Chapter 4: Review of Literature
The researcher had reviewed both conceptual and research literature on various aspects of tourism in India and abroad. The aim of the study was to seek previous studies on tourism to gain insight on the promotion of tourism in the region. Sources of information were books, journals, thesis and dissertation and online journals.

**4.1 Research Papers and Relevant Studies Reviewed**

**A. F. Ferguson & Co. (1998)** was retained by the Department of tourism, Uttar Pradesh to design a strategy for promotion of Bundelkhand, Uttar Pradesh as a tourism destination. “The Bundelkhand region of Uttar Pradesh has been an economically backward area. Tourism is also expected to give a thrust to economic development in the region. Development of tourism is directly linked with generating employment and entrepreneurship.” The report had identified that Bundelkhand has multi-faceted tourism destinations, but the tourist inflow is low. Thus the study was undertaken with the objective:

1. To identify the potential tourism destinations in Bundelkhand region.
2. Assess key tourism infrastructure investments to help develop the selected destinations.
3. Formulate the marketing strategy for the region.
4. Draw up an implementable action plan for the next 5 years.”

The report had listed some action plan and marketing strategy to promote tourism in the region. (A. F. Ferguson & Co., 1998)¹

**A. F. Ferguson & Co. (2002)** had conducted a study in Uttar Pradesh with the objective of development of tourism in the state, which contributes significantly in the development of the state economy. The report identified the various tourist destinations in the state, among which, Bundelkhand region was also listed. The state is rich in cultural, architectural, historical, pilgrimage, natural, wild life, etc., aspects of tourism, if en cashed well, can increase the inflow of both foreign and domestic tourist in the state. Thus the report suggested the short term, medium and long term plans for the tourism ministry to increase the tourist inflow in the state and thus contribute to the development of the state. (A. F. Ferguson & Co., 2002)²
ITDC et al. (2003) in their “20 year perspective Tourism Master Plan for Haryana attempted to identify short, medium and long term tourism projects for the State of Haryana using the National Tourism Policy as a guideline.” The report consists of some observations on current practices which are being followed and identification of areas of concern, where some improvements if made can increase the tourist inflow and can contribute to the economic development on the state. Several specific actions and projects have been recommended for the growth of tourism in Haryana. (ITDC et al., 2003)³

ACNielsen ORG-MARG Pvt. Ltd. (2005) had conducted a survey of both domestic and foreign visitors (taking separate representative sample) at all important tourist locations in Uttar Pradesh. Following factors were included in this research:

“Purpose of visit
Same day visitors
Visitors staying with friends and relatives
Demographic profile
Country / State wise visits (Country for Foreign Visitors and State for Domestic Visitors)
Average estimated expenditure by visitors on various items
Average duration of stay
Direct employment generated through tourism in various sectors like hotels, transport, travel agencies and travel agents etc.”

The researcher had also made an estimation of the expenditure made by the State Government in development of tourism and earning through tourism. (ACNielsen ORG-MARG Pvt. Ltd., 2005)⁴

Harold Richins (2005) investigated the influence of individual visitor characteristics on satisfaction with built tourist attractions. Key findings showed that significant differences exist between satisfaction levels experienced by visitors of different origins, genders, and between certain age groups. (Harold Richins, 2005)⁵

Yu Wang (2006) examined some Chinese four- and five star hotels’ training and development (T&D) practices from a Western human resource development (HRD)
perspective and compared the results between the Chinese state ownership and Sino-
foreign joint ventures using multiple case studies. Result showed that the western way
of training and development may not necessarily lead to superior training effects in
the Chinese context than those used by state-owned hotels. (Yu Wang, 2006)⁶

**Douglas G. Pearce (2008)** tried to develop a stronger conceptual basis for the study
of tourism distribution by presenting a generalized model emphasizing the needs of
tourists and the functions required to meet them. (Douglas G. Pearce, 2008)⁷

**Huang, et al. (2009)** identified the variety of marketing channel efficiencies for
marketing activities and sets up an optimal marketing distribution mix for different
wholesaler travel agencies. This research had examined 12 large-scale travel agencies
in Taiwan and offered seven direct and indirect distribution channels in order to
establish an optimal marketing distribution mix and identified the different forms of
distribution involved. The researcher had implemented the analytic hierarchy process
(AHP) to prioritize the seven main marketing distribution channels of travel agency:
websites, cable TV, radios, professional magazines, retailer travel agencies, strategic
alliances, and newspapers. They found that Taiwan’s wholesaler travel agencies adopt
the retailer travel agency as their highest priority of channel selection, while travel
agency websites hold it as their second priority. (Huang, et al., 2009)⁸

**Kannan Srinivasan (2009)** in his paper “Tourism Marketing -A Service Marketing
perspective” made an attempt to market tourism by adapting the service marketing
approach for achieving great success. In his study the researcher had taken the case
study of Kerala. The researcher had focused on the differences between tourism
marketing and other services, such as (1) principal products provided by
recreation/tourism businesses are recreational experiences and hospitality, (2) instead
of moving product to the customer, the customer must travel to the product
(area/community), (3) travel is a significant portion of the time and money spent in
association with recreational and tourism experiences, (4) is a major factor in people’s
decisions on whether or not to visit your business or community.
The researcher had conducted the study considering 8Ps of tourism marketing, i.e.,
Product, Process, Place and Time – Location and Accessibility, Productivity and
Quality, Promotion and Education, People, Price and other user costs, and Physical Evidence. (Kannan Srinivasan, 2009)²⁹

**Ljiljana and Suzana (2009)** examined tourist destination management and found that innovative and well co-coordinated tourism products are exceedingly important for tourism regions. In the words of the researcher “Building long term competitive advantage of a tourist destination demands strategic positioning of a tourism product for the purpose of achieving strategic aims and unique image that is increasingly based on creation and delivery of superior value. Under conditions of a turbulent environment, the need for new marketing approach based on relationship marketing imposes itself as inevitability. In order for this aim to be achieved, it is very important to identify the activities in the networks which contribute to value creation.” (Ljiljana and Suzana, 2009)³⁰

**Prof. Dr. Bernadette D’Silva and Prof. Dr. Stephen D’Silva** had conducted a study to examine the genuine needs of foreign tourists by identifying their perceptions and level of satisfaction with the services and facilities (attributes) provided by the Indian tourism industry. Specifically, the study was aimed to address the following objectives:

“(1) To identify the relative factors being considered as vital by the tourists when it comes to choosing India as a tourist destination.

(2) To understand the various demographic features among the tourists and their different needs.

(3) To identify the priority list of the people touring any place in the World.”

The researcher had studied the following factors to achieve the above objectives:

a) “questions on Indian culture, beautiful cities, Indian festivals, art forms, with the aim to get realistic views of people touring India.

b) questions which give feedback on factors, transportation, personal safety, cleanliness etc. that can be of tremendous usefulness in designing a strategy for the future.

c) and the demographic characteristics of the tourists.”

The major findings were;
“The main aspects, which have been highlighted for India being considered as an important holiday destination, are Outdoor Activities, Natural Beauty, Culture and Tradition, Diversity in culture, Historic Sites, Places of worship, Beautiful cities and places, Rural life. The various factors looked for by tourists on their holiday are People and environmental experiences’, ‘Basic essentials’ and ‘Infrastructure’.”

Joaqui’n Alegre and Jaume Garau (2010) examined the impact of the satisfaction- and dissatisfaction-based evaluations on both the tourists’ overall satisfaction and their intention to return to the destination. The findings suggested that some of the tourists’ negative or unsatisfactory experiences need to be defined within a specific context of evaluation. (Prof. Dr. Bernadette D’Silva and Prof. Dr. Stephen D’Silva)¹¹

**Musa and Adamu (2011)** found that transportation is a significant determinant of tourism development. Other factors like recreational and social facilities and security also play positive role to develop this industry. (Musa and Adamu, 2011)¹²

**Planning Commission (2011)** had conducted a study in Madhya Pradesh with the objective of development of the state. The study emphasised on the importance of the tourism sector in the development of the state. “The growth of tourism in India has made it one of the largest foreign exchange earners.” The report identified the various tourist destinations in the state, among which, Khajuraho, Orchha, Shivpuri, Chanderi and Datia were also listed. The rich cultural, architectural, historical heritage, pilgrimage and wildlife in the state were seen as a promising opportunity of tourism and if tapped fully it can increase both foreign and domestic tourists inflow in the state. Thus the report focuses on the plans for MPSTDC to increase the tourist inflow in the state and thus contributes to the development of the state. (Planning Commission, 2011)¹³

**Planning Commission** had conducted a study in Uttar Pradesh with the assumption that the tourism is a significant contributor to the economy, specifically as a generator of employment for all sectors of economy. ‘The main objective of the study was to define proposals and strategies and projects that should be undertaken to promote the tourism interest in Uttar Pradesh, consistent with the overall state planning objectives.” In this report, plans for the promotion of tourism in Bundelkhand were
also discussed. “Bundelkhand was identified as a region rich in cultural and architectural heritage but remains one of the most underdeveloped region of the country. The region lacks basic infrastructure and development focus to attract tourist in the region.” The report offers various plans, i.e. building awareness, promotion of theme projects etc., to increase tourist inflow in this region. (Planning Commission)\textsuperscript{14}

**IITTM & ICC (2011)** In this report the researcher had traced the progress made by India’s tourism industry in the planning era, and the emerging issues under globalization. The report also tried to give a direction to the policy measures by Government of India to address the constraints in promoting sustainable tourism in India. The researcher had made an attempt to evolve a perspective of the ongoing tourism development with a focus on Eastern India. The findings of the report were that “tourism has been a low priority activity in the schemes of the Governments as well as investors, which is not justified considering the socio-economic benefits that tourism has brought in over the years irrespective of less concerted efforts. But, the scenario is gradually changing for better and major beneficiaries and stakeholders began noticing the potential ahead.” The report was concluded with the words “The time has come to duly acknowledge the potential of tourism in the development schemes of the country and position of as one of the engines of socio-economic progress. While it may not be a panacea, it is certainly an effective tool to negotiate with many issues of development that the country is facing today. The Central and State Governments must come up with more inclusive tourism policies and programmes to take the momentum forward and derive better synergy of tourism and development. There is no dearth of attractions, resources or manpower; rather the country has all of that in plenty and in huge diversity. Leveraging these vast resource bases of the country for building a qualitatively better and stronger tourism industry should provide a winning proposition for all stakeholders, especially the common man.” (IITTM & ICC, 2011)\textsuperscript{15}

**ACNielsen ORG-MARG (2011-12)** prepared a regional tourism master plan for Bundelkhand region of UP. In their report they had studied seven districts of Bundelkhand region of Uttar Pradesh, i.e., Jhansi, Lalitpur, Jalaun, Hamirpur, Mahoba, Banda And Chitrakoot, and offered tourism marketing plan for the
promotion of tourism in the above mentioned region. The report says that “an aggressive marketing scheme is highly essential for initiating the tourism promotion in the region.” Thus they identified that Bundelkhand region of UP has immense tourism potential and if marketed well, the tourist inflow can be increased, which in turn leads to economic and overall development of the region. (ACNielsen ORG-MARG, 2011-12)\textsuperscript{16}

Prasad & Sundari (2012) examined various dimensions of tourism sector vis-à-vis the drivers and their implications and recommended roadmap that shall propel and sustain the growth. They examined the various dimensions to the development of tourism like infrastructure, accommodation, service providers, amenities, promotion of tourism, etc. and suggested the marketing strategies that can propel and sustain the growth of tourism in India. In the words of the researcher “Tourism is one of the three leading "socio-economic and service businesses" of the new century and "Promotion, Publicity & Marketing" play a vital role in the growth and development of Tourism.” (Prasad & Sundari, 2012)\textsuperscript{17}
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