia, (2007) commented that the staffs were educated young people who live on an equal basis with the holiday makers. The accommodation provided is usually in multiple units and may provide for self-catering. The furnishing provided in the rooms is minimal. The easy mixing of guests is encouraged by the banning of advance booking of tables in the village restaurants so one rarely finds oneself sitting with the same group twice.

Misra and Sapan (2008) remarked that Tourist villages were established in some European countries after World War II. These villages are situated at warm sea sides and in the regions which offer certain facilities for the tourists. In some countries like Italy and Spain, tourist villages are located in the regions which are economically not developed thereby helping the region economically. The villages are mostly promoted by important clubs, social organizations and also by tourist organizations.
Bhatia (2008) described that the holiday village complex is a center of accommodation providing extensive sports and recreation facilities, riding, swimming, tennis, volleyball, football, sauna, mini-golf, badminton, table tennis and yoga. These provide both board and lodging. The atmosphere in these villages is kept as informal as possible. Telephones, radios, newspapers and TV are banned unless there is an emergency. Wallets and other valuables are locked away at the beginning of one’s stay. Instead of money, one uses colorful beads which can be worn anywhere as bracelets, necklaces, etc.

Incredible India, (2008) reported about many rural tourism projects have the idea of homestay as the central part of the tourism product on offer. There are both opportunities and dilemmas related to homestays in a rural setting. On one hand homestays allow for more decentralized benefits both in terms of economic benefits and in terms of varied and more authentic experiences for tourists. There are many social, cultural, and economic reasons why homestays would not work or work in a limited manner. Culturally “hospitality as commodity” the idea that ones the guest has paid for staying in one’s home is difficult to accept. Also modes of interaction and the behaviour of the tourists are criterion. Policy makers have been a vigorous promoter of homestays idea, seeing it as an answer to the tourist accommodation deficit. This may work in urban areas, but a strong pursuit of this strategy in rural areas may not be advisable, without more feedback and research.

Dallen, (2009) viewed it as a movement, youth hostels made their first appearance in Germany in about 1900. The movement which spread rapidly all over the world was based on the educational principles emphasizing the need by youth of large cities to travel on foot throughout the country. In order to provide some sort of accommodation and services, the dormitories in the inns were equipped with cots, mattresses, sheets and blankets. Large rooms in inns were used as dining and living areas providing full board at low cost to the guests. There was also provision of additional kitchen where travellers could themselves prepare their own meals. Since the movement was started with a view to encouraging youth to travel in order to learn and know more about the country and also to socialize, it had an educational value. As such, no service was provided in the inns. The persons staying were themselves required to look after the unit. Subsequently, exclusive youth hostel buildings were constructed to accommodate young travellers. Youth hostel can be defined as a building which offers clean, moderate and inexpensive shelter to young people exploring their own country or other countries and travelling independently or in groups on holiday or for educational purposes. The objective of youth hostel is therefore not merely to provide
accommodation and board, but also to serve as centers which offer opportunity to young people coming from different parts of the country as also young travellers from abroad to know and understand each other.

Jagmohan, (2010) remarked in his book that the sarais in India where built by various rulers in different periods on both sides of the road. There were provisions made for food and shelter for pilgrims, merchants. The Inns were different from sarais, which was started by Muslim kings and were managed by trusts. The care takers and their wives discharged the duties of guides as well as those of the host and hostess. The Arthashastra clearly mentions about the dharmashalas in cities and towns, they do not charge any money as the name suggests. It was that the owners of the dharmashalas were also trusted as honest bankers with whom valuables were deposited by travellers.

Equations, (2012) confirmed that forest Lodges are situated near the forest areas and near to the wild life sanctuaries. They are normally painted green. There are balconies at both the sides of the lodge. The wildlife lovers interested in roaming in the forest prefer to stay here. Forest Lodges are in the control of the Forest departments. Hunting is completely prohibited in the forests and one cannot carry any guns or rifles other than the one for safety. The Bandipur national park is contiguous to the Nagarahole national park, Mudumalai Sanctuary and Wayanad Sanctuary. The forest department maintains reasonably priced lodges.

Anutos, (2012) stated in his book that Circuit Houses are superior to tourist bungalows when compared with the facilities offered. Circuit houses are usually meant for high government officials. A bonafide tourist who has a tourist card can stay here. A cook and an attendant take care of the establishment.

Sallehet. et al., (2014) viewed that the concept of community based tourism is dependent largely on the participation of the local community. Community based tourism appeared as a potential solution to the mass tourism’s negative effects in developing countries. It is also one of the strategies for the community to achieve better living conditions (Russell, 2000).

2.7 Trends in Indian Tourism and Hospitality Industry

Mohanty, (2008) the primary requisite for development of any industry is the availability of funds and resources. This is more in the case of Hotel Industry. Lack of capital in the industry
could be observed throughout the world; even in Switzerland a rich country had difficulty in finding capital for new construction except in towns. The observation is especially valid for seasonal resorts because of the risks attached to the hotel industry as to tourism in general.

Shankar, (2009) commented on the decision of the government’s recent decision to treat convention centers as part of core infrastructure, allowing the government to provide critical funding for the large capital investment that may be required has also fuelled the demand for hotel rooms.

Pandey, (2011) framed the thriving economy and increased business opportunities in India have acted as boon for Indian Hotel Industry. The arrival of low cost airlines and the associate price wars have given domestic tourist a host of options. In recent years government has taken several steps to boost travel & Tourism which has benefitted hotel industry in India. These include the abolishment of Inland air travel Tax of 15 %; reduction in excise duty on aviation turbine fuel to 8%and removal of a number of restrictions on out bound chartered flights, including those relating frequency, and size of the aircraft.

Pandey, (2011) commented on the Asian games held in New Delhi for the first time in 1982 provided an opportunity to travel agents and tourism providers to market India abroad and they grabbed it well. Encouraged by some incentives announced by government, five star hotels began growing all over the India. All these helped a lot in the healthy growth of tourism in our country. In fact, tourism business and hotel business go side by side and both are complementary to each other. In India, both approved and unapproved hotels are found but approved hotels have an edge over unapproved hotels in several respects. Hotels are granted approval from the department of tourism, Government of India at project stage and then are classified in one of the star categories. It is voluntary for a hotel to get approved status from the government, but only approved hotels can avail the various income tax incentives, import licenses and other approvals. There were 1300 approved and 477 unapproved hotels offering 98515 rooms in 2004 as against 1285 approved and 452 unapproved hotels offering 95722 rooms in 2003. The Indian hotel business is focused largely on foreign tourists with almost 70 percent business coming from this segment. The key operating characteristics of the hotel business are the occupancy rate and the average room rate. The room rates depend on the class, location and the image of the hotel. The occupancy rate is dependent primarily on the seasonal arrivals as well as the location of the hotel.
Karthikeyan and Ramaswamy, (2013) remarked that tourism and hospitality industry may help underdeveloped/developing countries more in resolving their various problems as this industry today has emerged as one of the fastest growing industries in terms of capital invested, foreign exchange earnings and providing jobs. In India, it is considered as highly labour intensive service industry, where the employment-investment ratio is higher than any other industry. One of the India's biggest problems is to find ways to employ its ever-growing population. Travel and tourism directly creates employment opportunities in hotels, restaurants, airlines, travel agencies, passenger ships, and as a result of the spread effect creates jobs in industries like construction, telecommunication, manufacturing and the retail trader. According to Ministry of Tourism, an investment of Rupees one million in the hotel and restaurant sector may create 89 jobs as against 44 jobs in agriculture sector and 12.5 jobs in the manufacturing sector. Investment required to create one job in manufacturing sector is around Rupees.79, 000 where as in hospitality industry it is only Rupees11, 200. About 20 million persons are directly or indirectly employed in tourism related industry and this figure is likely to increase to 40 million by 2020. It amply proves the job potential of hospitality industry in India.

Pandey, (2014) argued that developing countries like India have failed to develop tourism and hotel industry to its potential due to one reason or the other. Indian share in tourism business at global level is far below than its capacity to develop this industry. Data available from the World Tourism Organization available till 2012 shows France continued to maintain top slot with almost 75 million international tourists in 2012. Spain and USA consolidate the second and third position having 52.5 million and 40.4 million foreign tourists respectively. Even smaller countries like Singapore, Indonesia and Thailand etc. are doing much better business than India from tourism. It is because of the number of problems faced by tourism and hotel industry in India. The hotel industry in India is facing a number of problems such as low occupancy rate, increasing competition, high taxes, increasing cost, fuel shortage, low profitability and shortage of trained manpower and so forth. Similarly, on the one hand, it is alleged that there is shortage of rooms to meet the varied requirements of different categories of tourists and visitors while on the other hand room occupancy rate is very low here in India. Hotels are compelled to give liberal discount to the potential customers particularly during the lean period. Further, average expenditure of those who get commercial accommodation is comparatively low due to one reason or the other. Similarly, prevailing tax rates such as service tax, excise duty and custom duty on imported luxury car, beer, liquor etc. are very
high. All these factors adversely affect the profitability of the hotels. This is particularly true about 5-star hotels in India. Thus, on the one hand, heavy investment is required in hotel business while on the other hand profitability in this business is adversely affected by the mentioned constraints.

Pandey, (2014) stated that the hotel Industry in India has witnessed tremendous boom in the recent years. Hotel Industry is intrinsically linked to the tourism industry and the growth in the Indian tourism industry has fuelled the growth of Indian Hotel Industry. Occupancy level of 70 to 80 per cent is considered good by industry standards. Average occupancy in India was 59.7 per cent in 2004 as against 54.8 per cent in 2003 and average room rate was Rs.2689 in 2004 as against Rs.2004 in 2003 (FH&RA). The position has been improving continuously.

2.8 Impacts of Tourism
Mathieson and Wall, (1982) stated that impacts of tourism are viewed as being more than the results of specific tourist events. Impacts emerge in the form of altered human behaviour which stems from the interactions. It means that tourists, local communities and environmental interactions create the impacts and all elements of tourism activities are affected by this interaction. The impacts can be positive or negative to tourists and the host destination. In this research two types of impacts been studied - economic and socio-cultural. The following sections include reviews of discussions on economic and socio-cultural impacts of tourism.

Lankford & Howard, (1994); Ko & Stewart, (2002), revealed that the term "impact of tourism" has been garnering great attention in the literature. It is for this reason that a number of studies in recent years have examined the attitude/perception of residents to these impacts. The main reason for this growing interest has been the consideration that tourism development does not only bring positive effects but also has a potentially negative effect on a local level

Karthik, (1998) remarked in his book that, Tourism plays an extremely significant role in the economic and social development of most of the countries in the world. It is the largest generator of employment and its services range from travel, accommodation, catering and maintenance of culture and traditions especially the handicraft industry and to preservation of
eco-system. The impacts of Tourism can be grouped into three domains, Economic, Physical, and Social. It would be wrong to assume that these groups are distinct or that they “stand alone” as most often, impacts interact and impinge upon one another. A benefit in economic terms may result in a negative environmental Impacts and it would be impossible to discuss one domain of Impacts of Tourism without consider others.

Karthik, (1998) there can be no doubt that tourism has major effects upon the economy of destinations. At a national level tourism can contribute to an improvement of balance of payments. At a regional level tourism can promote economic development and growth, diversification of economy, create employment and improve services available to the local/regional population.

Mason and Cheyne, (2000); Gursoy and Rutherford, (2004); Sebastian and Rajagopalan, (2009) identified that the late 1970s, a large number of impacts of tourism studies have been carried out. Most of the studies have identified these impacts in two possible aspects: positive and negative, i.e. residents observed that tourism contributes to both benefits and costs in their tourism zone.

Andereck and Vogt, (2000) pointed out that research on tourism in the sixties focused on the positive aspects of the impacts of tourism, in the seventies on the negative aspects and in the eighties had a more balanced focus. However, it was in the seventies that residents began to receive more attention with the first studies focusing on residents' attitudes to “the impacts of tourism”.

Gursoy et al., (2002); Gursoy and Rutherford, (2004); Andereck et al., (2005); Díaz and Gutiérrez, (2010) explicated tremendous research on the impacts of tourism which has reached an accord with these group of researchers that economic, socio-cultural and environmental impacts had been identified in the early 1970s.

WTTC Report, (2003) according to the World Tourism Organization, 698 million people traveled to a foreign country in 2000, spending more US$ 478 billion. International tourism receipts combined with passenger transport currently total more than US$ 575 billion - making tourism the world's number one export earner, ahead of automotive products, chemicals, petroleum and food.
UNEP Report, (2003) stated that tourism wields tremendous economic positive outcomes; it is one of the world’s most important sources of economic outcomes and employment. However, tourism is a very complex industry involving numerous stakeholders and requiring significant amount of resources. As such, tourism can have very opposite effects according to the way activities are managed. Managed well, tourism can play a positive role in the socio, cultural, economic, environmental and political development of the destination and as such represents a significant development opportunity for many countries and communities. On the contrary, unchecked tourism development can lead to very damageable impacts.

2.8.1 Economic Impacts

There are a number of studies which assess the economic impact of tourism in the host destination. A few researches have been done to assess the impact of the development of tourism on the social and environmental sectors of the host destination.

The tourism industry generates substantial economic benefits to both host countries and tourists’ home countries. Especially in developing countries, one of the primary motivations for a region to promote itself as a tourism destination is the expected economic improvement. As with other impacts, this massive economic development brings along both positive and negative consequences. (UNEP)

Archer (1973) commented that “The tourist industry consists of a heterogeneous group of establishments which provide a wide range of goods and services for tourist consumption”. So economic impact of tourism depends on the distribution of tourist expenditure and linkages it has within the economy.

Young, (1973); Jafari, (1974); Turner, (1976), claimed that until now few studies assess the economic costs of tourism, the direct costs of entering the tourist market and the indirect costs to destination areas

Brougham and Butler, (1981) identified that impacts of tourism increases tax revenues; and Rose (1992) stated that impacts of tourism necessarily increases real estate prices.

Liu and Var, (1986); Milman and Pizam, (1988); Caneday and Zeiger, (1991); Ross, (1992) asserted that impacts of tourism increases employment opportunities and these researchers have claimed that tourism contributes to income and standard of living.
Frechtling et al., (1987) discussed about the economic impacts of tourism generally begin with the claim that tourist expenditure represents an injection of new money into a destination area.

Mathieson and Wall (1994) commented on the earlier studies on tourism economics (Ogilvie, 1933; Alexander, 1953; Waugh, 1962) explain the economics of tourism but they do not investigate the wider economic impacts of tourism which are mentioned in more recent tourism studies.

Theobold, (1994) suggests that this problem is compounded by the lack of comparable tourism data since there has been no valid or reliable means of gathering comparable statistics either at the national, regional or local levels. This is due to a lack of uniformity in both defining industry terminology and reporting similar, therefore comparable data.

Hall (1995) and Reid, (2003) stated that Governments particularly in developing countries encourage tourism investment because of the assumption that it would contribute to economic development of their countries.

Lankford et al., (1997) asserted that the swift growth of tourism and its potential as a development tool that has given rise to increasingly pronounced economic, social and environmental effects.

Sharpley, (2000) pointed out that the result of the economic impacts of tourism should be considered cautiously due to the overemphasis on economic success. Tourism is a catalyst for construction and manufacturing, its impact on the world of economy.

Ashley et al., (2004) remarked that in some of the poorest countries of the world tourism is growing fastest and making the largest contribution to the national economy. For some countries, tourism is even the only or the best export opportunity available.

Mathieson and Wall, (2006) stated that the development of tourist facilities and recreational opportunities has frequently been viewed as stimulating a major positive contribution to the national balance of payments, as a means of redressing regional disparities in incomes and employment, as responsible for revenues gained from direct tourism expenditures and through taxes and levies.
Wall and Mathieson, (2006) argued that several factors contribute to the economic emphasis of the majority of tourism impact studies. Firstly, compared to physical and social impacts, economic impacts are relatively easy to measure whereas physical and social impacts are difficult to quantify. Few researchers try to assess the qualitative aspects of tourism impacts. Secondly, there is a lack of availability of reliable data on physical and social aspects of tourism. For assessing the economic aspect of tourism, data on expenditure, employment, income and tax revenues should be readily available. So research on economic impact of tourism dominates the tourism research. Thirdly, government and private sector investors believe that tourism can yield rapid and considerable returns on investments and can be a positive force in remedying economic problems and they have often seen tourism as a means of counteracting the economic difficulties that they face. So, organizations usually promote and sponsor research focusing on the economic benefits only.

John,(2007) observed that “without the rapid development of the complex extended systems of mass air travel, what is now termed ‘globalization’ would be utterly different, possibly non-existent”. In the new global economic system, resulting from the liberalization of economies in the 1980s, new ways of travelling have become increasingly important.

Knox and Marston, (2007) commented that tourism to developing countries has increased, making it a central component of economic development in countries with exotic wildlife, scenery, beaches, shopping, culture or even sex.

Jitin, (2007) remarked in his book that the Indian hotel industry has come out of recession and has opened the window of opportunities for investors in such stocks. Financial year 2002-2003 be remembered as the year of resurgence of the Indian hospitality industry (hospitality in this context includes tourism, hotels and related sectors) Putting behind the effects of 9/11, SARS and general world recession, the Indian hotel industry notched up an enviable performance during the last three financial years – the growth of foreign exchange earnings being 31.4 percent, 26.4 percent and 17.9 percent in 2003-04, 2004-05, and 2005-2006.

Indian economy is growing, despite the economic crisis that engulfed the world with the national investment rate at around 33-34% and is expected to increase to 36% by the end of 12th Five Year Plan (2012-17).
Pran Nath, (2008) stated in his book that the Indian tourism has grown reasonably well during the last five decades in line with the normal growth in world tourism because of several factors. The 2005 arrivals at 3.4 million – an average stay of 30 nights and an average expenditure of Rs.60000 per visitor earned India US$ 3.5 billion.

India Brand Equity Foundation has pointed out that India has been adjourned the fifth best country in the world for dynamic growing businesses and gives a reflection of how suitable an environment the country offers for dynamic businesses. Indian tax climate was also considered to be reasonably favourable and India continued to be an attractive investment destination. Moreover, India is ranked fourth on renewable attractiveness index, second on the solar index and third on the wind index. India is expected to be the second largest manufacturing country in the next five years.

The Indian travel and tourism industry is likely to see a spurt in growth this year on the back of new visa reforms, according to a report by the World Travel and Tourism Council. India’s travel and tourism economy is poised to grow 7.5% in 2015 over last year, exceeding the 6.9% growth that the global forum has predicted for the South Asian region.

Alejandro, (2008) remarked that tourism contributes significantly to the economic development of a nation, for this reason governments are prepared to invest public funds for the development of tourism in a country.

Governments utilizes public funds which are reinvested in developing infrastructure such as construction of roads, airports etc, and private investors are encouraged to construct hotels, resorts, transportation because of the perceived economic benefits of tourism.

Martha, (2009) pointed out that although often underestimated, the tourism industry can help promote peace and stability in developing countries by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness. Tourism is the fourth largest industry in the global economy.

Martha, (2009) explained about the key challenges must be addressed if peace-enhancing benefits from this industry are to be realized. These include investments in infrastructure and human capacity, the development of comprehensive national strategies, the adoption of robust regulatory frameworks, mechanisms to maximize in-country foreign currency earnings, and efforts to reduce crime and corruption.
Sunetra et al., (2009) commented that the government is encouraging the private sector to invest in accommodation, entertainment, food and beverage sector, etc. By providing incentives to the developers of facilities such as tax holidays and is encouraging public – private – partnership (PPP) projects. Tourism promotion can be a very good tool in boosting economic development through creating new jobs, and income generation opportunities, earning substantial amount of foreign exchange, and development of backward regions. Certain economic costs have to be incurred if tourism has to develop as an economic activity. These costs need to be planned and managed well, if the business has to run profitably.

Martha, (2013) summarized that, there are case studies of India, Kenya, and Nigeria reveals several important points. On the outset the first point related to peace and a measure of economic development which are preconditions for a successful tourism industry. Secondly, although it has the capacity to help and promote peace and prosperity, tourism can also cause a great deal of harm unless it is carefully developed. As third point, Tourism deliver optimal benefits, tourism must be respectful of the environment and mindful of cultural and social traditions. Fourth, tourism must be supported by a coherent national strategy and robust laws.

Tourism to facilitate carry prosperity and stabilize communities effectively, there should be specific action plan must be carried out by three main constituencies:

a) Host communities

b) Host governments

c) Foreign stakeholders

Host communities should work to leverage their competitive advantage, improve service delivery, and protect their environment and culture. Host governments should establish supportive strategies, introduce and implement necessary regulations, remove bottlenecks, and adopt internationally recognized tourism standards. Foreign stakeholders could prioritize tourism as a viable economic force, direct investment to this sector, and facilitate knowledge and technological transfers. A major issue in gauging tourism’s total economic impact is the diversity and fragmentation of the industry itself.

The Hindu, (2015) reported that India’s economy grew over 7.3% during 2014 - 2015 financial years; it is expected to touch the 9% mark in the coming years. Also, capital formation continued to be lower at 28.7 % of GDP against 29.7 % during 2013-14.
2.8.2 Foreign Exchange

The main economic impacts of tourism relate to foreign exchange earnings, contribution to government revenues, generation of employment and income, and stimulation of regional development.

Cater, (1987) stated that for developing countries tourism seems an attractive proposition in earning much needed foreign currency. Tourism has stimulated employment and investment, modified land use and economic structure, and made a positive contribution to the balance of payment.

2.8.3 Balance of Payments

It is recognized in some of the tourism literature (UNWT0, 2001) International Monetary Fund (IMF, 2002) that tourism earnings positively contribute to the balance of payments of a country.

Bryden, (1973) noted that decline in agricultural production in the Caribbean islands during the 1960s, reduces self-sufficiency in food production and the need to import food up to 4% annually. This means a larger portion of tourism earnings were spent on importing food.

Sadler and Archer, (1974) explained that generally local economy in developing countries lacks the capacity to fulfill the requirements of tourist demand. The economies of developing countries usually face difficulty to supply the quantity and quality of goods and services required to meet the demands created by, International tourists and so developing countries usually import many products and services to satisfy tourist requirements.

Airey, (1978) stated that the effects of tourism on the balance of payments can also be divided into three categories. Primary effects refer to actual tourist expenditures made by foreign tourists in the host country and expenditure made by the residents of the host country abroad. Secondary effects include expenditure on overseas marketing, imports, commission paid to foreign travel agencies, interest and dividend outflow. Tertiary effects refer to the flow of currency not initiated by direct tourist expenditure, but related to activities like investment opportunities created by tourist activities. It is easy to measure the primary effects but it is more difficult to measure secondary and tertiary effects.
Lea, (1988) remarked that the failure to measure secondary and tertiary effects of tourism expenditure creates problems in finding out where tourism expenditure goes and the effect of its circulation.

Brohman, (1996) notes that the three most lucrative components of international tourism: marketing, international transportation, and food and accommodation are handled and owned by vertically-integrated Western companies. Host destinations hardly have any control over these resources and it often results in significant amounts of leakage from destinations.

Sharpley, (1996) identified that in the Gambia all goods to support the tourism industry are imported and therefore only a minimal amount of backward linkages have occurred throughout its economy.

Yu and Turco, (2000) argue that a large portion of visitors’ expenditure in transportation in New Mexico, USA, leak out immediately at the first round of transaction, and reduce the total amount of economic impact.

Dwyer, (2000) studied the economic contribution of tourism in Andhra Pradesh in India and found that tourism boosting its economy and argued that by increasing visitor expenditure and reducing leakages through the integration of agriculture, construction, furniture, handicrafts, jewellery and leather-ware industry with tourism, the Andhra Pradesh economy could keep most of its tourism earnings.

Sharpley, (2001) finds that in Cyprus, tourism accounts for about 40% of total exports and balanced the rapidly increasing import bills whereas Pitchford (1990) claims that the expansion of tourism does not alter the balance of trade in the long term.

Mastny, (2002) stated that “on average, half of the tourism revenue that enters the developing world leaks” back out, going to foreign owned companies or to pay for imported goods and labour”.

Chase and McKee, (2003) denoted that most of the developing countries face the problem of generating enough foreign currency because they do not have a competitive advantage over developed countries. Therefore, the tourism industry provides them with a chance to earn foreign currency. The most important economic impact of tourism is the earning of foreign exchange.
Chase and McKee, (2003) discovered that in Jamaica, major investments have been made in tourism development projects and it has resulted in a negative change in the balance of payments. It is believed that foreign currency earnings from tourism have provided much needed capital for developing countries for their development. However, because of the import of infrastructure and other tourism related materials, most of the foreign currency earnings leaked out from the Jamaican economy.

Chase and McKee, (2003) conducted an economic impact study on cruise tourism in Jamaica and found that a large amount of tourist expenditures leak out of the country.

Butcher, (2003) argued that large scale tourism can bring economic benefits in the form of low leakage and poverty reduction. High leakage from this sector in developing countries can result in a negative impact on their economic development as profit of this sector has usually been enjoyed by the developed countries.

Wall and Mathieson, (2006) claim that foreign ownership problems are compounded by the emergence of international hotel chains, tourism providers, restaurant chains, and the tendency towards both horizontal and vertical integration in the industry.

Mathieson and Wall, (2006) identified the significant source of earning for many developing countries. There are limited research studies examining relationships between tourism and the balance of payments to identify the ways in which the effects of tourism are felt and recorded in the balance of payments account. Also argued that, in small countries, the economy is likely to be less diversified than that of the larger countries. Small regions or countries tourism flourishes because of the expectations of improved economic conditions associated with the income.

2.8.4 Investments

Jackson, (1973); Young, (1973); Talbot, (1974); Marsh, (1975); Chase and McKee(2003), Gu and Wong, (2006) stated that many of the scholars have the opinion that foreign ownership of tourist facilities and dominance in tourism investment are common features of tourism, particularly in the developing countries.

Turner, (1976) remarked that foreign controls over the tourism industry are a normal phenomenon although it is also undesirable especially from the perspective of developing
countries. Developing tourism infrastructure requires huge capital investment, which developing countries rarely possess.

Loukissas, (1982) unearthed the size of projects sometimes exceeds the capacity of local institutions and bringing outside suppliers and manpower can create tension between local communities and outsiders. Further argued that more attention should be given to “the local capacity to absorb development, the potential interaction between local people and tourists and the integration of the tourism industry with rest of the economy”

Cater, (1987) points out that apart from the leakage of profit, host countries also lose control of businesses as “the degree of foreign ownership carries with it an element of loss of control, together with a reduction of locally realized benefits”.

Inskeep, (1991) mentioned in his book that, Lack of suitable infrastructural development to support development of tourism is one of the greatest constraints hampering growth in this sector

Dwyer and Forsyth, (1993) stated that increased land prices in the tourism area which has created a negative impact on other industries, particularly in terms of the cost of the land. Further argued that lack of entrepreneurship skills among the domestic investors to involve themselves with the tourism industry, coupled with reluctance by domestic financial institutions to make funds available for tourism developments, have led to FDI to fill this gap. Therefore they are seeking foreign investment to develop their tourism sector which results in profit outflow from their country to the foreign investor’s home countries from the host country.

Dwyer et al. (2000) noted that “higher operating costs or costs of new investment will be funded by higher taxes, which in turn reduces the economic impacts of tourism growth over the long term”. Also defined that Foreign Direct Investment is when an investor resident in one country acquires ownership and under significant influence over the management of an enterprise or productive asset in another country. This may involve creating a new enterprise or changing the ownership of an existing enterprise via merger or acquisition can be important to any economy, especially to developing nations. In particular, it is considered to be critical to the fast expanding services sector.
According to the World Bank (2000) foreign direct investment (FDI) to Jamaica for this sector shows substantial changes going from negative 6 million dollars in 1981 to positive 523.7 million dollars in 1999.

UN – ESCAP Report, (2001) revealed the operations of tourism facilities, services and amenities are often dependent on a number of travel infrastructure networks. These networks may include transportation, telecommunications, water supply, energy, power, waste disposal. There is an assumption towards the view that all the infrastructural networks must be in place before tourism activity can take place. The reason is that in some developing countries, resort developments appear to function adequately and to the satisfaction of their clients without full infrastructure systems being in place. In the case of some forms of tourism development, the lack of a complete network of modern highways may be an advantage in the absence of the network acts as a deterrent to the penetration of mass tourism to environmentally sensitive areas.

OCED, (2001) clearly stated in the book Territorial Outlook- Territorial Economy, that the implementation of tourism policies and strategies require enabling legislation and regulatory framework. There is pressure for policy makers to be active in rectifying local economic problems. As incubators can afford visibility to the policy, there may be a tendency for local policy makers to over supply incubation programmes. The economic rationale for public investment incubation needs careful consideration. An explicit recognition amongst policy makers of exactly what public funds are being employed for is essential. Therefore, before investing in incubation, policy makers need to ask how well markets are working in the provision of business support services. Market failure in the supply of financial and technical services to new and small firms a contested subject, may be less frequent than claimed. Policy should be formulated on the understanding that public investments do not duplicate resources available elsewhere.

Policymakers and private investors often do not consider the other investment opportunities which may be economically more beneficial to the local community than tourism related investment. Another unrealistic assumption is that local communities and institutions are capable of absorbing the impacts of the development process of building tourism infrastructure.
Chase and McKe.e (2003) found that in the recent past Jamaica made large investments in infrastructural development for tourists and the government was not the source of the investment.

Inbakaran and Jackson, (2006) identified as a case study that development of tourism in Victoria, Australia brings new investments in the region. Economy and distribution of existing resources to be utilized with utmost care, and the government agencies should be able to attract more investors into the new tourism business.

Gu and Wong, (2006) discovered that in China, local communities opposed the new investment in their area because powerful hotel developers were removing beach sand for hotel construction which damaged the natural environment. Hence, it can be viewed that local people do not always welcome external investment even when they do not have the required capital to develop tourism infrastructure.

Satish, (2008) opined that many countries throughout the world including India are facing debt burden and privatization is viewed as a solution to the resource crunch Economies. In India majority of the middle class people are having largest disposable savings in their hands and they are being attracted towards new investments and opportunities.

Gupta (2015), stated that Foreign Direct Investment (FDI) has been considered as a key for faster economic growth and development given its potential to increase productivity, generate employment opportunities, expansion of infrastructure facilities and development of domestic competitiveness. Indian government has undertaking several financial and fiscal reforms to attract foreign investors. Resulting to these reforms, FDI not only escalated in quantum but its composition has also changed tremendously. The sectors attracting maximum FDI has been service sector, telecommunication, computer software, and hotel and tourism among others. At present, Hotel and Tourism industry is occupying 3.28% share of total FDI equity inflows.

Kisan world, (2010), Tourism is thus an essential medium to broaden the limits of human knowledge. The Indian culture has stood the test of time and is able to attract followers from distant places. In the name of development over exploitation of community resources, destruction of livelihoods of the local populace, social tensions etc., rise from unplanned tourism growth. Nepal and Sikkim have encouraged tourism beyond their capacity to absorb it.
UNCTAD secretariat Report, (2013) Tourism pumps vast amounts of income into the local economy and to the international economy as well. How to capture a greater share of this income is a perpetual challenge facing most poor economies that rely on tourism for their development. The share that is not retained in the local economy, the leakage limits the multiplier effect and thus reduces the sector’s positive economic impact and development potential.

Javier and Elazigue, (2013) corroborated that the Local government’s investment in the tourism industry is vital to the health of tourism and it’s of the economic and social benefits tourism can bring to local communities. Destination management plans for development, hence investment in essential infrastructure and government sees the need to focus on tourism in order to capitalize on the lost opportunities. Tourism brings investment into the local economy and facilitates infrastructural development and the benefits of which can be enjoyed both by tourists as well as by the local communities. The money coming into the local economy and the multiplier effects is evident in the infrastructural developments. Tourism resources are public property and local communities usually bear the cost of maintaining these resources.

Yang et al., (2013) described that majority of the early studies follow the ‘cautionary platform’ established by Jafari (1989). Researchers were largely concerned about the negative impacts of tourism, such as those of social conflict, crime, commercialisation and degradation of indigenous culture, the decrease of values and sacrilege of religion, belief and symbols.

Kumar et al., (2015) however tourism also has increased negative impacts on the cost of living and the value of property and land. But people had different views on the issue of land value, some of them were happy over the increased land value as they could sell their land. Some of them were worried about higher land price could negatively become a constraint for future generations.
2.8.5 Employment and Income

Cleverdone, (1979) remarked that in the case of employment is seasonal; tourism jobs may be viewed with great favour. As an example in Tihi where employment in tourism industry is seen as an exciting clean and modern way to earn one’s living.

The UNWTO, (1992) pointed out that “at all levels, in all categories and in every type of tourist receiving country, human resources could emerge as the single most important issue facing tourism operators into the next century”. In the tourism sector, most of the employees do not need formal training to get a job and hence semi and unskilled manpower can be used in this sector. But to manage businesses requires highly skilled manpower. Different types of tourist activities create different numbers of job opportunities in the tourism sector. Some tourism activities are more labour intensive than others, for instance more employees work in bars and restaurants than in hotels and motels.

People from the Local community have basic skills and knowledge; this has great effect on tourism employment. This can invariably reduce unemployment or takes employees from other sector or provide part time jobs for students. Most of the tourism related jobs are seasonal and demand based.

Burns and Holden, (1995) make further commented about tourism and employment. They argue that the employment pattern in tourism sector may conflict with traditional cultural patterns.

Sinclair, (1998) remarked that the reason for examining tourism's role in poverty relief derives from the fact that many developing countries have large or potentially large tourism markets. In many countries with high levels of poverty, receipts from international tourism are a considerable proportion of GDP and export earnings.

Sharply, (2002) summarized that Tourism industry can generate three types of employment: direct, indirect and induced. However, it requires a higher ratio of unskilled and semi-skilled labour than other industries for direct and indirect employment. Many developing countries have large populations and usually do not have required skilled manpower and for these countries tourism can provide significant employment opportunities. Induced employment refers to additional employment resulting from the effects of the tourism multiplier as local residents re-spend the additional money they have earned. Tourism employment can be
described as combination of all direct, indirect and induced employment, in both formal sectors, resulting from the tourism industry.

Judith, (2002) remarked that various researchers have attempted to demonstrate the impact of tourism as a formal sector employer. In Bermuda, for example, Dix (1989) estimated that tourism supported 70% of all employment on the island. However, the impact of tourism on employment is underestimated when viewed solely in terms of direct employment. The actual impact is far greater when considering the effect on the economy as a whole through the addition of both indirect and induced employment. Although it is possible to gauge the impact of expected tourist expenditures on direct and indirect employment, a lack of accurate figures for the total numbers of people employed in either indirect or induced tourism activities makes it difficult to calculate how many people are affected.

Sharma, (2004) stated that most studies have focused on aspects of tourism supply and demand, regional data of tourism destination trends, rather than on comprehensive views of tourism, including tourism employment and associated impacts. Although some of the literature does address tourism employment, the majority of these studies rely on discourse based on conjecture and not on empirical research. It is argued that studies are needed which focus on tourism employment, specifically empirical studies that examine the consequences of tourism employment for the economies and cultures of developing countries. The relationship between tourism and employment are complex and, although a number of human resources studies have been undertaken, negligible empirical data exits to shed light on questions such as relationship between tourism employment and development.

Satish, (2008) described the greatest problem that has been experiencing by developed and developing countries of the Globe are unemployment. Irrespective of the political ideology, the maiden task of all the parties is to provide generates employment. In every economy there are three segments in generation of employment. They are agriculture, Industry and Services. Abnormal growth of population is another contributing factor for poor for poor generation of employment. The problems of the most populous countries such as India and China are different. India is basically an Agrarian Economy and majority of the population depends on agriculture. Agriculture basically depends on Nature includes Monsoons. India opted for modern methods of land cultivation and water management very recently. Majority of the Villagers are illiterates who cannot accept change that much easily.
Sharply et al., (2012) remarked that in developing countries become involved in tourism primarily because of the expectations of improved economic conditions through an increase in employment and associated income. In contrast to developed countries, where a large proportion of tourism employment is seasonal and low paying, and thus considered not attractive, employment opportunities in developing countries are more limited and the relative payment higher for employment in tourism industry than in other economic sectors.

2.9 Socio-Cultural Impacts

This sector employs both core and periphery workers. Most jobs are designated as semi or unskilled, seasonal and form a peripheral workforce. But some key jobs of chef, chief waiters, accountants and engineers are permanent and they form core workers.

Hudson and Townsend, (1992) found that most of the core employees in the tourism sector are males. Many jobs in the tourism sector are traditionally associated with females, like cleaning, washing. Local tourism employees when interacted with tourists might create conflicts with different cultural values. Lack of skilled labour in tourism destinations forces entrepreneurs to recruit trained and skilled employees from outside the region. They get more financial benefits and get higher positions. The low status and low wage jobs are generally left with the local community. This can create barrier to local community participation, creates conflict between locals and employees, puts pressure on local community and restricts the local community’s ability to maximize benefits.

Ross, (1992); Lankford, (1997), commented that many of the tourism researchers have addressed the social impacts of tourism on host communities including impact on leisure opportunities.

Pizam and Milman, (1984) defined social and cultural impacts of tourism as: the ways in which tourism is contributing to changes in value systems, individual behaviour, family relationships, collective lifestyles, moral conduct, creative expressions, traditional ceremonies and community organization.

Krippendorf, (1987) stated that there are very less number of research work has been carried out on the social impacts of tourism on the local community. Tourism activities grounds
positive or negative impacts on local communities and it should be addressed for the long-term sustainable development of the tourism industry.

Liu et al., (1987) remarked that crime, traffic congestion the extent of crime, violence and corruption also considered as external impacts on communities. The prevalence of prostitution has often been noted as a negative effect of tourism in many Asian countries.

Sharpley (1994) stated that the social impacts of tourism have a significant, immediate and visible effect on destination communities. Sharpley further stated that these impacts can be divided into two categories: Impacts from the development of the tourism industry and the impacts of tourist-host interactions. Social impacts of tourism can be classified as: host-guest interaction and relationships, socio-cultural impacts of tourism in general, the impact of tourism on host communities and response and adjustment strategies to the impacts of tourism. The impact of the development of tourism on the social life of tourist destinations can be positive, but there are also negative consequences which must be taken into account.

Crandall, (1994), stated that “negative impacts are more prevalent in developing countries than in large developed regions with a mature and stable economy” Social impacts of tourism on local community can be divided in two categories: socio-economic and socio-cultural.

Gupta and Bansal, (1998), commented about changes in law and social order in the tourism area, prostitution and child begging are some of the most sordid forms of child abuse.

Hall and Page (1999) noted the changes in collective and individual value systems, behaviour patterns, community structures, lifestyles and the quality of life of people living in the tourism area are considered to be the effects of negative or positive impacts.

Besculides, et al. (2002), Pandey, (2006); commented on commercialized host-visitor relationships (Travis, 1984); (Krippendorf, 1987); mentioned about the desire to imitate consumer habits and behaviour of tourists, the dissatisfaction, lower living standards, inferiority complexes, servility, the urbanization life style, increasing prostitution and child begging, and delinquency, in many tourist areas of the third world countries, these are temptations brought by the tourists money and wealth.

Sharpley et al., (2002) commented that the complex nature of relationship between tourism development and social cultural exchange is very complex in nature. Tourism development
has often wrongly been accused of being the sole agent of rapid social and cultural change in host communities. The whole debate surrounding the negative impacts of rapid modernization of societies through tourism development has created a series of stereotypical notions. Host communities are often as ‘victims’, having to accept the social and cultural changes brought about by tourism, while the guests who ‘impose’ their own values on the host communities are the ‘villains’. Generalizations that portray tourism developments sponsored by Multinational enterprises (MNE) or transnational corporations (TNC) as ‘evil invasions’ also exist. The positive contributions of tourism to the social and cultural wellbeing of a host community are over shadowed by the attention given to the negative changes brought about by tourism. Claims that tourism development can preserve and protect traditional cultures are ‘attacked’ for only commercializing culture. While these arguments may be true to some extent, in some situations, these stereotypical notions are often quite misleading and too simplistic with respect to the social cultural changes occurring in host communities. Changes may occur in the visitors to a destination, which is a concept often ignored in the literature. However, if managed carefully, tourism management can bring about positive changes in these areas as well.

Hashimoto, (2002) highly argued that associations between tourism and socio-cultural impacts are complex and incorrectly claims that “tourism development has been blamed of being the sole agent of rapid social and cultural change in the host communities”. Most of the tourism related socio-cultural impact researches highlighted the negative impacts and overshadows the positive impacts, which might have established the perceptions expressed.

Gjerald, (2005) defined socio economic impacts that are: labour force displacement, changes in the form of employment, increased land price and change of ownership, increased standard of living and changes in the economic and political system. Other than this other socio-economic impacts are also seen in tourist destinations such as increasing female participation in tourism activities, seasonal nature of employment, low wages and social status of tourism jobs and development of infrastructure. It has also identified several socio-cultural impacts of tourism: increase of undesirable activities, social dualism, demonstration effects, commercialization of culture, and growth of negative attitude towards tourists.
2.10 Political Impacts

Inkson and Minnaert, (2012), Terrorism, incidence of violence, political unrest, and natural disasters has serious consequences and has a direct impact on tourism and the tourists avoid not only the destination but the country as well. After the 9/11 terrorist attack on the World Trade Centre in New York in 2001, there was a decline in travel by Americans and to the USA. There was a slump in global tourism, many people lost their jobs and the tourism industry was in serious financial crisis especially Travel agents and tourism providers who had heavily invested in accommodation and airline bookings.

The recent 26/11 terror attacks on the Taj Hotel, and the Oberoi Hotel, Mumbai, India led to heavy cancellations of bookings for events, cruises, hotel stays, Luxury trains, festivals, etc. Travellers planning to head Goa, Kerala, Lakshadweep, etc. to celebrate New Year’s Eve changed their minds, resulting in massive financial losses for the Indian tourism Industry. India tourism is organising hospitality tours inviting outbound tourism providers from Europe to visit India so as to reassure them about tourist’s safety and security. Tourists look for destinations which have political stability, peace, and security, as these are key words for promoting tourism.

Roday et al., (2015) described that the growth and development of tourism depends on the political forces that govern the country. If there are political upheavals and unrest in one part of the world, affecting tourist flows into the country. Air travel to and over Libya was banned by the international community after the bombing of an aircraft over the Scottish town of Lockerbie. This was a political decision to pressurize Libya to handover bombers for trial. By imposing this ban travelling to Libya became extremely complicated, Visitors were forced to fly to neighboring countries and travel by land to reach Libya because of the ban on air travel. Political decisions are very powerful decisions and policies formulated by the government affect each and every aspect of tourism such as currency exchange, airline operations, operations of the MNC’s, cross border movement of people and goods, currency, documents required for international travel, health regulations etc.

Tourism is affected by the international relationships between different nations and the impacts that follow from the national tourism policy. Some Policy decisions of the government act as a stumbling block to travellers like imposing ban to travel to certain countries, visa policies, etc. The earlier policy limiting the amount of foreign exchange outbound tourists from India could carry has been abolished.
Levels of Taxes imposed on tourism activities by the government have an impact as they can promote or discourage the flow of international tourists. The high taxation and more complicated travel requirements will make people think twice before understanding a journey. Exit taxes, visa and passport requirements and charges, foreign exchange restrictions, entry and exit restrictions, special permits, etc. all act as deterrents to travel. Changes in the Political Scenario also have a marked impact on tourism. After the downfall of the Apartheid regime, many tourists chose South Africa as a destination instead of the

2.11 Environmental Impacts
George, (2007) defined environment as a powerful resource for tourism as it plays a major role in attracting tourists to the destination. Tourism causes both positive and negative impacts and impacts are greater if the environment is underdeveloped or fragile. The environment is a powerful resource for tourism, as it plays a key role in attracting tourists to the destination.

Candela and Figini, (2010) stated that in the early 1950’s the main vision was that tourism had little effect on the natural environment. In 1952, Zierer affirmed that an important characteristic of tourism and recreational sector is that it does not contribute or it should not contribute or it should not contribute to the destruction of natural resources. Nevertheless, professional tourism scholars working for international tourism organizations started to recognize the possibility of perverse impacts of tourism on the environment and in the 1960’s the first empirical research on the environmental effects of tourism began. The results convinced the World Tourism Organization to pay attention to the problem. In the conference on the human environment, organised by the UN in Stockholm in 1972, the condition that any type of tourism development must adhere with and respect the local, natural, and cultural resources was firstly stated.

Candela and Figini, (2010) remarked that in this decade, the complexity of the tourism environment link was underlined by analysis of different case studies. While in some cases tourism was clearly providing an incentive for environmental conversation (specifically as regards to natural parks). Tourism was found to strongly increase pollution and to damage the local flora and fauna. In the last part of the 1970’s, the attention of scholars on the environmental impact of tourism became nearly systematic and identified a series of factors through which environmental degradation depends on tourism, which are:
a. The intensity of the tourism exploitation of natural resources.
b. The resiliency of the ecosystem, that is, the ability of adapting and maintaining the constant productivity level, when it is subject to pressure or exogenous shocks.
c. The economic time horizon of local decision makers, public and private;
d. The evolution of tourism demand.

Roday et al., (2015) commented that during 1960’s after the growth of mass tourism that the people realized that the nature is exhaustible condition and that tourism and other related activities leave their mark on the environment. The term environment generally means the natural or physical features of the landscape. This includes the four divisions that our planet earth has been divided into namely, atmosphere, biosphere, hydrosphere, and lithosphere. Each of these spheres has their own distinctive characteristics support various life forms, and is a distinct part of most tourist attractions. All these spheres have an interdependent relationship and together create conditions that are conducive for life to survive and grow on our planet.

The environment thus functions as a live system and any major disturbance in any one sphere will have a profound effect on and disturb the delicate balance of the ecosystem. The term environment has been defined by many individuals. The simplest definition is ‘the environment is a given set of conditions in which one lives and is influenced and in turn influences these set of conditions. The environment is composed of different components namely physical, biological and social.

The physical components or biotic components of the environment include the non-living elements in the environment such as latitude, altitude, location, temperature, rainfall, soils etc. Each of these factors has an influence on the natural environment. The biological components include life forms which are classified as producers, consumers and detrivores or scavengers. All these form part of the food chain. In the environment all elements are interrelated and interdependent on the various food chains such as terrestrial food chain, marine food chain, etc.

The social environment is the third components of the environment. An early human has a limited interaction with their natural environments and lived in harmony with nature. Technological advances and political factors have had a great impact on the level of development and the level of interaction with the natural environment under the banner of
tourism development. Natural resources have been exploited, artificial resources have been created and wastes are piling up. All this has resulted in attraction, modification and degradation of the natural environment.

The major negative impacts of tourism on the environment include the following,

- Environmental pollution
- Depletion of natural resources
- Land erosion
- Loss of natural habitats
- Traffic congestion
- Garbage trials.

2.12 Environmental Pollution

The largest negative impact of tourism is pollution of air, water bodies, land surface and noise pollution in areas of tourism activity. This pollution is mainly caused by various modes of transportation and construction of tourist accommodation. Transport pollution is caused by an increase in road and air traffic. This also results in noise pollution, especially if airports are located in the heart of the city. Aircrafts produce toxic nitrogen oxide during takeoff and landing. Noise and air pollution in Hongkong has reduced ever since the airport was shifted from the city to Lantau Island. Water based sports and water transportation are major causes of oil spills.

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

Hunter & Green (1995), commented on pollution caused by tourism industry, observe, “Moreover, the tourism industry itself has been, and still is, a major contributor to
environmental pollution in many parts of the world.” The pollution caused by the industry is of four types: water, air, noise pollution, and disposal of waste.

2.12.1 Depletion of Natural Resources

Raina, (2005) remarked that the conservation of natural resources is of great significance at this era of global warming and due to the climate change all over the world. Man lives in the nature and depends on resources of nature. The progress of mankind depends upon the exploitation of different natural resources. The utilization of soil, water, coal, electricity, oil, gas, and nuclear energy is very important for development of a nation. Therefore conservation of these natural resources is very important for future generations and ecological balance. In the present context, India is facing an ecological crisis and is degrading her natural resources. There is increasing deficiency of energy, metals, coal, non-fuel, and non-metallic minerals and four reasons are seen as the causes of depletion of natural resources.

   a) Rapid population increase
   b) Pollution
   c) High consumption of resources
   d) Deterioration of Land

2.12.2 Water Resources

Depleting water level is a regular concern. Water resources are decreasing rapidly with urbanization and infrastructure development.

Vani, (2009) criticized the depletion of groundwater reserves needs to be viewed in the overall context of the status of water and land resources in the country. India’s annual per capita water availability is expected to go below the water scarce threshold level of 1700 cubic meters within the next two decades. In six of the country’s 20 major river basins (with less than 1,000 cubic meters of annual per capita availability), water resources are under stress and depleting. By the year 2025 five more basins will become water scarce, and by 2050, only three basins in India will remain water sufficient. A primary reason for the depletion of water resources is the total neglect, since the inception of colonial mode of resources governance, to adopt a monsoon based strategy for the development and management of water resources. With respect to land resources, according to estimates made by the Ministry of Agriculture in March 1980, as much as 175 mha out of a total of 305 mha
for which records exist were subject to environmental problems. The concept of land management has never replaced the revenue administration approach to land resources bequeathed by the British to India. With the exception of Kerala, which now has a draft policy, none of the States in India have had land use policies for the last more than half a century since Independence.

Sharma, (2014) remarked that tourism industry demands a lot of water consumption, and generally over uses water resources for hotels, swimming pools, golf courses, and personal use of water by tourists. The hotels are especially responsible for depleting water levels in the area. The bore wells work regularly to fetch underground water for hotel diverse activities, and there is no means to replenish the water levels.

2.12.3 Land degradation and Deforestation

Menon and Bawa, (1998) who estimated the deforestation rates in India and identified large disparities in the forest definitions, also highlighted the need for improved remote sensing and ground truth verification data to discriminate native and plantation forests.

Sunlu, (2003) explained that land resources include minerals, fossil fuels, fertile soil, forests, wetland and wildlife are very important for ecology. Increased construction of tourism and recreational facilities has increased pressure on these resources and on scenic landscapes. Direct impact on natural resources, both renewable and non-renewable, in the provision of tourist facilities can be caused by the use of land for accommodation and other infrastructure provision, and the use of building materials. Forests often suffer negative impacts of tourism in the form of deforestation caused by fuel wood collection and land clearing. For example, one trekking tourist area in Nepal already suffering the effects of deforestation can use four to five kilograms of wood a day.

Sharma, (2014) stated that deforestation is one of the biggest concerns in tourism area. Overuse of important land resources like minerals, fossil fuels, forests, wetland, and wildlife, causes land sliding and land replacement. Regular construction adds rubbish in the environment, and destroying habitats. The quality of agricultural land also gets depleted and the yield reduces rapidly. Direct impact on natural resources on both renewable and nonrenewable caused by the use of land for accommodation and other infrastructure provisions and the use of building materials in the provision of tourist facilities.
Roday et al., (2015) remarked that natural forest resources are lost through deforestation, when forest land is used for development of buildings for tourism or when trees are felled for fuel and camp fires. Careless behaviour by tourists like throwing lighted cigarette stubs are not extinguishing campfires can cause forest fires. Many locals earn their livelihood through medicinal plants and herbs collected from forests. Deforestation deprives them of this activity. Graffiti on trees, caves, and monuments mars the beauty of the environment. Scare natural resources, such as water are often affected in areas where swimming pools and golf courses needed to be maintained.

Ramachandran et al., (2016) commented on India as a country with rich biodiversity, has different types of forests with different climatic zones. The forests are mainly distributed in the Himalayas, Western Ghats (WG), Eastern Ghats (EG), and Vindhya ranges. The Forest Survey of India (FSI) periodically monitors forest status based on canopy density, which is obtained via satellite data with ground truth verification. However research has shown that the NDVI (Normalized Difference Vegetation Index), is not detailed enough to provide reliable data and may underestimate the degradation status.

2.12.4 Land Erosion

Kandari and Chandra, (2004), has viewed the present condition as without careful land use planning, for instance, rapid tourism development can intensify competition for land resources with other uses and lead to rising land prices and increased pressure to build on agricultural land. Intensive tourism development can also threaten natural landscapes, notably though deforestation, loss of wetlands and soil erosion. Tourism development including Hotels, Airport, and Road construction is a matter of increasing concern worldwide as it can lead to sand mining, beach erosion, and land degradation. Rapid expansion of the tourism industry, which tends to be extremely water-intensive, can exacerbate this problem by placing considerable pressure on scarce water supply in many destinations. In addition, pollution of available freshwater sources, some of which may be associated with tourism related activities, can exacerbate local shortages.

India Planning Commission, (2008) reported that forest and dense tree growth in middle land and low land areas give Kerala an affable climate and protect the region from erosion. Forests form the resource base for a variety of industries. Kerala receives copious rainfall about 3000 mm a year, from the two monsoons which extend from June to November. There exist 41
westward flowing and three eastward flowing rivers, which originate in the Western Ghats. A large number of lakes, backwaters, lagoons and estuaries along with the numerous rivers and their tributaries make Kerala a land rich in water resources and a great tourist destination. Ground water resources are also rich and bountiful. However the quality of groundwater is poor due to pollution caused by chemicals and other industrial effluence.

Dilworth, (2010) observed that in the cradle of the green revolution in India, there are today vast stretches of Land where grass will no longer grow, the water is no longer drinkable due to contamination from mineral fertilizers, aquifers have dried up, soil are degraded, and biodiversity is fast vanishing, the agricultural result being declining rice yields. In 2001, in Wayanad, millions of fish died because of copper based fungicide called ‘Furadan’ present in the water, sprayed on pepper gardens to control the wilt decease.

Roday et al., (2015) stated that mass tourism and reckless behavior on the part of the tourists often result in this problem which is seen mainly on nature trails, hills stations, and coastal areas. Deforestation for construction of new facilities or to clear vast stretches of land on hill slopes for winter sports and construction of ski-lodges is one of the major causes of erosion of the rich soil cover.

Roday et al., (2015) commented that construction of hotels and other tourists’ facilities on the beach can erode sand dunes and affect marine life. The marine ecosystem is particularly fragile and is damaged by irresponsible tourism such as driving vehicles on long stretches of beaches disturb birds which breed in coastal areas. Removal of forest cover is a common cause for landslides in hilly areas.

Smitha, (2016) elaborated on the Isohyetal map of Wayanad shows a decreasing rainfall in the areas of Pulpally, Mullankolly and extending up till Muttil. The received rainfall in these areas is on a decreasing trend in the last decade. Within in Wayanad, there are high regional variations in the weather. Since the 1990’s, a gradual decline in rainfall is being perceived in the Wayanad region as a whole. Because of the increased deforestation and hilly terrains run off is high, resulting in soil erosion throughout the district and this is very much visible during rainy season when the water in the rivers turn muddy. Paddy lands are vanishing as a faster pace that infiltration of water is very less depleting the ground water resources. The rainfall intensity is very high, which also reduces the chances of infiltration and increased run off. This in turn is affecting the soil fertility as the top soil is removed in this process. Earlier,
Wayanad was receiving more light to moderate showers but now the days with high intensity rainfall is on a rapid increase.

2.12.5 Loss of Natural Habitats

Das, (1992) stated that the natural system of weathering is more complicated when man interferes. Actually it is not so with unstable geological conditions or with rainfall, which has been soaking the terrain for millions of years. Any land-form which is not stable enough under the prevailing climatic conditions would have been eroded long back.

Roday et al., (2015) commented that indigenous plants and animals may lose their natural habitat by damage resulting from tourism activities. Animals in jungles are not used to the noise of vehicles or passengers and may get stressed out by the disturbance caused by insensitive tourists on safari tours. Presence of a large number of visitors may affect the food habits and breeding of animals. Marine creatures and coral reefs get damaged by propellers of boat.

2.12.6 Pollution

Tourism can cause the same forms of pollution as any other industry: air emissions, noise, solid waste, and littering, releases of sewage, etc. Chemical or thermal pollution is a threat to biodiversity. Species in habitats are increasingly being harmed by industrial activities and pollution from excessive use of agro-chemicals such as DDT, oil spills, acid precipitation etc.

2.12.7 Air Pollution

Sharma, (2014) opined that the transport activities, are responsible for air pollution in tourism industry. The emissions of transport vehicles and energy companies emit chemical in the environment which causes health concerns. These together, cause acid rains. As tourist’s activities are increasing and reaching newer areas, Global warming is having bigger impacts on the environment.

2.12.8 Noise Pollution

Sharma, (2014) remarked on another significant concern. This is caused by airplanes, cars and buses, as well as recreational vehicles are an ever growing problem of modern life. In
addition to causing annoyance, stress and even hearing loss for humans, it causes distress to wildlife, especially in sensitive areas.

2.13 Ecology
Das, (1992) remarked that the impact of man and technology has been very harmful to the ecosystem although it has raised living standards of people inhabitating the region. This particularly applied to the extraction of forest products like timber, mining and agriculture. So a balanced development plan is essential, to ensure that the natural environment does not deteriorate any further, and that the rare and spectacular flora fauna do not die out. Shifting of cultivation, soil fertility rapidly diminishes, and with the loss of protective vegetal cover, massive soil erosion begins. Shifting farmers migrate from place to place destroying valuable forests and as a result, ecological degradation occurs with consequent drastic change from high forest to low vegetal cover.

Cotgreave, and Forseth, (2002) defined Ecology as every kind of organism, in every place on the planet and every time, and then it is clearly an extremely large topic. Ecologist could not hope to make any progress in understanding their subject without taking the time to define some sensible limits to what ecology is. Broadly speaking, scientific ecologists tend to have two definitions of their subject, each of which captures something different about what’s meant by ecology. The first definition is that ecology is concerned with the interaction between organisms and their environment. The second stresses that ecologists are trying to understand the distribution and abundance of organisms. Each of these definitions has strengths and weaknesses, and it is necessary to understand the subject.

Mutia (2009), explained a threat by definition refers to any process or event whether natural or human induced that is likely to cause adverse effects upon the status or sustainable use of any component of biological diversity. The study of Ecology in relation to eco-tourism management means to ensure the preservation of quality environment for organisms and a useful yield of plants, animals, materials, species, vegetation, flora and fauna, the human beings to their natural harmony.

2.14 Biodiversity
Ramakrishnan, (2006) identified the issues of biodiversity are far more complex and pregnant with tremendous possibilities for a country like India which is gene-rich and is very
strong in genetics and plant breeding and sufficiently strong in biotechnology as relevant to agriculture. Biodiversity is important to humankind in fulfilling its needs by way providing food (80000 species), medicine (20000), drug formulations (8000) and raw materials (90 percent from forest) for industry. In this context, India is one of the mega biodiversity countries in the world (hosting 75000 species of fauna and 45000 species of flora). So, India is identified as one of the important biodiversity pools known for genetic, ecological and economic procedure. One of the major challenges is to conserve and sustainably manage this rich biodiversity, which is fast depleting.

Mutia, (2009) defined Biodiversity refers to the comprehensive umbrella term for the degree of nature’s variety or variation within the natural system; both in number and frequency. In general, it refers to the variety of all forms of life on earth. The different plants, animals, micro-organisms, the genes they contain and the ecosystem they form. The manifestation of biodiversity is the biological resources (genes, species, organisms, ecosystems) and ecological processes of which they are part.

2.15 Global Warming
Andre’s & Kozak, (2016) mentioned that since the tourism industry as a whole could be impacted directly or indirectly, it is important to understand how managers in the Hotel Industry perceive the potential impact of global warming and climate change on the Hotel Industry. There is very limited, if any, work on understanding hotel managers perceptions of climate change and it’s anticipated impact on personal well being and firm performance, and whether these perceptions would also show variation by demographic and other organization based variables.

Causes skin deceases, rise in ocean water level, submerging of many coastal areas and health hazards. The air pollution caused by heavy use of transportation impacts the sites in remote areas like Ajanta and Ellora temples. Tour buses often leave their motors running for hours while the tourists go out for an excursion because they want to return to a comfortably air-conditioned bus.

2.16 Climate Change
Mutia, (2009) explained great concern especially when global CO2 increases in the atmosphere resulting to global warming. Most species originate within a very narrow
physiological limit; hence nature has a range of tolerance maintained for ecosystem stability. Changes may be gradual or abrupt such that if the limit is exceeded the upper or lower species suffers extinction.

2.17 Littering
Sharma, (2014) alarmed that the tourist areas are known for increased tourist’s movement which results in increased waste and waste disposal issues. Improper disposal can be a major threat for natural environment, rivers, vegetation, scenic areas, and roadsides are all affected by the improper disposal of waste. In the mountainous areas of Himalayas, trekking tourists generate a great deal of waste. Tourists on expeditions leave behind their chemical waste, oxygen cylinders and even camping equipments. Such practices damage the environment, particularly in remote areas, because they have few garbage collection or disposal facilities.

2.18 Sewage
Sharma, (2014) summarized that the man-made infrastructures too have limitations. The systems and facilities do not improve at the same rates at which the population increases at the destinations. The result is an unbalanced growth. Construction of Hotels, recreation and other facilities often leads to increased sewage pollution. Choked sewage pollutes the area and living becomes extremely difficult, it results into chemical seepage in the lakes and river water which destroys these natural resources and kills the flora and fauna. Sewage runoff causes serious damage to coral reefs because it stimulates the growth of algae, which covers the filter feeding corals, hindering their ability to survive. Sewage pollution can threaten the health of humans and animals.

2.19 Traffic Congestions
Roday, (2015) stated that this is a common problem encountered at many destinations due to a large number of tourist vehicles ranging from cars to tourist coaches and caravans. Vehicles parked in a haphazard manner on narrow roads and no parking zones can mar the beauty of scenic drives and popular destinations creating traffic jams inconvenience to locals and tourists, damage to roads and pavements/ footpaths and an increase in road accidents as well as air pollution.
2.20 Garbage Trails

Eagles & McCool, (2002) remarked that Tourism industry can also have various socio-economic, environmental and political impacts. Here the researcher examines environmental impacts of tourism in the district of Wayanad. Natural areas have major environmental impacts, which are easily identified of the place, such as greeneries or a wilderness. The fulfillment of this identity has impacts on all aspects of the natural environment, ranging from wildlife, through plants to soils.

Rátz and Puczkó, (2002) emphasized the physical environment of the destination can be roughly divided into two major groups: natural environment and built environment. While the first mentioned includes natural resources, flora and fauna, as well as landscapes of the place, the second one includes everything people established or constructed on site. Man-made or built environment may also be affected by tourism same as natural environment.

Roday et al., (2015) observed that garbage is a common cause of land and water pollution and the presence of improperly disposed waste at any destination is not only aesthetically unappealing but also damages the plant and animals in that area. Non-biodegradable waste builds up in the environment and is an eye sore. Biodegradable wastes can alter the soil and attract animals into tourist areas. The use of oceans to dispose untreated sewage from tourist accommodation on the beach or from cruise liners is a major problem which environmentalists are aware of and laws to enforce clean ocean are being practiced in some areas. The use of polythene bags and plastic bottles while travelling from one island to another by water transport is being monitored in Andaman and Nicobar islands. Tourists are given bags made of natural material to carry their belongings and are charged a refundable deposit for the same.

2.21 Carrying Capacity

Butler. R.W., (1980) reported that unless specific steps are taken, tourist destination areas and resources will inevitable become over used, unattractive and eventually experience decline.

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

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

Johnson and Thomas, (1996) argue that present interest in tourism capacity is due to growth in tourism combined with increasing awareness of environmental issues. The concept is particularly important in the coastal zone, which is undergoing rapid changes as a result of demographic changes and industrialization, (Kay and Alder, 1999) in the context of sea level changes and climate changes.

Dileep, (2007) stated that Kerala is renowned for its lush vegetation, tranquil and beautiful beaches, sprawling backwaters and stunning mountains. Perhaps no other States in India has been blessed with natural resources as rich and immense as that of Kerala. Thus, scenic beauty and natural resources are the most important component of tourism in Kerala, the God’s own country, which are marketed and promoted aggressively as unique products worldwide.

The different perspectives on carrying capacity as a tourism management tool exist. In its most traditional sense, the concept refers to the maximum number of tourists or tourists use that can be accommodated within a specified geographic destination. As such, it conjures up images of a specified “limit”, “ceiling” or “threshold” that tourism development should not exceed.

To increase tourists' satisfaction, managers should improve aspects such as the appearance of beaches, care for the environment and food quality, all of which could, in turn, improve tourists’ Assessment of the destination.
2.22 Eco Tourism

Fennel,(2002) made a comment on the studies by the researchers that, Archer and Cooper, (1999) corroborated this usage of the word from the tourism perspective in suggesting that early work on the impact of tourism upon destination areas focused almost exclusively on the financial bottom line. This approach was adopted says Archer and Cooper, not only because economic benefits or impacts were more easily quantifiable, but also it was important to demonstrate to local communities.

Singh, (2004) described that, according to WTO “tourism that involves travelling to relatively undisturbed natural areas with the specified object of studying, admiring and enjoying, the scenery and its wild plants and animals as well as any existing cultural aspects, past or present, found in these areas” is defined as Eco Tourism.

Biju, (2006) explained the term Eco tourism was coined in 1983 by the Mexican architect environmentalist Herter Caballos Lascurian, a renowned global consultant on the subject. The International Eco Tourism Society was founded in 1991 with its headquarters at Burligton, US and the global network of about 1600 members in 110 countries defines ecotourism as responsible travel to natural areas that conserve the environment and sustain the wellbeing of the local people.

Biju, (2006) pointed out that over the past two decades, ecotourism activities have expanded rapidly and further growth is expected in the years to come. Recognizing its global importance the United Nations designated the year 2002 as the International year of ecotourism and its Commission on Sustainable Development requested International agencies, and governments.

Equations, (2009), remarked that the United Nations International Year of Ecotourism was held in 2002 (IYE), Declaration of the world Ecotourism Summit, Quebec 'Ecotourism' activities have been expanding rapidly worldwide over the past two decades and further growth is expected in the future. There are increasing efforts to use ecotourism potential to support nature conservation and benefit local people, especially in developing countries. This rapid growth, however, has also given rise to concerns about negative environmental socio cultural impacts.
2.23 Community based Tourism

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

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

Kaiser et al., (1978) remarked that government sets the economic climate in which tourism exists, prospers, or decline. Policy makers should and tourism development corporations should suggest appropriate economic appreciation according to the perceived scenario of tourism development.

Leverdon, (1979) stated that if tourism develops in gradual manner so that the residents have sufficient time to adopt and understand the tourist flow in the region, the social problems doesn’t arise when there is community participations are assured in a tourism business.

Chris Cooper et al., (2005) has described about globalisation of the demand side in tourism is leading to interesting issues in destinations, particularly relating to cultural differences between host and the guest. The rise of long haul travel is taking people to destinations with very different and traditional cultures, while often the motivation to visit such places may be a wish to experience the culture, but rather the desire for a new and better sea, sun and sand type holiday. The growth in outbound northern European tourism to Goa, Kerala, Thailand, and the Dominican Republic is an example of this phenomenon. The arrival of large numbers of tourists from different cultures in destinations with strong cultural traditions can cause social problems over time.

Equations, (2009) criticized that there is no eco system on this living planet that has felt the tourism foot prints, while the fact that tourism has negative impacts on the environment and on indigenous & local communities is widely acknowledged, practically nothing is being done to check these undesirable impacts. The Board of the Kerala Forest Development Corporation Ltd. has gone one step further in its recent decision to include tourism as one of
its core activities. Tourism is being increasingly located in natural areas that are frontier, inaccessible, untouched, critical in terms of their biodiversity and ecologically fragile.

Supar et al., (2014) stated that continuous development of tourism sectors worldwide, not only for the purpose to sustain the traditional resources but expanding the contemporary tourism products, and cultural values. In this sense, tourism development is closely associated with community efforts of all parties. The recognition of the tourism destinations could not be achieved by solidly depend on the government initiatives without the participation of the private sectors, industry players, NGO’s and the local communities. With regard to local communities, their involvement significantly contributes to the development of the tourism industry. The key successful element in the tourism department, tourism planning and other aspects concerning tourism destination without doubt depending broadly on community support, similarly to achieve sustainable tourism there is always in need of support from the host community.

Supar et al., (2014) further commented that there is also an approach called Community Based Tourism (CBT) was being introduced and practiced in many third worlds, developing and developed countries in accelerating of the tourism industry.

Sharifuddin et al., (2014) reported that areas that successfully practiced of CBT are usually in the prime areas that successfully practiced of CBT are usually in the prime areas that have good proximity in establishing tourism accessibility, links to the private sector as well as local communities although in many instances the Community Based Tourism was not successfully achieved due to the limited involvement of the community in the main tourism development process. Therefore it is crucial for any tourism destination to allow the engagement of their local communities towards tourism development.

2.24 Vulnerability of Tourism in Wayanad

2.24.1 Introduction

Prakash, (2004) described in his study about the process of liberalization in Kerala tourism policy which started in 1986, when the state government declared tourism as an industry giving a lot of incentives and subsidies and it provided high economic turn over from the tourism sector. Wayanad has great value in terms of unexplored locations, has great amount
of tourism potential as a district, keeping in view of the unique features of Wayanad, especially the natural attractions and the indigenous culture.

Gupta, (2011) elaborated Wayanad as one of the panoramic hill stations of Kerala situated in an elevated picturesque mountainous plateau in the Western Ghats. To the perspective of economic development, north Wayanad and south Wayanad were carved out and joined together to form the present district of Wayanad. In the year 1980 Wayanad was formed as the twelfth district of Kerala. Wayanad district in north Kerala is a relatively unexplored region here which shows potential for being a great tourist destination. Wayanad is a high-altitude district, and it has enormous historical and ecological significance. It presents a contrary picture to the rest of the state, in that its population density is only 369 people per square kilometers, compared to the state average of 819 per sq km. Wayanad is gifted with extensive forest cover and agriculture is the mainstay of the economy, making it all the more attractive as a natural tourism destination.

Majority of the population in the district of Wayanad depends on agriculture for their daily living and has been facing high level of agrarian crisis for the last two decades. It has been reported that innumerable number of farmer suicides since 1990’s and as a result of this human catastrophe, the local population is forced to look for alternative income along with agriculture.

Mathew (2012) described the significance of Wayanad is that the entire district has a large number of tourist destinations. Edakkal cave fascinating Neolithic age, situated at the Ambukuthy hills near Ambalavayal town. Etching found on the Walls of these caves has drawn the attention of archaeologists and historians worldwide.

2.24.2 Agrarian Crisis in Wayanad

Wall, (1992) mentioned the changed life style and the heavy investment in agriculture made the farmers to an economic dilemma. Farmers began to default on the loan repayments. Many families could not find any alternative for the loss of livelihood amidst huge financial debts. They found suicide as the only way out from this as reflected by the highest number of suicides in 2006 among the farming communities in Wayanad. For the last two decades agriculture is going through a lower growth rate, and it has created agrarian crisis in terms of endurance and sustainability. Agrarian crisis and farmers suicides have made this subject of great concern and extensive debate in the recent times. Large number of farmer’s suicides is an indication of major crisis on socio economic face of the agrarian society.
Sainath, (2006) wrote in an article that the crisis in agriculture has many manifestations, of which suicides by the farmers the saddest one. Suicides by farmers today are actually a symptom of a much wider crisis in India's farm and agriculture sector. State and Central Governments have a special responsibility to protect the agro ecosystem and economy of Wayanad. Sad to say, neither the Union Government nor the State Government has done justice to the people of Wayanad. During the year 2006, many of the farmers turned towards tourism as their secondary source of income, have started with plantation tourism, farm tourism, and rural tourism and have introduced a new culture of providing accommodation to the tourists at their own homestay during this period. Thus farmers made an effort in overcoming the economic issues due to agrarian crisis and supporting the tourism sector.

Menon et al, (2007) depicted Wayanad in early 1950’s, families immigrated to Wayanad from central Kerala and started farming on the revenue lands. They settled in entire Wayanad and cleared many of forest land and cultivated food crops. Thousands died of Malaria and by wild animals attack. Those who survived in spite of the odds transformed Wayanad into a paradise of prosperity. The contribution of agriculture to the overall Gross Domestic Product (GDP) of the country has fallen from about 30 percent in 1990-91 to less than 15 percent in 2011-12, a trend that is expected in the development process of any economy, agriculture yet forms the backbone of development.

Nair and Menon, (2007) remarked about the prices of cash crops were highly remunerative in the 1980’s and 1990’s. Such a favourable situation for commercial crops in turn left to the economic prosperity of the region. The renowned place pulpally known for its higher yield of pepper and also called mini gulf in the local parlance is located in this region. Transformation of the whole region with the newly formed wealth was visible all around. It contributed to an overall spurt in the construction activity where concrete houses replaced the old houses and vehicle registrations have steeply increased.

2.24.3 Climate Change

Vulnerability refers to the extent to which a system may be adversely affected, disrupted, or displaced by an external force. It is concerned with components of the tourism system and the challenges associated with climate change. Tourism is not evenly distributed and is highly concentrated in specific places, especially cities, coastal areas, in beaches and in the mountains.
Smith, (1990) pointed out that vacation travel decisions are influenced by conditions at home as well as at potential holiday destinations. He suggested that in a warmer world, many winter vacations currently taken in Florida or Mexico by residents of the colder parts of the United States and Canada may become less compelling under the relatively large increment of winter warming projected for these latitudes.

Wall, (1993) suggested that domestic travel patterns are likely to be more stable than international travel because the former often take place in relatively short periods of free time and time limitations place constraints on the destination choices of travellers. Conversely, long-haul destinations are more at risk than those depending largely on a local market. Furthermore, destinations that rely primarily upon their natural resource base to attract visitors, such as mountains and coasts, are likely to be more at risk than those depend upon cultural or historical attractions.

2.24.4 Night ban on the National Highway through the Forest

The night ban between 9pm and 6am was imposed in June 2009 by the Chamaraj Nagar deputy commissioner following a series of road kills involving wild animals as a protective measure. Though the Karnataka Government withdrew the order under political pressure from Kerala later, the Karnataka high court in its order on March 9, 2010, stayed the decision in a public interest litigation filed by a lawyer, L Srinivasa Rao. Kerala's appeal to lift or relax the night ban imposed on vehicles plying through Bandipur Tiger Reserve, connecting Karnataka and Kerala. The Chief Minister of Kerala Shri. Oommen Chandy, who met the Karnataka chief minister Shri. Siddaramaiah, at Bangalore in 2015 had discussed the issue, said that the Karnataka state cannot take an independent decision since the issue is pending before the Supreme Court. This has affected the tourism flow from Mysore and from Bangalore. Bangalore is the IT hub and lots of techies used to visit Wayanad especially on the weekends, and return on late night to Bangalore to start work on Monday.

2.24.5 Lack of Basic facilities in Tourism Destinations

Lack of basic infrastructure, accommodation, transportation, catering services, entertainment, shopping facilities and visitor information at the destination is negativity as far the tourist is concerned. Amenities do not usually attract tourists, but the lack of amenities might cause tourists to avoid a particular destination because they provide the basic facilities which are
regarded as contributing to the quality of the destination. Hence basic facilities at tourism destinations harmonise and enhance the destination attractions.

2.24.6 Lack of International Standards
Understanding the foundation and conditions of competitiveness in the current context is imperative for those intending to develop tourism in accordance with international standards.

2.24.7 Recession a Global Phenomenon for Tourism
About four decades ago, no one expected that tourism would experience the unprecedented phenomenal growth it has achieved. From a modest beginning after the Second World War, tourism today is a global phenomenon and one of the leading industries in the world. The current global economic recession has certainly had an impact on the tourism sector of the Mexican economy, although moderate. This moderate impact is basically reflected in the reduced tourist expenditures, job losses in the sector and a reduced number of tourists. The IT Sector in India has also reduced the recreational perks of its employees, who in turn used to be regular visitors to Wayanad.

2.25 How to mitigate Impacts through Sustainable Tourism Practices
It is important to understand the initiation of tourism on the long term impacts of tourism development. Therefore it is important for tourism organisations to monitor and asses all developments for extended time periods. Simply because a project incorporated all of the sustainability factors when it began, that in itself does not ensure that they will be upheld throughout the project's duration. Expanding upon this gap in services offered at public parks represents an excellent opportunity for American Indian nations to take advantage of this demand for educational tourism, teaching visitors about their culture and environment. “The future of and its sustainability relies on several factors, and methods used to implement sustainable factors. It is determined that most of the tourism activities did implement all the sustainability factors into their tourism developments. Indeed some contain concrete examples of sustainability, but the recognition of cultural, environmental, socio economic and political sustainable factors exist, thereby possibly creating tourism developments that mitigate negative impacts as much as possible”.
Eckholm, (1975) in a detailed study of “The Deterioration of Mountain,” clearly point out the main cause of negative impact on tourism. He stated that the negative impacts arise out of unplanned and uncontrolled tourist flow in the destinations.

Jenkins and Henry, (1982) mentioned in their study on governments investment in tourism in developing countries need to take an active role in fostering the tourism industry and be involved to some extent in its operations. They strongly supported that the more important tourism is in a developing economy, the greater is the role for active government involvement.

Chopra, (1985) remarked in her study that there is need for integrated planning for sustainable tourism in India and stressed that such planning should involve local level master planning, linking tourism to other social and economic sectors of the policy making.

Liu and Sheldon, (1987) reported that residents of places with a longer history of tourism development are more aware of both positive and negative impact. There is close interlinking between tourism and natural environment. Tourism and environment exists together in harmony, the environment benefit from tourism in long term sustainability. There are many examples of environmental consideration was ignored in architectural designs of hotels and resorts which had led to the consequences which are economically unpleasant and unprofitable.

Vellas and Bechard, (1999) reported that the developing countries are insufficiently aware of the damages that can be caused by tourism to environment and this had caused overriding of negative effects the positive effects. They suggested that impact must be assessed and suitable measures must be incorporated into tourism plans. Sustainability in tourism requires government’s involvement, especially in the developing counties, to overcome this challenge and formulate policies that address realities facing tourism and then direct its development in an informed, participatory and consultative manner. In India, for example, the National Tourism Policy does not even mention the GATS in its text indicating no engagement with impacts of the GATS in policy. Tourism development guided at the local level has better chances of bringing direct benefits to local communities, fosters a bottom-up process of development and is better equipped to mitigate negative impacts.
2.26 Case Studies

2.26.1 Economic Impact of a Single Project

The ‘Coconut Lagoon’ was one of the earliest projects to be implemented in Kumarakom in the Kottayam district, undertaken by one of the oldest promoter groups in Kerala, the local Casino Group. At the time of implementation, the surrounding community was largely rural, dependant on their farms and on fishing for livelihood. The community was poor and many local farmers were on the verge of selling their farms and moving out. The project was implemented at a cost of around Rs.3.50 crore, almost entirely utilizing local resources, including materials and labour from the local community, which implied that the major component of the project cost flowed into the village as income, creating trade and employment opportunities for the people. After implementation, the 50-room Coconut Lagoon Resort directly employed around 90 people, all from the local community. The indirect benefit of the project extended much further, touching the lives of many in the local village. The Coconut Lagoon was essentially an ecotourism/rural tourism project based on active experience of nature and culture by the tourist. Community participation was an essential aspect of this experience. The tourists who stayed in the Coconut Lagoon resort were taken to visit the local spice farms. Tourists would pay the farmer around Rs.50 a day for a day’s experience and would also buy products from the farm. The farmer, who would receive at least around 20 tourists a day, would earn around Rs 1,000 which he would invest in his farm, thus upgrading productivity. The real impact of the project can be gauged by the fact that one of the farmers gradually improved his livelihood to such an extent that he built two small cottages and today rents them to tourists as guesthouses. His ‘home-stay’ resort is called ‘Philipkutty's Farm’. In addition to local farmers, the fishermen also benefited because their boats and services were used for cruises and boat-rides on the backwater lagoons. Employment was created for local guides and taxi operators too. Today, 10 years since the implementation of the Coconut Lagoon project, Kumarakom is one of the hottest destinations, with around two heritage hotels and three-star hotels, a combined room capacity of more than 200, in addition to four ‘home-stays’, the bed and breakfast homes of the local farmers. The whole of Kumarakom is involved either directly or indirectly in the tourism activity of the region. The economic impact is reflected in the real estate value escalation. This has shown 50-times escalation in value over a 12-year period. In 1992, the cost of 10 acres of land was Rs. 10 lakh that increased to Rs.50 Lakh per acre in 2004.
2.26.2 Sustainable Tourism in Kumarakom

Kumarakom, a backwater tourism hub gained strategic place in the tourism map due to its natural charm and aesthetic beauty. Tourism development in Kumarakom started with the lease of KTDC land in the bird sanctuary area to Taj Kerala Resorts Limited in the 1989. Tourism has developed rapidly in the area hence Prime Minister A B Vajpayee’s visit in 2000 December and his popular ‘Musings from Kumarakom’ has created much hype among tourists in this otherwise calm village. Kumarakom panchayat at present has 8 big resorts contributing to 580 beds and creating direct employment opportunities for 740 people and indirect employment opportunities for 324 others. There are 7 small resorts and more than 20 lodges and home-stay facilities contributing to another 100 beds. The panchayat was earning 20 lakhs per year as tax from the industry and it claimed that tourism industry’s revenue came around 30 crores per year in this small destination.

The arrival of tourism industry was well received by the local people initially with the land value increasing many folds in the potential areas for tourism ventures. Local farmers offered their agricultural lands and paddy fields for tourism construction at exorbitant prices. Although the conversion of land reduced the agricultural yield and employment, the temporary employment opportunities in the construction sector and relatively higher wages earned, made the local workers happy. But all was not well in the years to come.

The employment opportunity in the tourism sector was not favourable to the local community with 80% of the regular employees in big hotels appointed from outside Kumarakom. A study conducted by Equations in 2000, most of the labourers lost their traditional occupations. Women and agricultural labourers displaced from the lands converted for tourism could not be compensated with alternative jobs. The contract labourers appointed by the tourism industry did not have job security and were terminated at any time without assigning any reason. Although these workers are eligible for minimum wages, they are paid at much lower rates.

The clustering of the resorts on the banks of Vembanad Kayal denied access to local people involved in fishing and shell collection to the kayal. The increased number of speedboats, motor boats and house boats plying as part of the tourism development has resulted in the damage of fishing nets of the community bathe in the Vembanad kayal. Tourist resorts have even gone to the extent of privatizing and appropriation of kayal and use it to promote their business without due regard to the regulations placed by the panchayat. The natural banks
of kayal, once covered with thick mangrove forests are now replaced by granite walls to get an uninterrupted vision of kayal from their property. The felling of mangrove forests has completely destroyed the breeding grounds of fish resulting in the diminishing of number in fish. The fish species- Half beak (Hemiramphus) that were abundant in the lake have now reduced substantially threatening the livelihood of fishermen dependent on this catch.

2.26.3 Determinants of Sustainability of Rural Tourism: A Study of Tourists at Kumbalangi in Kerala.

Kumbalangi is the first village in Kerala to have its own waste management system and it has got about 600 biogas plants. Another important contribution of the village is homestays for tourist. In simple terms, a homestay is a home away from home. A homestay ensures a comfortable stay that is adventurous, delicious and above all economical too. The Panchayat is implementing the project in tie up with the Kerala Government. The state government has invested Rs 75 lakh to develop the roads of Kumbalangi. The Ministry of Tourism of the Government of India has helped the Tourism Department of Kerala state with a financial assistance of Rs 50 lakh to initiate the setting up of the Model Tourism Village of Kerala. Kumbalangi Panchayat is actively cooperating with this. To involve the rural people in developing tourism was the prime objective of this project, so that the local people can reap the socio-economic benefits through rise in their earnings and also more job opportunities from tourism.

It is noted that besides the obvious benefits to the members of the local community as observed by Manoj P K (2016) [20], the tourists themselves are benefitted from rural tourism. But, in both these cases, the respective stakeholders need the natural environment to be preserved well, because otherwise the attractiveness of the location and hence its competitiveness may be adversely affected. To prevent degradation of the natural environment, for mitigating the environmental harm and preserving the environmental quality, utmost care was required for effective waste disposal, control of water, air and noise pollution, etc. It may further be pointed out that deliberate efforts are essential from the part of the Government for better promotion of rural tourism. Effective use of central (Government of India) budget support for improving the rural tourism infrastructure, proper showcasing of the local customs, practices, cuisines, fairs and festivals etc. of this tourism destination, including promotion of various traditional tourism products are of paramount significance for the tourism department of the Government of Kerala. Emerging models for faster infrastructural development like the PPP (Public Private Partnership) model must be
meaningfully used by the Government of Kerala, following successful PPP initiatives by other state governments elsewhere in the country.

**2.27 Summary**

The above review of general literature on Sustainable tourism reveals that the global literature is extensive and fast growing sector. The international literature is vast and diverse covering a wide range of issues and concepts such as global tourism demand, hospitality industry, accommodation and facilities. Positive and negative impacts of tourism development, wildlife tourism, eco-tourism, Community based Tourism, Vulnerability of tourism in Wayanad, Sustainable tourism and growth of tourism promoting organizations like WTO, WTTC and DTPC Wayanad. Another important point that has emerged out of this review is the interest shown by the various international organizations such Asia Pacific Economic Council (APEC), United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP), Organization for Economic Corporation for Development (OECD), United Nations Environment Programme (UNEP), United Nations World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC) in the activities of international tourism.

A review of the Indian literature on Sustainable tourism found that the major issues discussed in them included the general trend in the growth of Indian tourism, the poor infrastructure and accommodation facilities, absence or weak tourism development.

An overview of the limited studies on Kerala revealed that the major efforts were to study the demographic profile of tourists, Sustainable tourism development, infrastructure for tourism including accommodation, economic, social, cultural, ecological impacts of the tourism, etc. and to study the economic and environmental impacts of tourism in Wayanad or its sustainability tourism.

An overview of the studies on Sustainable tourism, world-wide, pointed to the growing importance attached to the Wayanad tourism development and the emerging environmental and social issues and the need for developing new strategies for mitigating the negative impacts.

For this it is essential to have survey based on various research tools and this has to be made meaningful through statistical methods. Therefore a detailed research methodology is required and the same is presented in the next chapter.