

## **A review on Pilgrim Tourism: Link to ancient to current faiths**

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### ***Abstract***

*The state of Kerala is known as God's own country .The tourism is of many types like wild,leisure,business and religious. Kerala house many pilgrims sites and many tourists flock around the state for the entire year .This paper is review of literature based on research conducted on pilgrimage tourism in Kerala. The chorological review of literature suggests that the demand for better accommodation and transportation is consistence .The increase of number of tourists has also developed allied economy.*

### **Introduction**

There has been an up-pattern in the travel industry in the course of the most recent couple of decades, particularly in Europe, where global travel for brief breaks is normal. Vacationers have a wide scope of spending plans and tastes; and a wide assortment of resorts and inns have created to cook for them. For instance, a few people incline toward basic sea shore excursions, while others need increasingly particular occasions, calmer retreats, family-oriented occasions or specialty advertise focused on goal inns.

The improvements in innovation and transport foundation, for example, jump jets, ease carriers and increasingly open air terminals have made numerous kinds of the travel industry progressively reasonable. On 28 April 2009 'The Guardian' noticed that "the WHO gauges that up to 500,000 individuals are on planes whenever" (S.Gupta, 2012) . There have additionally been changes in way of life, for instance some retirement-age individuals support year round the travel industry. This is encouraged by web offers of vacationer administrations. The typology of developing the travel industry is a progressively upright type of the travel industry along environmental lines. Actually, all these new terms on the travel industry advancement can be marked as meta-the travel industry as it unites a few related thoughts into the travel industry's reasonable structure. Be that as it may, the orders worked out are in no methods in exposed. Frequently one may advantageously mistake one sort for another in a few regards. A methodology with developing significance of the travel industry in the late twentieth century is to characterize vacationers based on 'number of travelers on the goal'. It puts Mass the travel industry on the one end and some kind of interchange little scope the travel industry called particular the travel industry on the other. Some prefer to call them – as hard the travel industry and delicate the travel industry based on force of effect.

Based on vacationer inspiration the travel industry might be joy, relaxation, entertainment, business, experience, nature, wellbeing, sports, journey, profound, ethnic, sociological, social, park, untamed life, wild, physical investigation, gathering what's more, show, study and shopping. In religion, a journey is a long excursion or search of extraordinary good importance. It is an excursion to a sacrosanct spot or holy place of significance to individual's conviction and confidence. India is generally well known in journey the travel industry since it is the place where there is each religion like Sikh, Muslim, Christian, Hindu, Buddhist and Jain. Kerala is a built up goal for both household just as outside voyagers. Kerala

alluded to as 'God's Own Country', was chosen by the National Geographic Traveller as one of the ten heavens of the world.

Kerala holds number of reknown temples and the pilgrimage tourism is particularly seen as one of major tourist holder. The paper studies various aspects of pilgrimage tourism in Kerala.

## Review

(Roy, 1970) "Connecting the data Gap for Foreign Tourists" centres around the significance of successful data system to guarantee the progression of vacationers to a goal. He remarks on the insufficiency and damaged nature of existing data courses of action, which frequently brings about disappointment over the delight trip by the guests. He cautions the potential perils of counterfeit and overstated purposeful publicity on the sightseers' offices. (Srivasthava, 1983)<sup>3</sup> In "The travel industry India" while assessing the compound development pace of traveller appearances in India from the period between 1951-81, Srivasthava watched the conundrum between the fivefold increment in the Indian portion of world visitor and still poor rate share (0.3) of world voyagers before the finish of a similar period (Sharma, 1991)<sup>4</sup> Socio-financial significance of the travel industry is very much clarified in the book "The travel industry in India". It is a significant generator of national pay, a methods for gaining remote trade, a supplier of work and an impetus to financial advancement. Social parts of the travel industry are disclosed to be a) use of relaxation time, b) instructive estimation of the travel industry, c) the travel industry and universal comprehension. (Menon, 1991)<sup>5</sup> In the proposition "The travel industry Management and Administrative Problems in Kerala" the creator recognized protection from privatization, managerial deferrals, over the top political impedance, inadequacy of open segment, negligence of open assumptions and open interests as the snags of the travel industry advancement; he reasoned that Kerala Tourism Development Corporation (KTDC) is an absolute disappointment as a business association. Absence of expert ability, incapability of the travel industry work force in conveying the objectives, political impedances in arrangements, and authoritative and absence of the travel industry point of view are the primary reasons of the disappointment of KTDC. (Sudheer. S.V, 1992) In an examination study entitled "The travel industry in Kerala – Problems and Prospects" the analyst called attention to that absence of 4 professionalization among its staff is one of the significant issues looked by Department of Tourism in Kerala. He holds the supposition that the travel industry advancement in Kerala should consider the financial foundation of the state and attempt to sell its normal excellence in a sensible manner. The investigation called attention to that building up the basic physical foundation for advancing the travel industry is of most extreme significance.

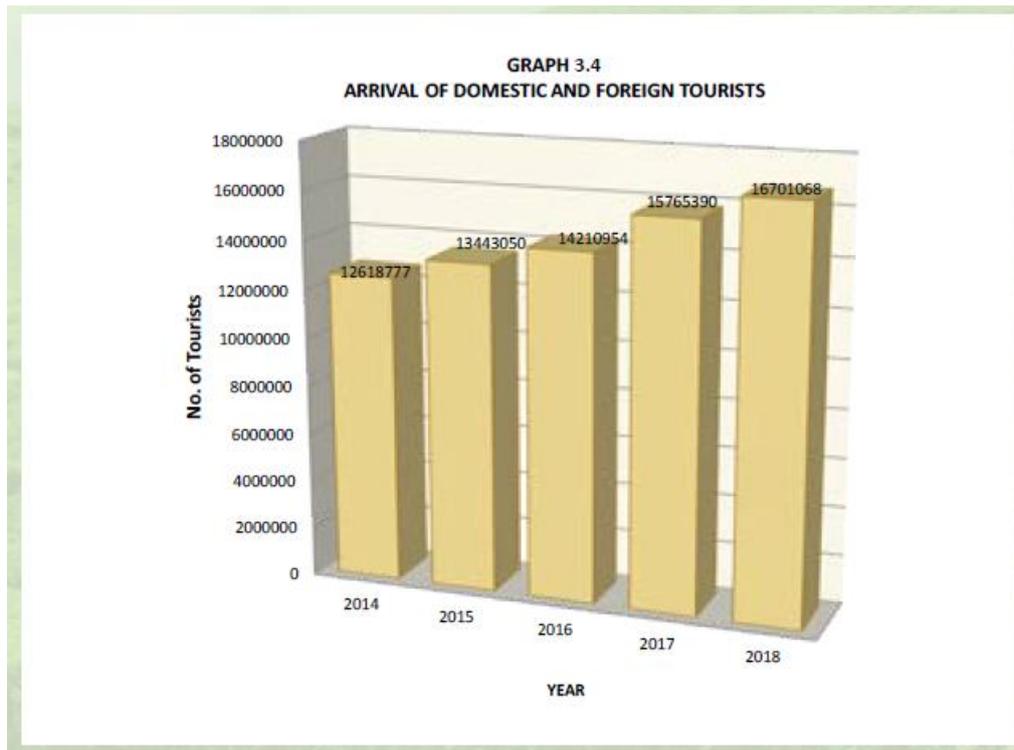
(Soundara Rajan, 1992) In his Ph D Thesis "Business Viability of Tamilnadu Tourism Development Corporation" he manages the working of Tamilnadu Tourism Development Corporation (TTDC) and its job in advancing the travel industry in the state. The investigation has given accentuation on the wide scope of administrations given by TTDC like lodgings, cafés, youth inns, resorts, exchange fairs, and so on. The investigation inspected the business suitability of such administrations gave by TTDC. An endeavor has been had to investigate the effect of the considerable number of exercises of the TTDC contributing the improvement of Tourism advancement in Tamilnadu. He investigations regardless of whether the foundation administration gave by TTDC in the state has gone about as a impetus in the improvement of the travel industry in Tamilnadu. The investigation moreover inspects whether sensible return for the administrations rendered could be guaranteed without making hardship to the buyers and vacationers. The investigation affirms to the rule of inventive and exploratory research. The essential information are gathered from guests, sightseers, different officials of TTDC, DTPC, Hotels, and so on. Auxiliary information are gathered from reports of government offices and others. The investigation finishes up that the travel industry is an action producing various financial

advantages. It makes business openings and wellspring of outside trade. He opines that developing of the travel industry framework will likewise assist with expanding interregional financial ties.

(Dennis L Foster, 1993) under the inscription "The Business of Cordiality – Back Office Operation and Administration" examines the different exercises acted in the activities of neighborliness industry. The investigation considers that the individuals are the most significant resources of the inns. He reports that certified representative is more troublesome than discovering quality outfitting and hardware, yet the nature of staff affects the sentiments of the accommodation that the lodgings try to make. The examination featured that it is the obligation of inns to give a reasonable and significant workplace for its representatives. The investigation featured the requirement for the support of exclusive expectations of morals not exclusively to significant workplace yet additionally to the visitors of the lodging. The examination has given more significance to the individuals and the workplace in the lodging business. He recommended different strategies and methods to create expertise and inspiration of the supervisors, representatives, travelers, and so forth. The examination utilized measurable apparatuses like relationship, relapse, time arrangement, file, and so on for examining the information.

(Bijender K Punia, 1994) of Kurushetra University in his examination take a shot at "Issues and Prospects of Tourism in Hariyana" remark that recognizable proof of traveler assets is, without a doubt the initial step while managing arranging and improvement of the travel industry at any territory. He is of the view that nearby coordination among private and open part the travel industry associations at various levels is the way to achievement in the travel industry improvement where state division of the travel industry must assume a focal job. (Kundathil, 1994)<sup>10</sup> In the postulation "Financial matters of Tourism Industry in Kerala with Special Reference to Beach Tourism" the scientist worried on the financial parts of the travel industry, impact of multiplier idea and the travel industry allotment under multi year plans. (Vijayakumar, 1995) In the examination titled "Reasonable Advancement of Eco Tourism in Kerala" the creator lays accentuation on the economies of the travel industry by accepting the remote visitors as purchasers of the travel industry items. The study was meant to make an evaluation of eco-the travel industry capability of Kerala, to watch the inclination for eco the travel industry among remote visitors, and to create arrangement for supportable the travel industry. Both essential and auxiliary information were utilized in the investigation. The gathered information were put to exact tests at two levels-the smaller scale level and large scale level. A determining on the appearance of remote vacationers and outside trade profit was finished by utilizing Auto Regressive Moving Average, and a Delphi study was led for making strategy recommendations on supportable the travel industry. The philosophy utilized is test review. A pilot overview was directed among 50 outside visitors. The investigation has made an endeavor to feature the significance of nature the travel industry and evaluate the interest for the equivalent in a tropical district describing the complex indication of the travel industry. It turns out with the recommendation that offices to the voyagers be grown uniquely in amicability with the nature. The back water is the novel eco-the travel industry condition of Kerala. Be that as it may, today most piece of it isn't explored. While expanding the travel industry, accentuation ought to be given on town the travel industry. The legislature needs to make promoting system that would feature the uniqueness, genuineness and amusement to regulate and screen the travel industry exercises of the state.

## International Tourism Trend



## Pilgrim Tourism in Kerala

Michell authored through the section 'The Temple as a Link between the Gods and Man' in the book "The Hindu Temples – An Introduction to its Meaning and Forms" expresses that the Hindu sanctuary is intended to realize 24 contact among man and the divine beings. The sanctuary is expressed as a place of God. The readiness of the God and Goddesses of Hinduism to make them-selves noticeable is passed on by the very term used to assign a sanctuary: a seat or foundation of god (prasada), a place of god (devagriham), a living arrangement of god (devalaya) or a pausing and tolerating place (mandiram) (Bruhl, 1937) In the introduction to the book "Indian Temples 136 Photographs" Sylvain Levi expresses that the sanctuary is an individual home of the God, who lives there in human design, in a music, shower him, make contributions for his dinners and please him in a wide range of ways, for the most part by recounting reiterations, songs and hymns. The minister is likewise the basic middle person between the God and the admirer, the sacrosanct and the profane. There is no 'sampath' in the Hindu strict life, no fixed day of rest repeating at short interims, however the schedule is brimming with celebrations which are the events of fairs and journeys: man's inborn love of movement is constantly making devout voyagers set out on the Indian streets, more pulled in than threatened by huge spans. (Sivananda, 1957)

In the little volume "Sanctuaries in India", in his supra-idyllic style the essayist gives short depiction of the noticeable sanctuaries in India. Clearly, they are not only as educational arrangements of different sanctuaries in India, however they are really a laurel of lifting songs to the various divinities, speaking to omnipotent Lord. (Ministry of data and Broadcasting, Govt. of India, 1973) In the "Sanctuaries of South India" expresses that almost everybody who visits South India comes back with the feeling that it is a place where there is sanctuaries. The extremely extraordinary ones are landmarks of impressive vestige, the most seasoned of them dated back to fourteen centuries. Other than their relic and creative greatness there is the fascinating reality that these sanctuaries have experienced a long developmental procedure recording, in a manner of speaking, the historical backdrop of South Indian culture. The sanctuaries of Kerala are likewise managed in the book. Travancore the southernmost District of Kerala was the gathering spot of both the Dravidian and indigenous styles. Not exclusively did the two conventions exist together here, however they persistently affected one another. While the impact of Dravidian style is discovered affirmed to a great extent to the outrageous South and south west of Kerala, the Malabar areas in the north has held the indigenous character of its style to an a lot more prominent degree. Padmanabha Swamy Temple at Trivandram is the last period of the Dravidian period of the Temple. (Das, 1975) The book "Sanctuaries of India" by the writer manages the accompanying significant sanctuaries in India-1) the Temple of Konark-the great Shrine of the Sun God,2) the sanctuary of Kanyakumari-the Goddess of everlasting expectation, 3) the cavern sanctuary of Amarnath-the sanctuary worked essentially, 4) Meenakshi's sanctuary at Madurai-the princess who was the heavenly mother,5)the sanctuary of Thirupati-where guests sat in isolation, 6) the sanctuary of Rameswaram-where the celestial love the divine,7)the place of worship of Mahabalipuram-Pagodas with a distinction, 8) the sanctuary of Jaganath at Puri-the Lord of the Universe, 9)the sanctuary of Dwaraka-were Krishna administered as King, 10) Haridwar,Badrinath, Kedarnath-Shrines a middle the bastion of day off) Kalighat in Culcutta-a popular sanctuary of mother Goddess, 12)the Viswanath sanctuary of Varanasi-the fantastic old seat of Visweswar,13) the sanctuary of Kamaksha-the Goddess of Folklore and 13) the sanctuary of Somabnath – the sanctuary that resists Destruction. (Bernier, 1978) The book "Sanctuaries of Nepal "comprises of overview of multi-organize sanctuary engineering however little accentuation is given on the situation of different sanctuaries in a recorded improvement. This is fundamentally on the grounds that the conventions overseeing sanctuary design have remain so immovably dug in that there are a not many contrasts between an early sanctuary and its increasingly present day relative inherent a similar general style. The most established sanctuary in Nepal had establishments dating as right on time as 4 th century AD through different sections and photographic plates the creator affirms the way that the Nepalese multistage structure is surely a one of a kind improvement throughout the entire existence of craftsmanship and that it is a production of extraordinary excellence. (Jha, 1985)In the book "Measurements of Pilgrimage-An Anthropological Appraisal" the writer clarifies the significance of the investigation of anthropological way to deal with study the procedure of journey, as an element of human progress. It has now become a significant and autonomous subject of research not just in Indian Anthropology, yet additionally in world human sciences. Furthermore, that is the reason various International Conferences and symposia of between disciplinary nature are much of the time sorted out to talk about the different methodological and hypothetical issues identified with the investigation of journey of various religion. (Pillai, 1985) "Visit and Pilgrimage in India" manages the travel industry in India, the travel industry set up in Government, framework of Indian Geography, social legacy of India, Indian Art and letters, the travel industry goals. It additionally contains a portrayal of a short occasion in Dargeeling, Walong and Teza. As indicated by him in Kerala Shri Padmanabha sanctuary in the Fort territory will please the vacationer or any one with splendid examples of Dravidian engineering however the section is limited to Hindus. He says 'Yoya nidra'of Maha Vishnu is probably the biggest portrayal in stone anyplace to be seen. The icon of

Lord Vishnu's rest extending full length into three rooms has a sedating otherworldly impact on the spectator. (Srikant, Jan 1987) In the book "Force in Temples-a New Look through Modern Science" the writer states about a test by Bovis. Bovis published a report on his analyses which enlivened a notable Czechoslovakian engineer Karel Drbal to direct tests with Pyramidal shapes. His trials came about into an intriguing and valuable creation of the Pyramid-Razer-Blade-Sharpener. It is a smaller than normal pyramidal gadget which peculiarly keeps up the sharpness of razer cutting edges for quite a while when they are kept in it between use. This gadget is enrolled open patent in Czechoslovakia. From his trials Karel Drbal finishes up "there is connection among shape and space inside the Pyramid and the physical, compound and organic procedures going on inside that space. By utilizing appropriate structures and shapes we ought to have the option to cause procedures to happen quicker and postpone them". (Martin E Marty, 1988) In "Explorers in their own Land-500 Years of Religion in America" expresses "This story has been composed as though the profound journey will proceed: that reason isn't sure. Europeans settled in America in the time of the Renaissance, when human learning was required by numerous individuals to trade the worry for godliness. However their new world relatives carried on 27 strict crucial. At that point Americans established United States in the time of their own Enlightenment. Right now energized religion both open and private. The time of science prospered as Americans took to innovation with enthusiasm, however they have additionally demonstrated respect for the utmost of science and kept alive the inquiries of super nature. (Ramanaih, 1989) The book "Sanctuaries of South India-A Study of Hindu, Jain and Buddhists' Monuments of the Deccan" depends on various unique and auxiliary sources just as enthusiastic field work joins an exhaustive investigation of the sanctuaries of Karimnagar District, Maharashtra (India). It covers all the components of the sanctuary locales and illuminates the pursuers on the engineering, strict, social, social, monetary and institutional viewpoints. It brings out not just the nation wide similitudes in work of art and styles of engineering in incredible detail yet in addition concentrates on the territorial uniqueness. It gives as comprehensive data on the sanctuaries, which is of crucial intrigue both to the researchers and general pursuers (Chakraborty, 1993) "Administrative Information by Values-A Corporate Pilgrimage" through a subjective and quantitative appraisal – he attempted to arrive at a resolution that "soul joins together, matter partitions". With progressively unmistakable and dynamic request and backing from the exceptionally top, these positive signs in the domain of 'nature of work life by human qualities' could turn into a strong and changeless establishment for a long time into the future inside Godrej and Boyce. It is adequately obvious from what shows up in the accompanying that the Indian otherworldly ethos-with its hypothetical and common sense strength when given union and conviction can weave a typical changed mental example among an assorted arrangement of organization individuals. (Clarke, 1997) States in the book "The Pilgrimage – A Contemporary Quest for Ancient Paulocoelho Wisdom" on an incredible street across Spain, went by traveller named Santiago, we discover Paulo Coelho on a Contemporary mission for old shrewdness. This excursion turns into a genuinely initiatory encounter, and Paulo is changed everlastingly as he figures out how to comprehend the idea of truth through the effortlessness of life. The Pilgrimage has a significant spot in the 28 work of Paulo Coelho, not on the grounds that, it is the first of his significant books, after which came "The Achievement, but since of the total manner by which it communicates the humankind of Paulo's way of thinking and profundity of his hunt. 1.2.2.14) (Jayashankar, 1997)73 The characterizations of sanctuaries in Kerala are explicitly referenced in the book "Sanctuaries of Kerala". The Hindu Religious and Charitable Department which administers the Temples of Malabar area, has classified the temples under its administrative control into seven on the basis of annual income, namely Grade I – Rs.1, 00,000 and above, Grade II- between Rs. 60,000 and Rs. 99,999, Grade III- between Rs. 20,000 and Rs. 59,999, Grade IV between Rs. 15,000 and Rs. 19,999, Grade V- between Rs. 10,000 and Rs. 14,999, Grade VI – Rs. 7,000 and Rs. 9,999 and Grade VII- less than Rs. 7,000

(G Vijay, 2012) In “Developmental Dimensions and Pilgrimage Tourism (with special reference to Karimnagar District of Andhra Pradesh)” states that Karimnagar District has its own place in the map of Andhra Pradesh Cultural tourism in view of its glorious heritage in the form of magnificent cultural monuments and antiquities are overflowing with rich art and architecture. Inadequacy of funds is the major problems faced by state Government. So, the author recommends that the Central Govt. has to take up the responsibility of augmenting the developmental activities initiated by the State Govt., with allocation of adequate funds at proper time, so that the pilgrimage tourism may be developed not only in the study regions but throughout the country. (Vijayanand, 2012) in the study “Pilgrimage tourism Management issues and Challenges with reference to Tamilnadu” states that Tamilnadu has lot of pilgrimage potentialities. There are lot of problems faced by the pilgrimage tourists, the problem starts from railway/bus station itself. When pilgrims reach the place they had to face heavy traffic problems for food, drinking water, parking facilities, accommodation, language, communication facilities, toilet facilities and the problem of security. But still the pilgrims are satisfied with different facilities. The author recommended for increasing the number of Dharmasalas by the side of pilgrim sites. (Bhat, 2013) In the study “Tourism industry and Pilgrimage Tourism in Jammu and Kashmir Prospects and Challenges” states that the problem of tourism industry in Jammu and Kashmir are poor road, lack of basic hygienic amenities, no standardisation of rates and fares, poor maintenance of heritage sites, issues regarding security and harassments and lack of passionate and trained professionals. According to him Jammu and Kashmir need a very special focus for the development of basic infrastructure to attract pilgrims in huge numbers.

### **Pilgrims from Kerala**

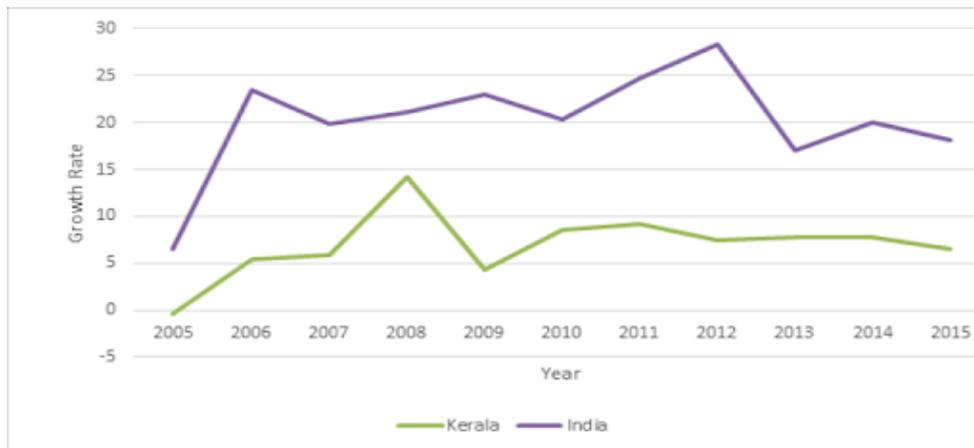
Pilgrim centres of Kerala are visited by tourists from all over the World, particularly famous for domestic tourism. Lakhs of tourists from Kerala and outside Kerala are visiting in the pilgrim centres of the State. The famous pilgrim centres of Kerala are *Sabarimala sree Ayyappan* temple, *Guruvayoor Sri Krishna* temple, *Sri Padmanabha Swamy* Temple, *Potta* Divine Retreat Centre, *Malayattoor* Church, *Parasurama* temple, *Parassinikkadavu Muthappan* Temple, and Jewish synagogue at Mattancherry. The fairs and festivals are unique in Kerala. Thousands of tourist showed their interest in the Onam festivals, boat races, Thissur Pooram and our performing arts such as *Theyyam*, *Kaliyattam*, and *Padayani* etc. Tourists are coming from all over the World during the festival season to enjoy the fairs and festivals of the State. The style of our architecture is distinctive and the symbol of it is seen in the traditional houses, palaces, temple, churches and mosques of Kerala. Wood is used extensively on doors and windows, even to solid carved walls. All most all churches, temples, palaces, mosques dotting the State showcase this traditional architecture style which is very impressive. We have our own science of architecture based on the forces of nature and geo- magnetic influence of earth, which is know as “*Vaasthu*”. The spectacular art of the folk and classical performing art shows hundreds of years of our cultural heritage. The classical dances include *Kathakali*, *Mohiniattam* and *Koodiyattam*. Solo dance is also staged and is very popular. *Ottamthullal*, a solo dance used as a weapon to ridicule and social criticism. The ritual arts include *Padayani* and *Theyyam*. *Padayani* is more popular in South-Central Kerala where as *Theyyam* and traditional martial arts form, *Kalaripayattu* is more popular in Northern Kerala. An important dance among the Syrian Christians is *Margamkali*. It is similar to *Thiruvathirakali* and celebrates the legend of St. Thomas in Kerala.

Kerala is also a land with a variety of celebrations that transcend regional and religious boundaries. What stands out is the tread of harmony that runs through the different ceremonies and rituals. The most spectacular event of all, *Onam*, epitomises a newfound vigour and optimism about life. The festival

celebrates the return of King *Mahabali*, who is believed to visit his subjects every year. To convince their beloved king that Kerala is still the land of milk and honey; people decorate their homes and celebrate to the fullest, sometimes even faking prosperity, to present a happy façade for their king.

### Increase in Pilgrim visits

The graph below depicts the growth in pilgrimage over the years. The graph indicates that the tourists are now making religious trips mixed with leisure trips. The ease of transport, online availability of booking, ease of accommodation has given rise to increase in pilgrimage tours in Kerala.



### Conclusion

Kerala is famous for Pilgrimage tourism. Muslim, Christian and Hindu pilgrimage destinations are many in Kerala. The major religions followed in Kerala are Hinduism (56.2%), Islam (24.7%) and Christianity (19.0%). The study concentrates on Hindu pilgrimage. There are different categories of temples in Kerala namely temples managed by Devaswom Boards, temples managed by Trusts and Temples owned by private individuals. There are basically five Devaswom Boards (DB) in Kerala and a number of temples are either directly managed or supervised by the Devaswom Boards in Kerala. There is a belief that temples that are owned by Devaswom Boards are the properties of Government and revenues constitute the earning of government. Lakhs of people who visit various temples provide sustainable livelihood opportunities to many people in Kerala. The yearly increasing pilgrims' traffic generates both socio economic significance and business prospects for tourism industry.

With the immense developments in the transport and communication sectors, increase in the disposable incomes and various other reasons, the number of tourists visiting these centres has multiplied over the years. But the tourists who come to these destinations are seldom satisfied with the infrastructural and other facilities as well as services provided to them. In order to reap full benefits from pilgrim tourism, plans, policies and strategies have to be formulated at the administrative level.

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