Chapter II

REVIEW OF LITERATURE

Literature pertaining to the Study is presented under three heads namely tourism, tourism products and tourism marketing.

2.1 Tourism

Ravichandran K (2008)\(^1\) studied the penetration of internet in travel and tourism industry and identified that the present outlook for travel industry is one of innovation, high occupancy rate and healthy competition at a higher rate. The study highlighted that a need for transformation into the techno-centric business arena was felt where the consumers have different choices for customisation of their own product without any direct contact with an intermediary. It was further pointed out that the major aspect of concern for travellers is to search information faster, seek more options and choices that suits their budget and settling transaction online through the internet.

Reddy A.K.V.S (2008)\(^2\) opined that properly planned tourism will be a positive factor in national development, creating challenging employment and distributing wealth to all sectors of economy. If the positive effects of tourism are planned and co-ordinated on a regional basis, the positive effects of tourism could be enhanced.

Rajasulochana N (2008)\(^3\) reviewed the rural tourism policy in Tamil Nadu context. It was pointed out that most of the ongoing schemes as well as proposed schemes 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 were ignored. The suggestion included that Tamil Nadu should learn destination marketing from Kerala and Goa. Innovation is required for destination marketing and Tamil Nadu should recognise the significance of branding, packaging, promoting and positioning of its products.
Prasad Purna (2008) analysed the problems and prospects of tourism in Kerala and to manage tourism effectively by employing new management strategies. It was found out that the tourist information centres in Kerala are inadequate, basic amenities are absent in tourism centres, non-availability of trained guides, cleanliness to be developed, taxi drivers to be more humane and pleasing etc. The suggestions included getting feedback from tourists, distribute tourism publicity material at airports, proper sign boards and so on.

Vijayan J. (2007) found out that the attitude of local people in tourism centres towards tourism development is positive and tourism has a major impact on the economic life of the destination population. From the study it was found out that the tourism officials have not succeeded in bringing awareness of benefit of tourism to the local people. It is suggested that the Government of Kerala should take speedy measures to educate the societal benefit of tourism development through various types of programmes. Further, Government should form co-operative societies of educated and trained youth in destinations and provide support to run various kinds of tourism enterprises.

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

Pforr, Christof (2006) In the light of the 2006 terrorist bombings in Egypt and Mumbai or in London in July and on Bali in October of the previous year, 'crisis in tourism' appears again to be a timely topic. As Tourism seems to be particularly susceptible to negative events and, since there is always a crisis somewhere in the world, the industry appears to be under an almost permanent threat with the certainty of yet another crisis already looming somewhere.

A more systematic and conceptional approach to questions such as how tourism
businesses react to crisis, which measures are taken and what impact they have, if and how businesses can prepare for such crisis situations and which strategies can be employed to overcome them, has therefore been long overdue. In this context, the paper aims to explore the literature on crisis management in tourism and to identify foci of the current academic discourse.

Dileep.M.R (2006)\(^8\) highlighted the fact that there is an urgent need for good information systems, especially at the destinations. The usage of IT at the destination in developed countries is very poor. The suggestions include formation of an expert group of IT, tourism and management professionals to eliminate the gap between technology evolution and market needs in the destination as well as the government level in relation to tourism. Further, the Government should motivate small and medium agencies in tourism to come up and adapt itself to the latest changes in the field of IT.

Ganesan G.and Chandrasekar Rao.K (2006)\(^9\) analysed the performance of Tamil Nadu tourism and measured in order to know the present status of the tourism sector and to improve further the same in the State. They found out that the flow of domestic and foreign tourists have increased substantially, increase in foreign exchange earnings, tourists gave importance to heritage and medical tourism, Tamil nadu tourism sector contributed to the development of allied industries like hotel and transport industries etc.

R Inbakaran, M Jackson (2005)\(^{10}\) used multivariate analyses such as factor analysis and cluster analysis to segment the host community into four distinct cluster groups on the basis of their positive and negative attitudes. Demographic variables constituted the cluster base. These four cluster groups differed from each other on gender ratio, age, life-cycle stage, education, migration status, occupation and current involvement with tourism. The differing attitudes present in various community groups, and the implication for the tourist industry is highlighted.

Sreejith.S (2005)\(^{11}\) studied the services rendered by ayurvedic health care centres to tourists and the perception of tourists towards ayurvedic health care centres.
Aneja Puneet (2005) analysed the growth of tourism in India by evaluating the present status of the industry by stating the contributions of tourism, GDP and employment. The barriers in development highlighted are private investment, absence of legislative support and unprofessional approach.

Sasikumar K, Binu R (2004) analysed the growth of tourism industry in Kerala in comparison to other States. The study also highlighted the developmental activities of tourism industry in Kerala, the role of different agencies involved in tourism, development of infrastructure, tourism vision of the State in comparison to others. Further, the promising tourism products in Kerala is also projected.

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

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

Sasankan Silpa (2004) highlighted the importance of human resource development in tourism industry. Human resource plays much greater role in tourism industry by giving importance to the strength in communication, relationship building and conflict management.
Nagendran G.R. and Raju.G (2004) identified the three evils of tourism as terrorism, war and diseases. Value tourism should be built in the industry considering the impact of tourism on the environment and communities. For integrated development of an eco-fragile area, the local community should be involved and economic development of the area ensured. The Key players in tourism like state governments, local authorities, NGOs, scientific research organizations, travel and hotel associations, tour operators etc need to be sensitive to environment and local traditions of the site and follow guidelines for successful development of tourism.

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

Bobby Simon and Sreekumar.N.V (2004) examined the need for ethics in tourism and its role in protecting the environment, cultural heritage, tradition and value systems from the impact of factors related to tourism. Further they have discussed the measures taken globally to implement ethics in tourism and also analyzed the direction of tourism planning in India to see how far the internationally accepted tourism ethics are followed in India.

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

Muraleedharan.D (2004) highlighted the views of Prof.David.A.Fennel of Brook University, Canada in terms of three approaches for eco-tourism-
economics, marketing and ecology further divided into human centric and bio-centric concepts. Eco-tourism now-a days transformed into shape of an instrument to promote “Mega resort tourism” in the hands of industrial lobby. In a social system where profit will be the social ideology lot of invasions are to be controlled and restricted in order to protect the eco-tourism activities.

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

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

Selvam.M, Babu.M and Vanitha.S (2004) studied the tourists satisfaction in Tiruchirappalli District in Tamil Nadu. Tourism is an industry continuously dealing with people. Hence tourism needs continuous cordial human relationships. The travel agents, tourist guides, the hoteliers, etc are jointly and severally responsible for creating a situation that develops good human relations. Hence an attempt is made to analyse the tourist satisfaction in the above mentioned destination and document the same through statistical representations.

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


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

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

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

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

Cook, Peta S. (2008) highlighted how health and medical tourism is a subjective practice and embodied experience which, due to increasing options available to tourists, is difficult to classify. Furthermore, as health and medical tourism involves an active body that is not restricted by time and place, it challenges traditional sociological understandings of tourism, which classify tourism as a passive, escapist and leisurely activity that occurs over 'there' in contrast to 'here'.

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

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

Jacob Robinet, Joseph Sindhu and Philip Anoop discussed the new concepts in tourism like alternative tourism, rural tourism, plantation tourism, spice tourism, mice tourism etc. Alternative tourism as a type of tourism activity, sustainable in nature, which allows the tourist to directly experience the host culture and environment and provides possibilities for controlled nature-based and
small scale industries. Rural tourism involves visiting rural environments for recreational experiences.

The researcher stated that there is a difference in the management of eco-tourist activities in both of the States. Further there are a number of managerial issues. This study compares the management of eco-tourism in Tamil Nadu and Kerala. The objectives of the study was to assess the economic aspects of eco-tourism in Tamil Nadu and Kerala, to compare and contrast the problems and prospects of eco-tourism in the states of Tamil Nadu and Kerala, evaluate the issues in proper management of eco-tourism as an industry.  

Jayaraj.V (2005) opined that the potentially of eco-tourism in Kerala is very high due to the number of national parks, wildlife sanctuaries, backwaters and other uncontaminated natural and cultural areas. The various strategies for marketing of eco-tourism are highlighted.  

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

Tribe, A. (2004) reviewed and evaluated zoo tourism worldwide, including the scope of the industry, its key issues and its impacts on wildlife, host communities and economies, and provides guidelines for its further development and sustainability. It is a paper that has been widely used by the zoo industry particularly as a basis for evaluating its scope, impact and development.  

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

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

**Nandakumar Damodar Prasad and Mathew K Jacob (2004)** argued that only geomorphologically integrated eco-friendly tourism can project Kerala as a destination which is second to none in international tourism. Kerala is to be considered a single spot of tourist attraction which is totally a new concept. The major benefits of geomorphologically integrated tourism in Kerala are uniform development of infrastructure in the state, uniform spreading of the revenue from tourism in the state, participation of greater percentage of population of Kerala in tourism, conservation of ecology and environment and prevention of uncontrolled pollution in the tourists centres.

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

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


Matysek, K, Kriwoken, L (2003) Australian nature-based tourism and ecotourism have become popular forms of recreational activity. Tasmania attracts twice the Australian national average number of nature-based tourists and ecotourists (thirty per cent). The growth of this tourism sector has prompted measures to ensure that experiences are of high quality, and that environmental impacts are adequately managed. ISO 14000 is an environmental management and certification system often utilised as an environmental management system standard within various industries, but has not been widely applied to the Australian tourism industry. The Nature and Ecotourism Accreditation Program (NEAP) represents the most significant accreditation measure within Australia at present. This assessed the relevance of NEAP in the Tasmanian nature-based tourism and ecotourism industry through in-depth interviews with a key informant group and a comparative analysis of interview data. The paper introduces nature-based tourism and ecotourism definitions and discusses the growing relevance of ecotourism accreditation. The paper argues that NEAP is relevant to the Tasmanian nature-based tourism and ecotourism industry, where the quality of the natural environment forms the central focus for such experiences. Furthermore, the paper argues that NEAP can assist in supporting the State's nature-based tourism and ecotourism industry through means such as branding and promotion. However, problems exist in relation to financial issues between NEAP and operators, and the perceived overlap of NEAP with the widely implemented Tourism Council Tasmania Accreditation Program. Thus, financial issues need to be addressed by the Ecotourism Association of Australia in association with Australian Commonwealth Government subsidisation. The degree of overlap between the two programs can be effectively addressed through industry cooperation. The paper also suggests that stronger branding and promotion of
NEAP can be achieved through increased industry involvement by Tourism Tasmania.

**Binu.R** (2002) analysed the functioning of Thenmala Eco-tourism project, its financial feasibility and the infrastructural facilities in Thenmala Eco-tourism project.

**Rajan Samitha** (1993) identified the importance of promoting Alappuzha as a backwater tourist spot, the existing facilities provided to promote it, and the perception of tourists towards promotional measures.

### 2.3 Tourism Marketing

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

**Tkaczynski, Aaron, Rundle-Thiele, Sharyn R., Beaumont, Narelle** (2009) presented evidence to suggest that the use of combined segmentation variables to develop tourism profiles is warranted and that a ‘one size fits all’ approach is not suitable because different tourism stakeholders within a single destination attract different tourists. Furthermore, this research identified that the segments used by the destination marketing organisation failed to holistically describe the tourist groups using the different services provided by tourism stakeholders within a single destination. Destination marketing is complex involving many stakeholders each likely to be attracting different tourist segments and future research endeavours must acknowledge this complexity.

**March, Roger St George** (2008) offered a method for investigating and conceptualising network relationships in a regional tourism district. The field
work was undertaken in the Australian wine region of the Hunter Valley. The findings from are analysed using four different approaches to the conceptualisation and classification of inter-organisational relationships in a tourism region: (1) the application of a value net to the region’s stakeholders, (2) the generation of a partnership-activities matrix, (3) an ecological approach using Budowski’s (1976) typology and (4) identifying the competition for scarce resources among tourism stakeholders. Managerial implications for each approach are described.

Maurice Marshalls (2007) highlighted the effects of country image on a tourist destination. The case in point South Africa’s image has suffered largely from its derogatory history. With an alarming increase of crime and terrorism activities, tourists are averse to travel to destinations curbed with the image problems. Therefore it is necessary to re-evaluate the existing theories on country image and contribute to the previous studies that have listed the main attributes of country image rather than “image” construct per se. Country image encapsulate geopolitics, history, personal factors, information sources, and geographical dispensation. Promoted image brand should always reflect the reality of a destination in question. The case in point SA has a room for a makeover of its image as a safe destination. Arguably, country’s image can be overhauled by reviewing curbing factors that were identified in this study. Notably, some of country image aspects as history and geographical dispensation can not be altered or easily manipulated. However, application of relevant marketing strategies as events and deeds were found relevant in SA context. Inevitably, successfully facilitation for the FIFA 2010 (events) could advance SA’s country profile in terms of trade, investment and tourism.

McGavin, Kirsten (2007) Tourist marketing reinforces stereotypes of Indigenous groups, exoticising and homogenizing the people. Stereotypes not only give tourists an idea of what Papua New Guineans are like, but are also reflected in the attitudes to and social interactions between tourists, guests and locals. He further argued that in order for tourism to be used to reinforce constructions of Indigenous identities, recognition needs to be given to ‘race’ and
gender issues within the tourism industry. Education of locals, staff and guests that destabilises the colonialist structure of relationships within tourism, and supports local identities is needed. Dual naming and the considered use of local languages could not only strengthen and raise the importance of local languages, but could also strengthen cross-cultural relationships. Further, documenting customary practices and accepting emerging customs as ‘authentic’ practices could aid people’s appreciation that no ‘culture’ is static. Indigenous peoples need to take greater control of the tourism industry to enable local people and tourists to become more aware of the cultural impact of environmental conservation.

Hossain Jakir (2006) attempted to investigate how the use of promotional activities can help to develop the tourism industry by giving a special concentration to the case of Bangladesh. Promoted image brand should always reflect the reality of a destination in question. The case in point SA has a room for a makeover of its image as a safe destination. Arguably, country’s image can be overhauled by reviewing curbing factors that were identified in this study. Notably, some of country image aspects as history and geographical dispensation can not be altered or easily manipulated. However, application of relevant marketing strategies as events and deeds were found relevant in SA context. Inevitably, successfully facilitation for the FIFA 2010 (events) could advance SA’s country profile in terms of trade, investment and tourism. The contribution of the same industry to the world economy is considerable. The expansion of the tourism through out the world has increased competition among the tourist destinations, trying to attract more tourists by adopting appropriate marketing techniques and strategies. Failure of doing so by a particular marketer will lead to less competitive in the world tourism market. As an important element of marketing mix, promotion plays the vital role in marketing any product and service. Tourism product/service is of no exception. Because of the tourists want to know in advance about the attractions and the facilities of a particular destination. The tourist also wants to know other related information of his/her visit to make the same safe, secured and enjoyable. As a result, dissemination of information on travel and tourism-related products and services are highly important. By using the different tools of promotion, marketers attempt to serve
this purpose and try to influence the potential tourists’ attitudes in favour of the sponsor’s destination and grow interest to visit the same. Though promotion plays an important role in tourism marketing, the tourism marketing in Bangladesh is far behind from reaching this goal, which leads to incapacity to attract a significant number of tourists. This is mainly due to inadequate and ineffective promotional measures of the tourism sector of Bangladesh. Both the private and public tour operators of Bangladesh have the resource constraints and can not afford the sufficient budget for the promotional purpose. As a result, they can not conduct the promotional measures for the said industry by using international media which is essential for attracting the foreign tourists. They only depend on the local media which is not sufficiently fruitful for an industry where the location of the target market is diversified and they are located at the different parts of the world. In addition to that, the low quality of promotional materials, improper distribution of the materials, the perceived negative image by the potential tourists due to a wrongful and negative reporting from international media adversely affect the tourism of Bangladesh. It also revealed that the country has a positive trend in arrivals and earnings and it can be increased to a significant level if the country can undertake appropriate promotion measures by increasing the allocation for this purpose. The country also needs to employ creative people for this purpose and the quality of the promotional materials also needs to be developed. The promotional activities should also be directed in correcting the present image towards Bangladesh as tourists’ destination. By ensuring these measures Bangladesh tourism industry can emerge as one of the major contributors to the national economy of Bangladesh.

James Murdy (2006) 54 explored the exciting possibilities in tourist motivation research and practical usages of it in the field. Tourism and other crimes against tourists will be an ongoing challenge to both tourists and management of hotels, and other tourism resources. Before tourism and tourists can become agents of peace, a better understanding of the latter must be achieved. In order to achieve this task an integrated model of tourist motives, motivations, attitudes and behaviour, information search expectations and needs may be made. To study the
motives of tourists a methodological innovation must be developed to study drives, urges, latent needs and motives.

**Wisansing, Jutamas (2004)** argued that while analysing markets and developing strategies to exploit the external market place and to attract tourists remains a central focus for tourism marketers, it is not enough on its own to achieve sustainable tourism destination development. The researcher substantiates this argument by exploring the 'participatory tourism planning' concept in detail. Based on this approach, the community is identified as a primary customer for whom tourism marketers have ignored involving in their marketing attention, messages and programmes. The fundamental concept - marketing orientation and customer orientation - combined with emerging marketing theories were reviewed in order to help examine how destination marketing, a community-driven approach, should be implemented within a destination area. This examination of marketing and community based tourism planning set a platform for this research. The findings of this study draw a particular attention to institutional challenges which require clear identification of responsibilities and coordination of all actors involved in the planning and marketing process. These selected case studies have not only provided critical commentaries to assist tourism planners improve strategically their marketing approaches within community tourism planning, but they also have helped provide avenues for future research.

**Anilkumar K. (2004)** identified certain negative factors that hinder tourism growth in Kerala which are classified as major and minor factors has come up with suggestions to avoid such bad practices. He has also assessed present stage of negative factors, level of impact of negative factors on tourists, evaluate the level of impact of negative factors on host community

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

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

**Manoharan Nair K** (2004) conducted a SWOT analysis with respect to marketing of tourism products. The major thrust of marketing tourism products is to upgrade the quality of the products like beaches, backwaters, hillstations, wildlife sanctuaries, waterfalls, ayurveda and culture including festivals and provide infrastructural facilities.

The SWOT analysis revealed the necessity of developing further areas based on exploiting the potential of Kerala. The conclusion of the study is that the untapped resources are to be used in such a manner that the threats can be converted into opportunities and steps may be taken to prevent the weaknesses. He has stressed the significance of the concept of tourism marketing as it ensures the arriving tourists to get mentally rejuvenated, culturally enriches and spiritually elevated.

**Renganathan R.** (2004) explained the way to position a tourist destination for a competitive advantage. The importance of positioning tourism marketing was
highlighted. How positioning is to be carried out in the case of intangible products is stressed on.

**Anandan.D** (2004) described about the tourism product, market and market research techniques in tourism and the function of marketing in tourism. A tourist product can be identified as a composite product which is a combination of attractions, transport, accommodation and entertainment. It can either be sold as a package or assembled by the tourist himself. Through market research, it is possible to identify the key market segments. Research techniques like desk research, filed research and motivation research where desk research includes collection and analysis of all available data on tourist trend, field research based on research work carried out in tourist generating markets itself. Motivation research forecasts the psychology of tourists. It helps in discovering the needs of potential tourists to adopt the tourist supply accordingly and try to satisfy them. The role of marketing is to create awareness about the product in the minds of existing as well as prospective customer in the overall market area. In all tourism promotional activities, an effective and meaningful communication with the consumer and trade intermediaries is essential. It is possible through advertising and public relations.

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

**Santhosh.P.Thampi** (2002) found out that the potentiality of eco-tourism marketing is very high in Kerala. The study found out that Idukki district in Kerala is having the highest potentiality for development of eco-tourism, while Alappuzha is having the least.

**Caprihan Vijai and Shivakumar Kirti** (2002) proposed short-term strategies and some long-term strategies on how to redefine tourism marketing strategies. Further, the concepts of eco-tourism, dental tourism, incentive tourism or conference tourism should be exploited. Some of the proposed strategies include
establishment of Indian Tourism Service, foundation of India Tourism Authority, town tourism boards and corporate responsibility towards the upkeep of all tourist sites.

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

Sinha P.C. (1998) discussed about the marketing strategies in tourism, components of marketing mix, role of tour operators and travel agencies in marketing tourism.

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

Badan B.S. (1997) explained tourism in South India where he has explained about the tourist products in South India. The destinations of Tamil Nadu like Mamallapuram, Kancheepuram, Tiruchirappalli etc and the attractions in the respective destinations have been dealt.

Pran Nath Seth (1997) discussed the ways of marketing Indian tourism successful ways of managing tourism.

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

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

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

Bhatia A.K. (1982) explored some important concepts of tourism and emphasised on the contribution of tourism as an important factor in the prosperity of any nation. It also deals with planning, organisation, marketing, research etc on tourism in India.

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