CHAPTER – II

CONCEPTS AND REVIEW OF LITERATURE

- Important concepts used in this study
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CHAPTER II

CONCEPTS AND REVIEW OF LITERATURE

It is important to know the meaning of important concepts used in the study and the review of literature for better understanding of the research problem. Hence it is presented in this chapter.

Important Concepts Used in this Study

Before proceeding with the actual discussion of the problem a clear definition of certain concepts used in the research would be useful to understand the study properly.

Airline:

Any air transport enterprise offering or operating a scheduled international air service.

Amenities:

Features which enable a visitor to enjoy various attractions and which draw him to a country and for the use of which he normally has to pay.
These refer to recreational and entertainment programmes, cultural and art centres, hotels, restaurants, and transport services.

**Affinity Group:**

A group bound together by a common interest or affinity. Where charters are concerned, this common bond makes the members eligible for charter flights. One must have been a member of the group for six months or longer. They must travel together, on the departure and return flight, but they can travel independently where ground arrangements are concerned.

**Apex:**

“Advance Purchase Excursion”. This fare has to be purchased from 14 days to two months in advance. It is generally available on a return basis only with minimum and maximum stay requirements. No stopovers are allowed and there are cancellation charges.

**Attractions:**

Natural or man-made features which collectively or singly create the appeal of a country.

**Boarding Pass:**

A card handed over to a passenger before boarding on aircraft. The card indicates that all check-in formalities have been completed and that the passenger is allowed to board a plane. The card specifies the class and
compartment of the aircraft and also indicates the seat number allotted to the passenger.

**Business Travel:**

Type of travel necessitated by a passenger's professional activities, and possibly requiring special services like conference room, and secretariat services.

**Carrier:**

A public transportation company such as air or steamship line, railroads and bus.

**Carriage:**

Equivalent to the term transportation, meaning carriage of passengers and/or baggage by air.

**Conducted Tour:**

A pre-paid, pre-arranged vacation in which a group of people travel together under the guidance of a touricader who stays with them from the start to the end of the trip, also referred to as an "escorted tour".

**Cultural Tourism:**

The form of tourism whose object is, among other things, the discovery of monuments and sites. It contributes to their maintenance and protection and in doing so, brings social, cultural and economic benefits to people.
Commercial Hotel:

Establishment catering to individuals on business and to tourists staying for a short time. This provides a comfortable sleeping accommodation and meal service, ranging from modest rooms and a coffee shop to elegant suites and a first-class speciality restaurant. This also includes additional facilities such as a conference room, a banquet hall, business centre and the like. In big cities these hotels are generally located near the business districts or in the centre of the city.

Check-in:

The term refers to registration formalities to be completed by a guest on arrival at the hotel. Guests have to sign a hotel registration card. In some countries guests may have to deposit their passport at the reception. The Check-in time generally is 12.00 hours. The Check-in deadline is generally 18.00 hours.

Check-out:

These refers to departure formalities before leaving the hotel. The check-out time is the hour at which the room must be vacated by the guest.

Destination:

The place at which a traveller terminates his journey. The ultimate stopping place according to the contract of carriage.
Destinational Tourist:

A tourist who terminates his journey at a particular country for the purpose of making a tour travelling from place to place for pleasure in that country.

Domestic Tourist:

A local who makes tour travelling from place to place for pleasure, business, family, mission, and meeting within the country.

Day Rate:

This is a special rate for use of hotel rooms during daytime which is approximately from 8 to 18.00 hours.

Deluxe Hotel:

These establishments are of the finest category. The rooms in these establishments are spacious with private bathrooms, toilet, television, and telephone. Full service is available including restaurant, bar, laundry, hairdresser and coffee shop.

Escort Tour:

A professional tour escort often called Tour Manager or Courier.

Excursion:

A tour outside the limits, but however in the vicinity of the town where the organising agency is located. Such a tour may be for a half day to three days according to the rule adopted in the tariff. It comprises
accommodation, meals and transportation from departure to return to the given town or city.

**Excursionist:**

A temporary visitor staying less than twenty-four hours in the country visited.

**Facilities:**

Services which enables tourists to enter and move around the country with the maximum of ease and the minimum of obstacles and to secure maximum enjoyment of their visit.

**First Class Hotel:**

This establishment is of superior category where rooms are provided with telephone, private bathrooms and toilet. Restaurants and laundry services are available.

**Full Board:**

Daily hotel rate which includes guest accommodation plus three meals.

**Group Inclusive Tour:**

A tour which includes group air and ground arrangements for a minimum of 15 persons. They may or may not stay together as a group for both the land and air portion of the trip.
Guaranteed Tour:

A tour which is guaranteed to operate unless cancelled 6 days prior to departure. In the event of cancellation within 6 days of departure date, full commission is paid to agents of sold clients.

Guide:

A person who is licensed to take paying guests on local sightseeing excursions.

Guided Tour:

A tour conducted only by local city guides.

Hotelier:

A person, firm or corporation which provides hotel accommodation and/ or meals, and refreshments to visitors.

Half Board:

Daily hotel rate which includes accommodation plus breakfast and one additional meal (either lunch or breakfast).

Inclusive Tour:

A tour which includes all elements of an itinerary, making it unnecessary for a passenger to spend money for anything except personal extras during the course of the tour.

Infrastructure:

The basic public services needed for the success of tourism are
roads, electricity, water, security, sanitation and health services, telephone and postal communication, railways and airports.

**Mass Tourism:**

Large scale movement of travellers and the development of a standardised product.

**Motel:**

A place which provides wayside amenities for tourists travelling by road, by automobiles. It provides under one roof all usual facilities expected by the tourist including attached bath.

**Multiplier Effect:**

The money spent by the tourist circulates through the economy and stimulates it, as it changes hands and is spent and respent a number of times. There is a chain reaction of spending, triggered off by the “injection” of the tourist dollar into a destination economy. This constant turnover of tourist expenditure is known as the ‘Multiplier Effect’.

**National Tourist Organisation:**

The body responsible for the formulation and implementation of national tourist policy. It is the agency and the instrument for the execution of the national government’s responsibilities for the control, direction and promotion of tourism.
Package Tour:

A travel plan including transfers, accommodation and sightseeing in a given city or town.

Resort:

A spot which is frequented by the tourists. It is a place which has all the facilities for the comfort of the visitor.

Resort Hotel:

In addition to the facilities provided in the city hotels, resort hotels provide attractions such as swimming pools, private beaches, sport facilities like tennis courts and other outdoor and indoor recreational facilities. These are situated in areas of scenic beauty, sight-seeing attractions or in the surroundings, providing entertainment opportunities. These could be of various types like beach resorts, health resorts and winter resorts.

Rest House:

Semi-hotel establishments situated in out-of-the-way places. The rest houses are popular establishments in India and most of these are owned by the State governments. These establishments at certain places are also called Circuit Houses and Dak Bungalows – and are scattered all over India close to National Highways. Primarily meant for Government officials on tour, foreign tourists can also stay under certain conditions. These are convenient for tourists travelling by road.
Sight-seeing:

A tour within the city limits showing to clients the main attractions of the place such as major city centres, archaeological sites, museums, parks and monuments.

Social Tourism:

All the relations and phenomena resulting from the accession to tourism of low-income groups made possible or facilitated by specific social measures. It is the type of tourism practised by those who otherwise would not be able to meet the cost without social intervention, i.e. without the assistance of an association to which the individual belongs.

Suite:

A set of rooms comprising a living room connected to one or more bedrooms. A suite may have more than one entrance.

Supplementary Accommodation:

Various types of accommodation units other than the conventional hotel type. It includes accommodation for travellers in motels, youth hostels and camping sites.

Tour:

A long distance circuit of more than 3 days organised by a travel agency in a given town and comprising sight-seeing in several other places or towns either within or outside the country or touring.
Tourism:

The practice of touring or travelling for pleasure or recreation and the guidance or management of tourists as a business.

Tourism Facilities:

Facilities which include accommodation like hotels, boarding houses, guest houses and youth hostels. They also include recreational and spot facilities of great variety and also all the necessary infrastructure like transportation and utilities.

Tourism Research:

Investigation relating to various aspects of tourism. The main objective of tourism research is to find out how people travel, where they travel and why they travel. The areas like travel, demand, domestic and international tourism, accommodation, transport and planning, are covered in the research. The findings of the research become the base for planning and implementation of various programmes connected with tourism.

Tourist:

A temporary visitor staying at least twenty-four hours in the country visited and the purpose of whose journey can be classified under one of the following headings: (1) leisure (recreation, holiday, health, study, religion, and sport); (2) business, family, mission, meeting.
Tourist, Domestic:

A local person who makes a tour, travelling from place to place for pleasure, business, family mission and meeting within the country.

Tourist, International:

A person who makes a tour travelling from place to place for pleasure to areas foreign to his residence.

Tourist Lodge:

A small house providing temporary accommodation to a tourist. The accommodation provided is inexpensive as compared to a conventional hotel. The lodge also offers meals.

Tourist Product:

A sum total of a country’s tourist attraction, infrastructure and tourist services which hopefully result in consumer satisfaction.

Tourist Visa:

A document issued under the authority of the Government to a person visiting a particular country as a tourist.

Travel Agent:

A person, firm or corporation qualified to provide tours, cruises, transportation, hotel accommodation, meals, transfers, sight-seeing and all other elements of travel to the public as a service.
Vacations:

A person staying away from home for at least four nights on any one trip and may in some instances include tourists travelling for a combination of business and pleasure.

Visitor:

Any person visiting a country other than that in which he has his usual place of residence, for any reason than following an occupation remunerated from within the country visited.

Youth Hostel:

A building which offers clean, simple and inexpensive shelter to young people exploring their own country or the world, travelling independently or in groups for holiday or educational purposes.

Review of Literature

After explaining the concepts of tourism the investigator is going to review the existing literature.

Tourism is being considered as an agent of social change bridging gaps among nations, regions and people and helping them to open for wider consideration of investment throughout the world. For the purpose of proposed research study, a thorough study of all relevant academic and non-academic work in the field has been done, which can be classified under the
text and reference books, doctoral thesis, dissertations and reports and articles appeared in the Newspapers.

To my humble knowledge this is the first research work concerned with an economic study of Tourism Industry with special reference to Kanyakumari district from the tourism point of view. No serious research has been undertaken earlier in this direction. Hence, the review of literature and bibliography are anything but modest.

Nirmal Kumar in his book, "Tourism and Economic Development" has studied the role of tourism in the economic development of Himachel Pradesh. He has pointed out the role of Himachel Pradesh Tourism Development Corporation and other government agencies in development of tourism in Himachel Pradesh. He has provided some useful suggestions for the development of tourism in the State.¹

Bhatia, A.K., in his book, "Tourism Development: Principles and Practices" has carried out the study exploring some important concepts in tourism, what makes tourism possible and how tourism is an important factor in the prosperity of any nation and the early history and development of tourism; tourism psychology and motivations for travel, cultural tourism and social tourism; how tourism is planned, organised, developed and promoted; tourism research and benefits; International tourism organisation,

accommodation and travel agents. The study reveals that 54 percent of the tourists enjoyed their stay because of the “beautiful creations of man-buildings, temples and churches”.2

Suhita Chopra in his book, “Tourism and Development in India” has emphasised economic, social, physical and cultural impact on tourism in Khajuraho. The study shows that tourism has opened new employment opportunities in Khajuraho. He has discussed the tourist characteristics, particularly their spending patterns; identified the needs of the different groups of tourists and examined tourist profile as it relates to destination impacts.3

Batra, G.S., and Chawla, A.S., in their book, “Tourism Management – A Global Perspective” have studied that the recent trends in tourism industry in India. The work contains the performance and growth of central tourism corporation and state tourism development corporation in Punjab and highlights the problems of tourism management and the leading suggestions for improving the functioning and performance of tourism corporations.4

Rob Davidson in his book, “Tourism” has produced a good work with details of places of tourist attractions and facilities in Britain and the

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skills and attitudes of those directly employed in all sectors of tourism, major part of what visitors notice and what they remember when they return home. He has given useful tips to tourists regarding transport networks and accommodation and catering services. The leading importance of English as a common language of communication in tourism as well as other fields have been listed in the book.5

Bhardwaj, D.S., and Manjula Chaudhary in their book, "Contemporary Issues in Tourism has observed in his work the performance and development of State tourism corporation in Punjab. He has stated the prospects and potential of tourism at State level. The study reveals the problems of tourism management and stresses on some useful suggestions regarding the functioning of State Tourism Development Corporations (STDC’s).6

The Indian Statistical Institute (ISI) was invited by the Department of Tourism to update the research study on “A Study of Foreign Tourists in India” conducted by the Institute in the year 1982-83, for the Government of India and it was published in 1984. The Institute undertook the socio-economic and demographic characteristics of the foreign tourists. The Institute clearly stated that the expenditure and type of accommodation

and hotel services and the level of satisfaction and dissatisfaction in respect of various factors associated with tourism.\(^7\)

In his book, "Tourism in Andaman and Nicobar Islands" Rajavel, N. has studied the natural and manmade tourist resources and facilities in Andaman Nicobar Islands. He has brought out the growth of tourism in the islands by taking into account both foreign and domestic tourism during plan periods and total amounts of money invested on tourism industry by the Andaman and Nicobar administration, and the problems facing tourism. He has provided some suitable suggestions for the planning and development of tourism in Andaman and Nicobar Islands.\(^8\)

In his book, "Tourism Development in India" Satish Babu, A. has studied about the Tourism development in Andhra Pradesh and also the structure and working of Department of Tourism and Travel and Tourism Development Corporation Limited in general and with particular reference to organisation, operation, marketing, finance and human resource, to review the important policy decisions such as Government control, implementation of projects and co-ordination with other tourism promoting agencies.\(^9\)

\(^8\) Rajavel, N., Tourism in Andaman and Nicobar Islands, Manas Publications, New Delhi, 1998, pp.1-211.
Sivaniah, A., had studied Hotels and Tourism Development with special reference to Kanyakumari Township for his M.T.M. degree from M.K. University, Madurai. An analysis has been made of how the existing hotels cater to the needs of domestic and International Tourists and examined the various measures to be undertaken to improve lodging facilities in Kanyakumari, so as to boost Tourism.10

Joseph K.V, in his work “Tourism and Development – A Case Study of Kerala”, has stated in his report the potentiality of the tourist market and the pattern of tourist arrivals in Kerala. He has pointed out the benefits which Kerala can hope to secure through the development of tourism.11

In his work, Jose Antony Kevin S.V. has presented an interesting sketch of the important tourist places highlighted certain unfamiliar places in Kanyakumari District. He has found out the contribution made by the centres to the general public as well as to the government. This work probes into the existing problems and puts forth suitable suggestions for solving these problems.12

Rakesh Kapoor in his book “Tourism Policy Organisation and Management” has analysed the organisation and functioning of Himachal

10 Sivaniah, A., Hotels and Tourism Development with Special Reference to Kanyakumari Township, M.T.M. Project, Madurai Kamaraj University, Madurai, 1999, pp.54-56.
Pradesh Tourism Development Corporation Ltd and the role and performance of this Corporation in terms of its goals and objectives and its impact on environment. He elaborated the ecological constraints on the performance of H.P.T.D.C. Ltd. He has provided some valuable suggestions for improving the performance of H.P.T.D.C. Ltd., keeping in view its internal functions and external environment.¹³

Javaid Akhtar in his book “Tourism Management in India” has studied the importance of the management principles in tourism organisations which specialise in inbound tourism. He has investigated the planning, organising, staffing, directing, controlling, motivating and leadership procedure.¹⁴

Bijender K. Punia in his book “Tourism Management – Problems and Prospects” has emphasized a good work with details of tourism patterns, arrivals, plant facilities, natural and man-made tourist resources in the Haryana state; and has reviewed the plans and policies of state government in the context of present and future development of tourism. He has brought out the existing problems in way to tourism development in the state particularly in terms of tourist resources, human resources, tourist information

and publicity, tourism awareness and allied aspects. He has suggested practical measures towards accelerated development of tourism in the state.\textsuperscript{15}

Batra G.S. in his book, "Tourism in the 21\textsuperscript{st} century" has studied the performance and development of state tourism corporation in Punjab. He has analysed the problems of tourism management. In his study he analysed the financial performance of tourism industry in India and reviewed the business strategy of tourism industry. He has pointed out the extent to which we have been able to manage the tourism potential. He has provided a strategy for overcoming the problems and promotions of tourism industry.\textsuperscript{16}

Arun Kumar Sarkar and Premnath Dhar in their book, "Indian Tourism: Economic Planning and Strategies" has explained the nature and characteristic of tourism industry, tourist product and tourist reaction of Indian economy. They have pointed out the participation of Government and non-Government agency in tourism industry and also explained the pattern of tourist expenditure in India. They have provided some useful economic significance of tourism industry in India in his work.\textsuperscript{17}

Unni Krishnan Nair G. in his work, "An Economic Study of Tourism and Employment Generation in Kanyakumari Township", has studied the employment potentials of tourism in Kanyakumari Township. He


has brought out the income generation of tourism traders and the growth of investment in tourism employment from the tourist point of view. The important problems of tourism in Kanyakumari Township were stated in this work.\textsuperscript{18}

Anand M.M. in his book, “Tourism and Hotel Industry in India” has studied the importance of the hotel industry in developing tourism in any country. He has brought out the salient features of an ideal hotel and the vital requirements of a hotel from the tourist point of view. The tourism-oriented activities of boarding and lodging units also were explained in this work.\textsuperscript{19}

Thirumalai Kumarasami E. in his work, “Role of Boarding and Lodging Sector of Tirunelveli Kattabomman District in Tourism” has studied the importance of tourism and the boarding and lodging sector with reference to Tirunelveli Kattabomman district. He has brought out the features, standards and role of the boarding and lodging sector and to estimate the possible growth of a few key variables of the boarding and lodging sector in AD 2000. He has provided some useful suggestions for the improvement of functioning of the boarding and lodging sector of this district with respect to tourism.\textsuperscript{20}

\textsuperscript{18} UnniKrishnan Nair, G., An Economic Study of Tourism and Employment Generation in Kanyakumari Township, M.Phil Project, Manonmaniam Sundaranar University, Tirunelveli, September 2000, pp.1-91.
\textsuperscript{19} Anand, M.M., Tourism and Hotel Industry in India, Prentice Hall, New Delhi, 1976, pp.41-52.
\textsuperscript{20} Thirumalai Kumarasami, E., Role of Boarding and Lodging Sector of Tirunelveli Kattabomman District in Tourism, Ph.D. Thesis, Madurai Kamaraj University, Madurai, March 1993, pp.1-198.
Gupta V.K. in his book, “Tourism in India” has produced a good work with details of places with tourist attractions and facilities in India in a region-wise pattern. He has given useful tips to tourists regarding transport facilities and hotel services. The leading merits of a number of places in India have been listed by this author. He has provided some useful suggestions also to tourists in his work.\textsuperscript{21}

Medlik S. has observed in his work that the hotel industry should be given adequate importance in any purposeful strategy to develop the tourism operations. He has stated the scientific methods and applications that could be introduced by the hotel sector. The stress laid by him on the several quantitative and qualitative aspects of the hotel industry would serve as an useful guide for any hotel owner with an interest in sophistication and modernisation.\textsuperscript{22}

Crampar L.T. has made an extensive study on tourism and the infrastructure that would be much congenial for its development. He has made an attempt to compare the main traits of tourism with those of other branches of the economy. He was able to throw much light on the human resource side in a significant manner.\textsuperscript{23}

\textsuperscript{22} Medlik, S., \textit{Profile of the Hotel and Catering Industry}, University of Survey, Survey, 1972, pp.60-73.
George Young has analysed the advantages and disadvantages of tourism in general. He has pointed out the possibilities available for the private sector to make considerable profits from tourism enterprises.24

The book “Tourism in India: Policy & Perspectives” by Usha Bala was found quite informative and enlightening as the author has extensively dealt with planning and policy perspectives in the sphere of human resource development (HRD), provision of fiscal and non-fiscal incentives, policies regarding the involvement of NRIs and multinationals, existing status and targeted addition in accommodation and transport facilities, thrust areas for tourism development, and present and prospective marketing strategies.25

“Tourism and Tourist Industry” by Tej Vir Singh is one of the pioneer works on tourism in India. The work is organised in four sections. The first section deals with physical and cultural features, presenting a complete picture of Uttar Pradesh’s tourism potential and people. Section two is one historical approach tracing the evolution and development of tourism in the state. The third section describes the status of tourism related sectors (accommodation, transport, souvenir and recreation and entertainment) and also provides an overview of impact of tourism of the state’s economy. The fourth and final section is a study of nine major tourist centres of Uttar

Pradesh. The conclusion is more than a traditional summing up providing an insight on the role of tourism, importance of market research, tourism education and training, tourism planning and their related aspects.26

The author Selvam M in his book, “Tourism Industry in India” has studied the growth and development of the Tourism Industry in India. The author attempted to present an indepth enquiry into the state of India’s tourism industry. In this research study we can find many extensive data coverage, intensive analysis and interpretation associated with several inputs in tourism marketing.27

Prakash Adnur in his book “Integrated Tourism Development” has studied vividly the issues and problems involved in promoting tourism in an integrated way. He has also brought out general potentials and also discussed the measures to be adopted to reach the maximum levels in this delicate area with promising rewards. This investigation is really a path breaking one in the sense that a number of dimensions of the tourism industry were examined from the demand side also.28

Bazbaruah M.P in his article “Tourism: Current Scenario and Future Prospects” points out the current scenario of tourism. Tourism employs 10.6 percent of the global work force. It contributes 10.2 percent to

world’s GDP. Tourism generates tax revenues of $655 billion. It is the largest industry with $3.4 trillion gross output. Tourism accounts for 10.9 percent of all consumer spending, 6.9 percent of all government spendings and also 10.7 percent of capital investment in the world. Tourism enters a new millennium and the prospects facing numerous challenges of continued expansion and greater importance in the world economy.29

Sosamma O.P. in her article, “Tourism at Cross Roads” is of opinion that tourism is at cross roads in India. The importance of tourism as a primary activity in the economy of the nation can never be over emphasised. The parameter of growth pointed out that the 80’s are going to be the deciding period and she suggested that we should consolidate and improve upon this single largest foreign exchange earner.30

Veera Sekaran R. in his article “Significance of Tourism in India” advocates the development through tourism sector. According to him, tourism has become a major global activity, especially after the countries like Philippines, Hong Kong, Singapore and Malaysia have considerably enhanced their economic development through tourism. The planning of tourism is emerging as a specialised type of development planning. As a result, tourism has emerged as a special branch of knowledge in economics to generate more

direct and indirect employment opportunities. The growth of the industry, tourism planners generally calculate the extent of travel impact in terms of the number of international, national and domestic tourist arrivals.\(^{31}\)

Brij Bhardwaj, in his article “Infrastructure for Tourism Growth” has stressed the importance of infrastructure for tourism development. He stressed the importance of tourism and export house status should be accorded to tourism industry. By granting the export house status the tourism industry will get the benefit of special import license, waiver of bank guarantee for imports, income tax exemption for reinvestment in tourism industry which will help in building infrastructure. The quality of personnel manning airports, immigration counters and transport network, hotels and resorts which play a crucial role.\(^{32}\)

Krishna R.R and Govindasamy M. in their article “Marketing in Tourism” have given a clear-cut definition of marketing in tourism. Marketing of tourism means systematic and co-ordinated execution of business policy by tourist undertakings whether private or state owned at local, regional, national or international levels of achieve the optimal satisfaction of the needs of identifiable consumer groups and in doing so as to achieve an appropriate return. Tourism marketing in general emphasises both

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consumer orientation and satisfaction. The tourist product can be analysed in terms of its facilities, accessibility and attractions.\textsuperscript{33}

Joseph K.V. in his article "Tourist Market of Kerala" has evaluated the potentiality of other tourist market of Kerala. He has also suggested measures for the expansion of the same. He has also drawn the conclusion that tourist potentiality of Kerala remain as a source yet to be exploited. The author also suggested that sound policies have to be evolved and implemented. Provision for cheap but neat accommodation and facilities for entertainment would be some of the measures to be taken as a starting point to cater to the needs of the tourists.\textsuperscript{34}

Abha Agarwal K.M. points out "Tourism for the sustainable development" is a case study of Uttaranchal state. In this context, Uttaranchal has its flexible margin of accommodating more population in agriculture as well as in industry in Bhawar and Tarai areas while the interior hilly areas have reached its saturation point. In this context, first of all the State Government should constitute a ministry for development of tourism and tourism development department should also be established in each and every district of the state. Thus the above description makes it clear that tourism for India, particularly for Uttaranchal will prove the main source of revenue and


ecological regeneration which is the immense need of today’s sustainable economic development.\(^35\)

In a study on “Tourist Potential of West Bengal” by a correspondent, West Bengal with its many-splendoured historical monuments with Santiniketan – “Where the world makes its home in a single nest” – with Calcutta, which is as bewitching as it is controversial, holds tremendous potential as a tourist haven. It is up to the State government to show awareness of the role of tourism as a top money-earner and to explore possible avenues that would help to replenish the state’s depleted coffers. The objects of tourism planning would have to be conservation of all existing and potential tourism resources and creation of facilities for tourists and improvement of existing facilities.\(^36\)

Kumar B. Dass and Mohanty P.M in their article “Profile of International Tourism in India” have pointed out that Tourism is the second largest industry of the world and sixth largest in India. Its cultural and historic mosaic presented to the foreign tourists is indeed unique. There are abundance of fairs and festivals in India. “Product India” boasts of being unique and exceptional in many ways. In developing countries Tourism involves a wide range of activities and services. Tourism is an industry with


great employment potential. The two most obvious ones are accommodation and hospitality, Travel and Transportation.\(^{37}\)

Agnes Stephen in her article, "Tourism in Kanyakumari District" makes a descriptive study about tourism in Kanyakumari district on a micro level basis. The study is undertaken to know the important tourist places in the study area, to project certain unfamiliar tourist spots, to enquire into the existing problems and the part played by the tourist attractions to the general public and the government and make suggestions for improvement.\(^{38}\)

Ameen A.M. Al-Momani points out the economic gains of tourism industry. The economic gains of tourism include the direct as well as indirect effect of expenditure on tourism. Tourism generates foreign exchange earnings for the host countries and it has become the largest single item in the world's foreign trade. Tourism provides employment generation on a large scale. The employment capital ratio in this industry is amazingly higher. Moreover, the provision of infrastructure - hospitals, communications systems, shops and civic amenities made for tourists also benefit the local population and their living conditions improve substantially.\(^{39}\)

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Vijayakumar T. and Bhagavan M.K. in their article “Tourism – The Untapped Potential” clearly stated that tourism has a ripple effect on export earnings on other fronts especially handicrafts, leather goods and garments. The authors also opined that an increase in tourist arrivals is likely to boost their earnings as well as crisis in BOP disequilibrium.\(^40\)

According to Selvam, M., tourism industry is noted for its tremendous social impacts. Cultural heritage of the country is the most important social benefit from tourism. Improvement of people’s knowledge is an other social benefit. Travel makes a person more knowledgeable. Tourism has such an educative value. International understanding is promoted through tourism. Exchange of cultural values is another social benefit of tourism. Protection of flora and fauna is another social benefit of tourism. The flora and fauna are the nature’s biological gifts. Youth tourism, Sport tourism, Adventure tourism and the like all involve the youth to come, coalesce and contribute together to the common good. Tourism is not an unmixed blessing. Ecological and environmental degradations, commercialisation of culture, destruction of livelihoods of the local populace and social tensions, mount from unplanned tourism growth. Tourism is considered as a ‘Smokeless industry’.\(^41\)


Tourism Marketing in India’s problems and prospects has been traced by Singh, L.P. Most of the tourists in India arrive by air and travel by other modes, especially rail and road, which are in a very bad shape every day. Indian Airlines is still not in a position to take the tourists to most of our Hill stations. Efforts should be directed towards tapping the market through tour operators, travel agents and airlines. The another problem analysed by an acute shortage of accommodation, chaos at airports and poor travel facilities. The attention must also be drawn towards existing tourist facility, most prominently hotel accommodation. Hotels, need more incentives to keep pace with tourist traffic. In the traditional circuit popularly known as the ‘GOLDEN TRIANGLE’ – comprising Delhi, Jaipur and Agra. The attention has to be in developing beach resorts, hill resorts and resorts at other way out places to encourage balanced development of all regions.42

Indian Tourism Development Corporation to focus on profit making. It was engaged in upgrading its duty-free shops to provide them not only a new look but also reflect traditional culture. Tamil Nadu Tourism Development Corporation for synergising mutually-beneficial programmes aimed at attracting overseas tourists according to Shankar, T.S.43

Towards A New Tourism Policy, the tourism industry is properly planned, managed and developed at all levels of government in partnership with the private sector according to Rathi Vinay Jha. It will strengthen the country’s cultural structure and natural heritage and lead to positive economic results including enhanced employment and income opportunities especially in rural areas. As a service industry, it is also necessary to achieve high standards of professionalism in providing services to the tourists. In this new tourism policy would take into account the role of Indian tourism as an engine for employment generation, economic development, social integration and promotion of its cultural image abroad.44

Shrutidhar Paliwal is of the view that Tourism is the harbinger of prosperity. Tourism is an upcoming industry in most of the developing countries including India, its future is very powerful as it has a assumed place of prominence in the agenda of Central Government and State Governments and the Nation as a whole. Tourism is to become an active and successful partner in the world’s biggest industry.45

Rabindra Seth dwells on tourism as the invisible exchange earner. The sixth plan document spells it out in glowing terms, its contribution to balance of payments, revival of village industries and

handicrafts, employment, regional development, international understanding and national integration. Beach tourism, Conference (or) Convention tourism, Wildlife, Trekking, Holiday and Incentive tourism and Winter Sports are some of the areas which are proposed to be rapidly developed. There will be greater promotion of the southern and eastern regions as visitors circuits.46

Gautam Murthy makes a study about the India’s tourism potential leveraging for the Millennium. Tourism create a right imagine abroad, by stressing on India’s uniqueness, as a visitors destination, covering every taste and preferences. It should be a dynamic publicity program to create awareness of the nation’s diverse tourist attractions by promotional brochures and innovative advertisements. The most effective tourism promotion is when they visit India the tourists carry back happy memories.47

The National Productivity Council (NPC) conducted a survey on foreign tourists expenses on handicrafts to find out the spending habit of foreign tourists during their stay in India. The amount spent on handicrafts by the outbound tourists can be considered as deemed export of craft items. Indian handicrafts are major export destinations, majority of the purchases was made in Indian rupee. Female visitors spent more than male counterparts and profession wise business spent more on handicraft items.48

Dharmarajan S., in his article "Tourism – An Instrument for Development" has stressed the most significant feature of tourism industry is the contribution to sustainable human development through poverty alleviation, employment generation and environmental regeneration in remote as well as backward areas.49

Vivek Sharma in his article "Tourism and it’s Socio-Economic Importance" points out that tourism has come to be accepted as a catalyst to economic development as a potent tool for social integration and foreign exchange earner. The author stresses that economic importance of tourism can be studied in relation to its contribution to increase in income, foreign exchange earnings, return on investment, employment and conservation of resources.50

Shiv Shankar Bhat, K., in his article "Promoting Indian Tourism" emphasises that tourism is a major foreign exchange earner and hence the industry has a very strong case that it should be treated on par with export oriented industries and the same benefits be extended to it. The outlook for tourism is optimistic if the Central and State Governments decide to step in and aid this industry. It is necessary to create a new environment and new package of infrastructure facilities should be devised.51

Wilson, P., in his article “Implications of Tourism in India” explains the implications of tourism in India and examines its effect on Indian economy. There are three kinds of implications. That is economic, social and environmental implication. Economic implication deals with tourism as a creator of jobs, balance of payment, multiplier effect and national income. Social implication of tourism brings together people belonging to different countries practising different life styles, speaking different languages. There is a great mingling of cultures and this naturally has its effect.\(^{52}\)

Francesco Frangialli in his study analyses the five challenges for international tourism up to the turn of the century. They are, to benefit from socio-demographic factors favourable to international tourism, to incorporate technological changes that foster development, to take advantage of current trends in consumer behaviour, to opt for a strategy of sustainable development and to develop and improve human resources.\(^ {53}\)

Vijaya Kumar, A., makes a study about the “New Strategy for Indian Tourism Industry”. According to him, there is a need to evolve an integrated strategy for the promotion of tourism in a big way. This need assumes considerable importance with proper emphasis on a comprehensive


long-term approach to achieve sustainable development in harmony with the
country’s overall development objectives.\textsuperscript{54}

Navin Chandra Joshi in his study “Tourism Industry Needs
Boosting” calls for widening the areas of interest, creation of more tourist
destinations and improvement of the infrastructural facilities. He welcomes
the move to allow foreign airlines to add to their fleet of passenger-cum-cargo
combination.\textsuperscript{55}

Sangadharan, M., in his study “Needs for Promotion of Tourism
in India” states the various categories of beneficiaries in the Indian economy
through the systematic development of tourism. It can be listed as travel
agents, airlines, transporters, hotel, banks, guides, manufacturers, artists and
artisans.\textsuperscript{56}

Rabindra Seth in his study “ITDC Catalyst in Tourism”
summarises the performance of Indian Tourism Development Corporation
(ITDC) and the most significant success of it. Today Khajuraho,
Bhubaneswar, Kovalam and Mahabalipuram, Patna, Kaziranga to name only a
few feature on tourist itineraries that once did not go beyond the beaten track
of Jaipur and Agra. Each of the previously untapped regions now has a

\textsuperscript{54} Vijaya Kumar, A., “New Strategy for Indian Tourism Industry”, \textit{Southern Economist}, Vol.37,
No.11, October 1, 1998, pp.18-19.


\textsuperscript{56} Sangadharan, M., “Needs for Promotion of Tourism in India”, \textit{Employment News Weekly}, Vol.XX,
modern new hotel at its gateway and everyone of them, by careful coincidence is an Indian Tourism Development Corporation hotel.57

Ritu Galiti evaluates the prospects and problems of tourism in Uttaranchal. The hilly terrain of Uttar Pradesh known as Uttaranchal comprises of eight districts. Under these the author explains that, the U.P government has announced some more packages for promoting tourism in this area. Encouragement of hotel industry, luxury tax, loan grant scheme, registration of excursion agencies, the Kailash Mansarovar Yatra and also tourism development of Puri and Sheetlakhat are some of them. According to the decision taken by the government, special measures are being taken to develop Puri and Sheetlakhat as new tourist cities.58

Rabindra Seth in his article “Tourism: Problems and Prospects” observes the seven major hurdles in the way of faster tourism growth. They are land and land laws, roads, power, telecoms, airports, road transport and aviation policy. The author says that these are the important hurdles facing our tourism industry.59

Brahmankar E.B., in his study on “Travel and Tourism as a Career” reveals that red rap in ticketing, checking, language difficulties and

poor communications, unsatisfactory accommodation, difficulty in transport and traffic, lack of recreation and entertainment facilities, beggars and tipping, problems in meeting people and overcharging by taxi drivers and private transport operators.\textsuperscript{60}

Sinha, S.L.N., in his article "Tourism Industry Needs Revamp" estimates that tourism industry needs revamping. The steps taken to so far include creation of new tourist destinations, simplification of visa procedures, promote adventure tourism, creation of a separate cadre of immigration officials and liberalisation of air charters guidelines.\textsuperscript{61}

Selvam, V., in his article "Medical Tourism – The Next Big Opportunity to Prosperity" points out that the biggest challenge is to position India as a favourable health care destination by setting high standards for ourselves and work in association with the government and the medical council to see it that all hospitals keep up to those standards. To promote health-care tourism, we should have more frequent direct flights in and out of India particularly connecting potential destinations. Medical tourism has to offer a business and a value proposition. The author feels that, the Indian health-care industry should work more closely with the industry chambers and


various government departments to spread the awareness and remove hurdles particularly those pertaining to travel and furthermore.\textsuperscript{62}

Ramalingam, L.P., in his article “Tourism and Foreign Exchange Earnings” has stressed tourism is the only industry, which touches all aspects of our everyday life. It helps in diversifying economic activity and in developing backward areas. Socially it brings the people of different nations closer through cultural assimilation and mutual understanding. Tourism gives support to local handicrafts and cultural activities too.\textsuperscript{63}

Settu, T., Raveendran, K., and Rajanarayanan, S., in their article “Tourism Industry in India” revealed that tourism is the largest sector in the worldwide export of goods and services and accounts for 12 percent of global income. The allied topics include the tourism policy, the role of the tourist transporter in the tourism policy, the co-ordination mechanism between the centre, states, benefits extended to the tourist transporter, and steps against misuse of benefits by non-tourist transporters.\textsuperscript{64}

The author Stephen J. Page in his book “Tourism Management” has explained the importance of the resort life cycle model in tourism. Some researchers have attempted to explain the growth, stagnation and decline of


the tourist resorts such as spas in terms of resort life cycle. Butler (1980) suggests that resorts follow a specific cycle of growth following the initial exploration by tourists. This is followed by a period of involvement, often with patronage or popularisation, which sets the stage and creates tourism tastes and fashions emulated by the visitors. This contributes to development, followed by consolidation and then stagnation. At this point the resort can either decline or action might be taken by agents of development (such as an entrepreneur, the public sector or a combination of both) to rejuvenate the resort, this being the last stage of the model.

Since tourism can induce social and cultural change amongst the resident population, and alter the character and ambience of places as tourism development is followed by the resort life cycle and mass tourism.

Russo’s (2002) study of tourism in Venice highlighted the motivations for visiting cultural attractions and described the impacts of tourism as the latter stages of the resort life cycle nearing stagnation and decline.

One of the enduring themes in the history of travel is the search and pursuit, by individuals, the ruling elite and latterly, the increasing numbers of leisure travellers, for unique, special and unspoilt locations to visit. The problem, however, has been the reluctance of such places to control tourism to
retain these vital unique elements. The result can be described by means of the resort life cycle concept.

The resort life cycle was used to explain the linear growth of tourism through a series of stages of development, ending in either stagnation or rejuvenation to stimulate the development process once again.65

The article “Journeys to Wellness” in “National Geographic Traveller” emphasises that more travellers are visiting foreign land for affordable medical procedure, the popularity of wellness destination is also growing. The article explains the visit of three different types of Spa facilities aimed at improving physical, mental or spiritual well being: an old time Czech Republic resort, a Colorado meditation retreat and a Bangkok Temple. The article also reveals Wellness – Magic Waters, Wellness – Mountain High, Wellness – Eastern Bliss. The article also reveals the different experiences enjoy in different foreign lands.66

After reviewing the existing literature the investigator found out the research gap for further analysis. The existing literature stressed the following areas such as Tourism and Economic development, Socio, Economic and Cultural change. Problems of Tourism Management, Role of Transport, Various issues, Socio-economic and demographic characteristics of

foreign tourists, Natural and man made Tourist resources, Arrivals, Hotels, participation of Government and NGOs, Challenges and the need for Conserving Tourist resources.

In the present study the investigator is going to present an indepth enquiry by way of enquiring important tourist attractions and patterns of tourist arrivals, the level of satisfaction or dissatisfaction in respect of various factors associated with tourism, growth rate of arrivals, the growth rate of different business units and the impact of tourism on area development.

Objectives

After the review of literature the investigator is going to formulate the objectives of the study based on the theoretical background of the researcher. Though the overall objective is to assess the impact of tourism on the local community, the specific objectives are:

1. To find out the important tourist attractions and the pattern of tourist arrivals in Kanyakumari District.
2. To study the employment potentials of tourism in Kanyakumari District.
3. To find out the level of satisfaction or dissatisfaction in respect of various factors associated with tourism.
4. To assess the growth rate of tourist arrival.
5. To assess the growth rate of different business units.
6. To assess the impact of tourists arrivals on rental value.

7. To assess the impact of tourism on area development and

8. To find out the level of impressions of tourists regarding the various facilities.

**Hypotheses**

After the objectives the investigator is going to formulate the hypothesis of the study.

1. Tourism helps indirectly employment opportunities through entrepreneur development.

2. The variation in the rental value is due to the arrival of tourists.