CHAPTER II

REVIEW OF LITERATURE

2.1 Introduction

2.2 Review of Literature

2.3 Research Gap
2.1 INTRODUCTION

This chapter concentrates on the survey of literature. It deals with the important studies about the various aspects of travel, recreational, hospitality tourism and pilgrimage both in India and in the foreign countries. Many books have been written by scholars expressing their views on tourism and its issues. In this chapter the reports of Ministry of Tourism and Government of India about the issues of tourism have been analyzed.

2.2 REVIEW OF LITERATURE

N. Kreiner and N. Kliot¹ (2000) in their article titled, “Pilgrimage Tourism in the Holy Land: The Behavioural Characteristics of Christian Pilgrims” have viewed that there is a significant difference between pilgrims’ and tourists’ behaviour towards any religious site in spite of the fact that both had three common elements like discretionary income, leisure time and social sanctions. The study also highlighted certain parameters like age, socio-economic status and nationality which are very important for the purpose of studying tourists’ and pilgrims’ behaviour. It reveals that the persons who belonged to low social-economic group come under the category of pilgrims and those who belonged to high socio-economic group to perceive themselves as tourists. The study has concluded that although various differences are there between tourists and pilgrims, it is very difficult to present those differences.

A. Mehta and R.S.Arora²(2000) in their article titled, “Tourism Industry in Punjab-An Appraisal of Promotional Activities” have highlighted that the share of
advertisement expenditure to total management expenses has decreased. Further, published material of the tourism department is incomplete, unattractive and insufficient for foreign tourists. The study has recommended that the state government must adopt a standardized form of media for the promotion of tourism industry in Punjab.

R.Mishra³(2000) in his thesis entitled “Pilgrimage Tourism - A Case Study of Brajmandal” has stated that with the increased mobility of urban class, more and more people are undertaking weekend trips. The study has also highlighted the main problems regarding poor infrastructure and facilities such as accommodation, quality food, shopping areas, public convenience, and communication and cheating and misleading etc, faced by. The author has suggested both operational measures like restructuring tourism in accordance with laws, need for systematic approach in managing tourism development, interacting with tourists in a healthy manner and supportive role of non-governmental organizations and operative measures like strategy for tourism development, creation of a Development Board and creation for the region on the line of Vatican City to increase the tempo of pilgrimage tourism.

J.K.Sharma⁴(2000) in his book entitled, “Tourism Planning and Development: A New Perspective” has emphasised on an integrated approach and incremental increase in the quality of service in tourism for an effective management of tourism. He has said that transportation, services, information and promotion, physical environment and tourism organizations are the basic components for planning and developing tourism in a particular region. He has made an attempted to present an alternative plan and
development process which is sustainable, for tourism and also suggested for conceptualizing sustainable development the importance of forming concepts.

G.S. Batra and R.C. Dangwal\(^5\) (2001) in their book titled, “Tourism Promotion and Development” have viewed that India has great tourism potential due to its unique cultural and natural attractions. The potential has not been fully exploited and whatever attempt made in this direction has not met the expected”. They have further explored immense vistas in Indian tourism.

H.Wilson and J.Venes\(^6\) (2001) in their article titled, “Factors for Success in Rural Tourism Development” have highlighted the role of rural tourism in the economic development of rural community. They have viewed that rural tourism could develop easily with active participation of local government and people. They have indicated several factors namely tourism package, good leadership, support of local government, funds, strategic planning, coordination between local people and technical assistance for tourism promotion and so on which are essential for rural tourism development. The authors have also viewed that rural tourism provides income and employment opportunities to local people in rural areas utilizing huge natural resources.

M.R.Biju\(^7\) (2002) in his article on “Global Tourism: The Evolutionary Process”, has viewed that the main reason behind tremendous growth of travel industry is emergence of railways, shipping, motor car and airplane. Moreover, introduction of paid holiday and mass tourism concept also have encouraged travel habits among the people. Further, due to the development of information technology, people could travel to far off places, which are almost inaccessible a few decades ago. The study has concluded that
the advancements made in transport and communication systems are the main reasons behind rapid growth of tourism globally.

V. Caprihan and K. Shivakumar (2002) in their article entitled, “Redefining Tourism Marketing Strategies” have observed that tourists’ decisions world-wide are negatively influenced by unfavorable conditions like terrorist attacks, war, epidemics and calamities etc. It reveals that the Indian Government has adopted various measures like subsidies, tax breaks, and shifts in marketing strategies and increased advertising to minimize negative impact of unfavorable conditions. However, India has adopted age old tourism strategies targeting only two countries U.K. and USA. The author has emphasized on the adoption of innovative and customized tourism strategies by Indian Government.

S. Gill (2002) in his book entitled, “Tourism and Hotel Management” has provided information regarding the quality and accountability of hotel services. Today tourism has acquired the status of modern industry. Both government and private sector consider tourism as an important element in their planning. This study has analyzed the various aspects of hotel management like hotel rate, quality of hotel service and hotel accounting.

S. Singh (2002) in his article entitled, “Tourism in India: Policy Pitfalls” has highlighted the need for managing the impact of tourist and pilgrim mobility in the Indian Himalayas. The study has shown that heavy flow of pilgrims and tourists during the peak season from April to June lead to problems relating to accommodation, catering, sewage, sanitation, water supply, tariff and ecological degradation. The study has suggested the
need for travel regulations, education for visitors, marketing of alternative destinations and targeted marketing to get rid of problems arising from mass tourism and pilgrimage.

D. Bar and K. Hattab\textsuperscript{11} (2003) in their study on “A New Kind of Pilgrimage: The Modern Tourist Pilgrim of Nineteenth-Century and Early Twentieth-Century Palestine” have stated that tourism and pilgrimage tourism stand at opposite ends of a continuum with wide range of journey within these two ends. They have highlighted five factors of motives, duration, religious affiliation, social background, travelers’ reaction and services used by tourists which are differentiated pilgrims from tourists. The authors have revealed that the main reason behind modern tourists’ travelling is cultural curiosity, education and desire to enrich themselves with various knowledge and experience. Despite this, they have found that pilgrims prefer to visit holy sites only during religious festivals. The study concludes that while pilgrims most of the time visits only religious places but the modern tourists visit the holy places and secular places equally.

P.O. George\textsuperscript{12}(2003) in his article on “Strategic Management in Tourism” has highlighted that tourism involves too many intermediaries like government, semi-government and private organizations providing different hospitality services to visitors. He has emphasized the need for master plan with long term vision including development of basic tourism facilities such as road, railways, airport, walkways, drainage, benchmarking and tourism laws for development of tourism. The author also has recommended a strategic management committee for the administration of the function of tourism.
M.B. Potdar\(^{13}\) (2003) in his thesis entitled, “Tourism Development in South Konkan” has shown that beaches, horticulture, scenic beauty, historical monuments, temples and churches, local folk arts, handicrafts, food and festivals, biotic life are the resources for tourism. She has analyzed some problems and suggested remedial measures for better development of tourism in south Konkan.

Romila Chawla\(^{14}\) (2003) in her book entitled, “Tourism in the 21st Century” has emphasized on the important features of the tourism industry, its contribution to the national integration and creation of harmonious social and cultural environment and also suggests the promotion of arts, crafts and culture to bring about prosperity and sustainable development. She has listed the essential aspects and challenges of tourism in the twenty first century.

A. Bahuguna\(^{15}\) (2004) in his article on “Tourism in India: Development Perspective” has stated that Tenth Five Year Plan considers enhancing India’s competitiveness as a high tourist destination. Moreover, he has pointed out that the share of India in world tourism is stagnant with only 0.38 per cent. Further, in case of domestic tourism India has a prominent share of 4.3 per cent worldwide. She has concluded that India has vast potential for different types of tourism like ecotourism, pilgrimage tourism and health tourism, which require proper planning.

S.P. Bansal and P. Gautam\(^{16}\) (2004) in their study titled, “Heritage Tourism in Himachal Pardesh” have stated that globally 37 per cent tourism is cultural motivated and it is growing at the rate of 15 per cent annually. The authors have described that lack of resources, lack of expertise, lack of ready product, lack of mutual knowledge and
minimal marketing are the main reasons affecting heritage tourism in Himachal Pradesh. They suggest the introduction of entrance fees for tourists visiting heritage centers and a separate heritage management board to preserve and promote the heritage sites.

O.P. Kandari and Ashish Chandra\textsuperscript{17} (2004) in their book entitled, “Tourism Development Principles and Practices” have noted that planning and assessment are important parts of sustainable development of tourism. They have focused on issues of tourism development, particularly from economic, ethnic and environmental perspectives and also have explained the goals and strategies for effective tourism practices and have identified the key issues of carrying capacity and community participation. He has also stated that role of tourism in rural development is fundamentally an economic one and can help to sustain and improve the quality of life in rural areas.

R.K. Singh and D.K. Mishra\textsuperscript{18} (2004) in their study on “Green Tourism in Mountain Regions- Reducing Vulnerability and Promoting People and Place Centric Development in the Himalayas” have revealed that Manali’s experience about the environmental problems like acute shortage of water, overcrowded roads, heavy traffic, excessive garbage, unplanned growth of illegal constructions and sanitation problems. They have suggested different short and long term strategies for accommodation, transportation, water, sewage, energy and finance. The study has suggested that cautious steps must be taken by the state government to avoid mass tourism and create healthy eco-tourism in Manali.

S.C. Woodward\textsuperscript{19} (2004) in his article on “Faith and Tourism: Planning Tourism in Relation to Places of Worship” has opined that the income generated by religious sites
can be used for repair and maintenance of those particular sites and other religious sites. The study highlights that most of the world famous religious sites are not able to accommodate large number of visitors at one time which lead to several accidental damages, noise pollution, overcrowding, theft incidents, littering and parking problems. The author has suggested several remedies like charging for vehicle access and entry fees to religious site and so on to overcome the above mentioned problems. He feels that there is need for separate planning for those who visit for religious purpose and those who visit only as sightseers.

S.K. Dixit\(^{20}\)(2005) in his study on “Tourism Pattern in Uttarakhand: Cure for Seasonality Syndrome” has viewed that religious tourists, pleasure tourists, adventure seekers and nature lovers have different behaviour patterns regarding food, transport and accommodation. The study revealed that adventure tourism is the fastest growing sector as compared to religious tourism. Moreover, religious tourism is affected adversely by seasonality syndrome. The author has recommended that adventure tourism, yoga and meditation related tourism can help in overcoming seasonality syndrome. He has also emphasized a close coordination of public, private and local government for expanding tourists’ season.

A. Murugan\(^{21}\)(2005) in his article on “Challenges and Changes in Indian Tourism” has stated that the main reason behind explosion of domestic tourism in India is the presence of world famous pilgrimage sites. Further, till 1980 it was the North India that dominates the Indian tourism industry with 70 per cent market share but now it has declined to 49 per cent. He views that the main reason behind this declining trend is more
focused on tourism development in the Southern region. The author has emphasized that Indian tourism industry is facing several challenges like scarcity of hotel rooms, high taxes, sick aviation policies and unnecessary delay in visa and the like.

Saurabh Kumar Dixit (2005) in his study entitled, “Tourism and Economics” has viewed that the tourist seeks to maximize the benefits he expects from travel experience. Firms providing tourist goods and services seek to maximize their profits. The government and host community are trying to utilize the tourist expenditure in their area. He has concluded that tourism can contribute to poverty alleviation through the creation of employment and changes in the existing employment practices. Tourism can create jobs, which benefit the poor where specific measures are taken to recruit and train workers from the poor.

Bhatt and B.S. Badan (2006) in their book titled, “Sustainable Tourism” have summarized that as tourism provides enormous opportunities, it also brings serious adverse impacts on the environment, physical appearance, economy, health, safety and social values of the people who live in the tourist destination. In response to these challenges, government has to take steps to create a sustainable and economically successful tourism environment. The authors have suggested that the Government can develop a code of conduct for the use tourist destination by institutions and individuals. It is mainly concerned with the economic and environmental impacts of tourism on the society.

D.S. Bhardwaj, Manjula Chaudhary and S.S.Boora (2006) in their book entitled, “International Tourism-Issues and Challenges” have evaluated the employment
potentiality of hospitality industry in India. It should be noted that in the global economy, tourism is expected to be the leading job creator in the next decade and India will have to take serious initiatives to benefit from it. The purchase on Indian goods and handicrafts by tourists has indicated their appreciation of our art and culture. Their appreciation has generated immense benefits to the people and the nation. They have further stated that the performance of the hotel industry is closely linked to the state of economy and the inflow of tourists into the country. The study concluded that the main problem faced by tourism industry is creating customer satisfaction. In some cases, food quality, service and accommodation facilities are not satisfactory in Indian hotels. So it is necessary to improve the services in tourism industry in the country.

M.R.Biju\textsuperscript{25}(2006) in his book entitled, “Sustainable Dimensions of Tourism Management” has examined the global, national and regional evolution of tourism sector. The commercial viability of tourism depends upon scientific product planning and development of attractive tourism products. For this skilled manpower is required. The author has stated that in Kerala tourism is recognized as an important sector for the development on account of its potential for generating income and employment.

K. Chakrabarty\textsuperscript{26}(2006) in his article on “Unemployment and Development of Tourism Industry” has indicated the tourism industry has created employment especially for hoteliers, restaurant owners, guides, local shopkeepers, merchants and the like. The remarkable feature of the industry is that it employs a large number of both educated and uneducated women. Both skilled and unskilled women are employed in this industry.
He has suggested that the Central Government should allocate huge budgetary allocations for tourism industry.

H. Sud\(^{27}\) (2006) in his study on “External Tourism and its Positive Impact on Indian Economy” has described that India has huge potential for tourism but problems like lack of airline seats, non-availability of rooms in hotels, and lack of professional expertise to handle tourists discouraged and advertisement for foreign tourists to prefer India as tourist destination. Moreover, tour operators overseas never mention India to their clients because of its poor infrastructure facilities. The study has also highlighted that though India has inadequate tourism infrastructure yet foreign tourists like to visit India because of its rich culture. These foreign tourists directly assist the rural economy by staying in local hotels, eating local food and buying local handicraft.

Motiram\(^{28}\) (2007) in his study on “Globalization: Potentials and Prospects of Mass Tourism in India” has described the impact of globalization on mass tourism in India that is, Beach Tourism, Mountain Tourism, and Religious Tourism. The study highlights that due to globalization, the tourism industry has generated more employment, and more foreign exchange earnings. Further, it facilitated infrastructure development in the country. The researcher has pointed out that India is the third fastest growing travel and tourism economy in the world after Montenegro and China. The author has suggested that India must develop tourism infrastructure to attract international tourists in large numbers.

J. Vijayan\(^{29}\) (2007) in his thesis entitled, “Tourism Development and Involvement of Local People at Destination” has found out that the attitude of local people in tourism
centers towards tourism development is positive and tourism has a major impact on the economic life of the destination population. From the study, it is found out that the tourism officials have not succeeded in bringing awareness of benefits from tourism to the local people. It is suggested that the Government of Kerala should take speedy measures to educate the societal benefit by tourism development through various types of programmes. Further, he has suggested that Government should form co-operative societies of educated and trained youth in destinations and provide support to run various kinds of tourism enterprises.

T. Winter\textsuperscript{30}(2007) in his study on “In Need of New Environmental Ethics for Tourism” has discussed the present scenario of tourism in Asia. It highlights that within ten years, Asia will have one of the fastest growing tourist population in the world. Despite this, very little attention is received by Asian tourists in Asian countries. The author has highlighted that the Asian countries mainly targeted Western countries for tourism and formulated tourism policies accordingly. Moreover, they have ignored the needs of Asian tourists. The study has suggested that a balanced approach which consider both Asian and Western tourists must be adopted by Asian countries while formulating tourism policy.

A.T. Nzama\textsuperscript{31}(2008) in her study on “Socio Cultural Impacts of Tourism on the Rural Areas within World Heritage Sites - The Use of Kwazulu-Natal, South Africa” has stated that tourism development has been accompanied by an increase in positive effects such as solutions to the problem of unemployment, poverty, increased earnings, standard of living and also negative effects such as overcrowding, exploitation of the locals,
erosion of local culture, copying the dress code, character and behaviour of tourists by the locals.

N. Rajasulochana\textsuperscript{32} (2008) in her article on “A Critical Review of Rural Tourism Policy in Tamil Nadu Context” has viewed that most of the ongoing schemes as well as proposed schemes in Tamil Nadu are concentrating only on religious sites thus reinforcing ‘temple’ tourism rather than rural tourism. Other variants of rural tourism such as sports and adventure tourism, eco-tourism, farm tourism and nature tourism are ignored. The suggestion has included that Tamil Nadu should learn marketing destination from Kerala and Goa. Innovation is required for destination marketing and Tamil Nadu should recognize the significance of branding, packaging, promoting and positioning of its products.

Girish Prayag\textsuperscript{33}(2009) in his study on “Tourists’ Evaluations of Destination Image, Satisfaction, and Future Behavioral Intentions – The case of Mauritius” has explained that image of destinations has a direct and indirect influence over future behavior; destination image not only influences pre-visit decisions but also conditions after-visit behavior. Satisfaction and overall image play a mediating role between destination image and future behavior.

Manish Srivastava\textsuperscript{34}(2009) in his article on “Assessing International Heritage Tourist Satisfaction in India” has stated that India is now increasingly seen as an exotic destination offering a mix of culture, history and state of arts amenities to the international traveler. According to him, heritage tourism is a fertile ground for exercising creative talents, fostering special kinds of relations between the visitors and
the host of population and between the tourists and the environment. While the international tourists are more satisfied with food, hotel and people of India, deep sense of dissatisfaction can be perceived with regard to infrastructure. There is dissatisfaction with respect to bad road conditions, inordinate delays at immigration counters, bad airport facilities, and absence of sign boards, illegal guides and poor maintenance of heritage places. However, the tourists are very much satisfied with guides approved by the government.

TECS\textsuperscript{35} (2009) in its survey on “The Pilot Study on Domestic Tourism” has explained that the Union Government requested the Tata Economic Consultancy service (TECS) to carry out a comprehensive nation-wide survey of domestic tourist traffic. TECS has selected 32 tourists’ centres out of 100 major tourist centres in India. The selected centres include three metropolitan cities (Bombay, Delhi, Madras) three business centres (Amristsr, Bangalore and Gauhati) five hill stations (Darjeeling, Simila, Nainital, Ooty and Srinagar), two beach resorts (Goa and Kanyakumari), Six pilgrim centres (Gaya, Haridwar, Mathura, Puri, Rameswaram and Varanasi) and three historical cities (Agra, Aurangabad and Jaipur). On the basis of collected data, TECS estimated that the total tourist traffic in 22 centres during 2009 was 5.5 million. From the above, it is concluded that the total tourist traffic for 100 major tourist centres in India would be in the order of about 14 million in the same year. According to one of the major findings of the survey regarding relative position of the different states of India on the basis of their domestic tourists generating character (quality) in the year 2009. In that year, Maharasstra topped the list as the foremost tourist generating state of the country accounting for
15.6 per cent of total domestic tourists. It was followed by West Bengal (11.80%) Uttar Pradesh (11.30%), Tamilnadu (10.00%) Karnataka (6.80%), Gujarat (5.80%) Madhya Pradesh (5.40%) and Delhi (5.00%) in that order. The rest of India accounted for the remaining 28.3 per cent.

Viju Mathew\textsuperscript{36}(2009) in his article on “Sustainable Tourism: A Case of Destination Competitiveness in South Asia” has explained that sustainability is a multidimensional concept that encompasses not just environmental protection but also extends to economic development and social equity. The tourism system is a complex social system and considered as a smokeless industry, which operates within the micro and macro environments considering all factors of competitiveness and sustainability.

Carmen Lordache, Luliana Ciochina and Michaela Asandei\textsuperscript{37} (2010) in their study on “Clusters-Tourism Activity Increase Competitiveness Support” have indicated that tourism represents one of those areas with the greatest potential of global expansion. Tourism development strategy is aimed at maximizing its positive effects on regional economic development. Global economic value is created in regions which are known for particular geographical entities, separated by geographical reasons and not as political-administrative structures. They have concluded that clustering processes serve as a basis for constructive dialogue among various stakeholders. This allows efficient development of mutual relations between them and of management practices.

Edmund Goh\textsuperscript{38} (2010) in his article titled, “Understanding the Heritage Tourist Market Segment” has indicated that tourists are motivated differently in deciding to visit heritage sites. Furthermore, functional, symbolic, experiential associations and overall
brand attitudes are identified as key brand image associations towards heritage destinations.

Lalith Chandralal\textsuperscript{39}(2010) in his article entitled, “Impacts of Tourism and Community Attitudes towards Tourism: A Case Study in Sri Lanka” has pointed out that majority of the local residents hold tourism as a positive effect on the local community. The most important benefits that residents feel improved from tourism are increased employment opportunities, property values, image of the city, appearance, infrastructure of the city and improved pride as residents of the area.

A. Madhavi Chockalingam and Auroubindo Ganesh\textsuperscript{40} (2010) in their article entitled, “Problems Encountered by Tourists” have said that tourism is an upcoming and fast growing industry in developing countries like India. Due to its newness in nature, there are some hurdles that the tourists face. This will affect the national economy and the growth of this industry may get affected. This paper focuses on identifying such problems and their intensity level. This also attempts to study whether there is any significant difference in the problem faced by respondents based on demographic factors. Convenient samples of 150 respondents have been selected for this study. Suitable statistical tools such as Cluster Analysis, Chi-square Test and Multiple Regressions are used. Hence, it is suggested that they can be attracted to tourist spots mainly by focusing on pollution free and place with peaceful atmosphere. Accommodators adjust to various problems but this will reduce the interest on tour. It is observed that major problems are deviation in the arrangements made for their stay, visit, transport and unexpected expenses. These problems can be addressed by the supportive industry. If they address
them with a service mind, this can be minimized. Reducing intensity of tour problems motivates the people to undertake frequent tours to the tour destination that will enable to build a better society and better national economic development than before.

Rakesh Premi\(^{41}\) (2010) in his study on “Brand Pushkar (Destination Branding on the Planks of Culture and Religious Heritage as USP)” has found that there is no significant promotion or advertisement within and outside the country for tourism. It means that branding of the destination is almost insignificant, if not nil. It also reveals that foreign tourists come to this country in search of peace and to see the true culture of India. Foreign tourists have also suggested that if the places are improved on certain points like cleanliness, behavior of local people and internet facility. So that it can attract a lot of people. They have also suggested polishing in the heritage site.

Ahmed Paud Mat Som, AzizanMarzuki and JamilJusoh\(^{42}\)(2011) in their article entitled, “A Critical Analysis of Tourist Satisfaction and Destination Loyalty” have pointed out that tourism destinations must ponder over the image factor as this will affect tourists’ satisfaction and their recommendation for future tourists to visit the place or skip it over. The findings propose that it will be important for destination managers to establish positive perceived images that can satisfy tourists in order to achieve loyalty.

Aijaz A.Khaki and Musadiq A.Sahaf\(^{43}\)(2011) in their article entitled, “Satisfaction of Visiting Tourists to Kashmir Division” have studied the aim to measure satisfaction level of the tourists visiting the Kashmir Valley. The study reveals that the expectation of tourists especially foreigners is not being met to the expected level. The three critical
attributes of tourism satisfaction are slightly satisfactory but at the same time requires due attention by the authorities concerned to enhance satisfaction level of visiting tourists.

KR. Diganta Mudoi\textsuperscript{44} (2011) in his article entitled, “Tourism Sector in North East Region of India” has suggested that it is more important to create a peaceful atmosphere so that tourists can enjoy their stay in a tourist area. The study has also stated that keeping in view of the deficiencies of tourism growth and the development potentials of this industry in employment generation; it is high time to take urgent steps by the government of each state to boost the tourism sector in their region.

Noam Shoval and Bob McKercher, Erical Ng and Amit Birenboim\textsuperscript{45} (2011) in their article on “Hotel Location and Tourist Activities in Cities” have concluded that hotel location has a profound impact on tourist movements, with a large share of the total tourist time budget spent in the immediate vicinity of the hotel. Further, this study has illustrated the impact of geomorphic barriers on tourist movements.

Pazima Othman and Mohammed Rosli\textsuperscript{46} (2011) in their article entitled, “Impact of Tourism on Small Business Performance: Empirical Evidence from Malaysian Islands” have found that tourism, as measured by tourist arrivals and tourist customers, has significant positive impact on the financial and non-financial performance of small businesses. According to them, tourism is an important catalyst for entrepreneurial development and small business performance. It also has lauded the government’s efforts in promoting and developing the tourism industry.
Scott Daniel (2011) in his article entitled, “Why sustainable tourism must address climate change” has pointed out that sustainable tourism’s current expanding engagement with climate change may not necessarily be conducive to the interests of tourism sustainability. Tourism is at present cannot manage the risks and opportunities posed by climate change. It has now been felt that capable forewarning about any climatic disturbance is necessary to inform business, communities and government about the issues and potential ways forward.

Surabhi Srivastava (2011) in her article on “Economic Potential of Tourism: A Case Study of Agra Tourism” has stated that tourism, in its broadest generic sense, can do more to develop understanding among the people, provide jobs, create foreign exchange and raise living standards than any other economic force. India is world famous for the city of Taj-Agra. There are a number of other tourists’ attractions like Agra Fort, Itmad-ud-daula’s tomb, Bharatpur Sanctuary, Sikandara, FatehpurSikri and so on which have equal historical and architectural significance but tourists are not aware of about all these places and monuments. The focus of this paper is on the economic benefits accruing to the state byway of tourist's arrivals to Agra. To find out the specific trends of domestic tourists at Agra, an extensive survey is conducted, comprising of 100 domestic tourists at different locations in Agra between the time periods from September 2008 to February 2009. The questionnaire is prepared comprised of 30 questions which reveal their basic ideas, knowledge and experience. For foreign visitors at Agra, survey has been done, comprising of 45 tourists at different locations in Agra between the time periods from September 2008 to February 2009. The questionnaire is prepared comprised of 30
questions which reveal their basic ideas, knowledge and experience about Agra visit. Though Agra receives maximum number of tourists but except Taj Mahal they are not aware of other monuments. This study will evaluate the reasons at lacking in economic benefits from tourism and also analyse the tourist’ problems facing at Agra.

Vishwanath V Siddhanti and Ramesh Agadi (2011) in their article entitled, “Tourism In India: Vision 2020” have found that this research report gives an analysis of the present scenario, key indicators which may have positive and negative implications on the future of the Indian tourism industry in context of India Vision 2020. Tourism has emerged as a major industry in Asia, acting as wealth distributor and employment creator over last 50 years. The tourism industry provides employment to almost 8 percent of global employment. The World Travel and Tourism Council demonstrate that between 2008 and 2018 the highest annualized real growth of travel and tourism demand worldwide, at 9.4 per cent, will occur in India. In the context of India, tourism as a vast potential employment creator and wealth distributor still remains untapped. The size of tourism industry worldwide is $ 4.6 trillion, whereas the software industry accounts just over $500 billion. The tourism industry globally generates over 250 million jobs, whereas the software industry generates only 20 million jobs. As India grows and expands its base in travel and tourism, it will generate many more jobs and the sector will become a major catalyst for India’s growth as a preferred tourist destination.

VikasGautam (2012) in his article on “An Empirical Investigation of Consumers Preference about Tourism Services in Indian Context with Special Reference to the State of Himachal Pradesh” has explained that tourists attribute the highest importance to
security, value for money and provision for information. Conversely, they give less importance to complaint responses, choice offered and mode of access. They are of the opinion that socio-demographic variables were important predictor variables for the dependent tourism locales.

Archana Bhatia\textsuperscript{51}(2013) in her article on “Role of Tourism Policies and Competitiveness of Indian Tourism” has said that tourism industry is on its height in the 21st century. There is a shift of international tourists from developed economies to the developing ones. India being a part of the latter must channelize its tourism policies to be able to take advantage of this opportunity. The paper attempts to review the tourism policies, tourism promotional campaigns and initiatives by the government of India since independence and the competitiveness of Indian tourism industry at the global level. The findings conclude that India is lacking on the issues of security and safety, maintenance and cleanliness, information and communication, infrastructure, facilities, man-made attractions, behavior of country residents, tourism infrastructure, corruption, terrorism and excessive begging and cheating and has a sound position only on the issue of natural resources, prices historical monuments, festivals and multi-cultural heritage. Thus, the government of India must frame certain good policies and promotional campaigns both at domestic and also international levels so as to boost its foreign tourist’s arrivals and foreign exchange earnings.

Archana Bhatia\textsuperscript{52}(2013) in her article entitled, “SWOT Analysis of Indian Tourism Industry” has analysed that tourism today is a leisure activity of the masses. Therefore an attempt is made in this research paper to analyze the strengths, weaknesses,
opportunities and threats of Indian tourism industry so that the same can be utilized to increase its foreign footfalls. India which is endowed with a treasure of beauty spots—natural as well as man-made cannot boast of a healthy inflow of foreign tourists. Tourism industry holds a great potential to flourish in India provided its cultural and historical legacy is properly taken care of. Therefore the ministry of tourism can analyze the strengths and weaknesses of Indian tourism industry and also explore the favorable opportunities coming its way and minimize the effects of the threats posed so that Indian tourism industry can be benefitted from it. As the UNWTO highlights have also revealed in their study that there will be a shift in global trend of foreign tourist arrival from advanced economies to emerging economies and India being a part of the latter should therefore be ready enough to grab the fruits of this opportunity coming its way.

Deepanshu and Nitin Gupta (2013) in their article entitled, “Present and Future of Indian Tourism Industry: A SWOT Analysis of Andaman Islands” have indicated that the world today faces enormous challenges in establishing tourism as a sustainable tool to improvise the economic and social growth of the people around. Andaman Islands, as one of the most sought after destinations where the tourist look for the ‘3S’ of the Tourism, that is, Sun, Sea and Sand. Despite of all these facts, these islands lacks the basic attention of the tourists, be it Domestic Tourists or the International Tourists. This paper seeks to address this gap by analyzing the basic Strengths, Weaknesses, Opportunities and Threats towards tourism development in the Andaman Islands. Based on the observation and analysis of the local tourism industry, this paper underlines the fact that Andaman being a naturally rich destination, should take preventive and
precautionary measure to keep every resource intact and must carefully balance the tourism development and preservation of unknown, unexplored and unspoilt destination. A beautiful and unknown destination with a huge potential for tourism development lying in the South East of mainland India known as Andaman Islands is environmentally and culturally rich place with unspoilt beaches and lush vegetation. These thinly populated islands have a great cultural background and are often quoted as ‘Mini India’ because of the diversity. Islands have the potential of reaching the top tourist destination and have a good number of tourist accommodations available but other issue like accessibility, infrastructure, connectivity and health related will serve as resistance factors to many people.

A Habibah and R.Zaimah\textsuperscript{54}(2013) in their article entitled, “Place-making of Ecotourism in Tasik China: From Exploratory to the Contemporary Biosphere Reserve” have indicated the planning and development in tourism begins with the understanding of basic philosophy of management. In mass tourism areas, the emphasis is on development related to a large number of people in sustaining an economic base, while maintaining the authenticity of the culture and heritage. Implicit in this type of planning is an emphasis on passive entertainment that provides escape and release of tension. This does not suggest that the nature of tourism does not have transient value that impacts the individual and family. In dispersed tourism areas, the emphasis is on smaller populations that are more active and connected to the environment.

Jan Meller Jensen and Anne-MetteHjalager\textsuperscript{55} (2013) in their article entitled, “The Role of Demographics and Travel Motivation in Travellers' Use of the Internet before,
“during, and after a Trip” have discussed that this paper explores travellers' use of the internet before, during and after a trip. Data for the study are obtained using an internet-based questionnaire completed by members of an online panel of 513 respondents. Differences across socio-demographic characteristics confirm that the young, well-educated and affluent tend to be the first movers in taking advantage of the internet. A factor analysis has identified eight motivational factors that are thematically similar to those found in other studies on travel motivation. The results show that the acquisition and sharing of travel information depends upon travel motivations. Travellers motivated by nature and culture-related factors are characterized by intensive pre- and during-trip research and little information sharing, in contrast to travellers motivated by relaxation or social factors, who do less research but are more likely to share travel information and photos after their trips. The article ends with a discussion of the managerial implications of these findings for tourism service providers and destinations.

Kabita Kumari Sahu\textsuperscript{56} (2013) in her article on “Growth and Prospects of Tourism in Odisha” has stated that the role of tourism in the economic development of a country has been the focus of study and research. It is the general consensus that tourism has been pivotal in social progress as well as an important vehicle of widening socio-economic and cultural contacts throughout human history. The objective of the paper is to analyse the growth and performance of tourism sector in Odisha. The change in domestic tourists compared to previous year is 13.7 per cent in 2004-05, which increased to 14.5 per cent in 2007 and 15.5 per cent in 2008. The foreign tourists increased by 18.6 per cent in 2005 compared to previous years. In the year 2004-05, there was 13.7 per cent increase in total
tourists but it came down to 9.4 per cent in 2010-2011. October to March is the peak period for tourism when 70 per cent of tourists visit Odisha. Promotion of Tourism is essential for a less developed state like Odisha to earn revenue and to generate employment. Some of the recent initiatives taken by the Government of India to boost tourism include grant of export house status to the tourism sector and incentives for promoting private investment in the form of income tax exemptions, interest subsidy and reduced import duty. In spite of the aforesaid initiatives, the major constraints in the development of tourism in Odisha is the non-availability of adequate infrastructure including adequate air seat capacity, accessibility to tourist destinations, accommodation, and trained manpower in sufficient number. Besides, the poor visitor experience is another obstacle in the growth of tourism sector which is due to inadequate infrastructural facilities, poor hygienic conditions and incidents of touting and harassment of tourists in some places. The state of Odisha can be a successful tourist destination if the industry is encouraged. So far, tourism has been developed by the State. Along with government effort, private sector participation, administrative improvement, travel and tourism research, adoption of integrated and co-ordinated tourism development programmes and mass participation, Tourism in Odisha can be developed along the lines of the other states.

The Hindu, Metroplus⁵⁷ (2013) Heritage building owners are encouraged by the Tourism department to convert heritage buildings into heritage hotels to attract tourists. Some of the Chettinad Mansions may be converted into Heritage Hotels. Kanadukathan, a Chettinad village, 15 km from Karaikudi, is a heritage village, with unique architecture,
expansive courtyards, intricate woodwork; peaceful ambience can be highlighted to attract tourists. Tourists come here for distinctive Chettinad cuisine, unpolluted environment and to study the culture of the area. Tourists are offered a cycle or bullock cart to ride and to see the 170-odd mansions in Chettinad areas. The commercial activity around tourist spot is promoted by the local community, local markets and anti-questores and thereby income is generated for local people. Chettinad Tourism can be summed up in three words, “Weather, leisure and pleasure.”

Ravi Bhushan Kumar\textsuperscript{58}(2014) in his article entitled, “Pilgrimage Tourism in Kurukshetra (Haryana): A Sustainable Development Approach” has said that tourism is one of the biggest and fastest-growing economic sectors in the global economy and has significant environmental, cultural, social, and economic effects, both positive and negative. Pilgrimage tourism is one of the pre-requisites of achieving sustainable development, which can be taken as a remedy to manage tourism effects. This paper focuses on the sustainable development of pilgrimage tourism in Kurukshetra situated in the state of Haryana. Kurukshetra has been an emerging tourist spot due to its magnificently diverse religious tourist potential and rich cultural heritage. The main objectives of the study are the formation of tourist areas, to highlight the factors creating hindrances in sustainable development of tourism and suggest suitable measures for sustainable development of pilgrimage tourism in Kurukshetra. A field based systematic survey was carried out at selected tourism spots in the study area. The result of the study brings feasible suggestions and recommendations for further development of tourism in this region.
Saurabh Kumar Dixit (2014) in his article entitled, “Community Attitude towards Tourism Development: Study of Meghalaya, India” has said that the impacts of tourism have been reasonably well researched, particularly from the environmental and economic perspectives. More recently, attention has turned to exploring the social impacts of tourism and important research is emerging in this area. The study involves exploratory interviews with the local residents in the phase one and a field survey to assess the impacts of tourism development on the local residents in the phase two. Data are collected from 200 local residents. Despite the local community making huge protests against the certain tourism projects of this destination several years back, the research finds a higher level of support for tourism among the local community at present. The majority of the local residents hold that tourism has a positive effect on the local community. The most important benefits that residents feel flowing from tourism are increased employment opportunities, property values, image of the city, appearance and infrastructure of the city and improved pride as the residents. In order to make a destination sustainable and exploit fully the tourism potential of same, development is desired according to carefully worked out plans and strategies. The plans seek to reconcile competing demands, to avoid wasteful investments and duplication of effort, and to research and seek out niche markets where special success can be achieved. The present paper is an effort in that context to highlight the unexploited tourism wealth of North Eastern State of Meghalaya in sustainable manner.
2.3 RESEARCH GAP

A substantial volume of literature both at the micro and macro levels can be seen on the subject of tourism. The literature survey has helped to understand and appreciate the earlier studies conducted in the field of tourism and it has provided a broad framework for various aspects of tour, travel, tourism, developmental, recreational and hospitality already found in the tourism industry. This study also compares the growth and development of tourism from tourist’s expectation point of view. But studies on importance of tourism in the study regions are almost scanty. To cover this research gap in the rural and urban areas of Ramanathapuram, Sivagangai and Pudukkottai Districts, this vibrant topic has been chosen for study.
REFERENCES


