LITATURE REVIEW –

Akshay Kumar (1997), Describes tourism promotion and infrastructural development for tourism related activities is bound to have a series of socio-cultural, socio-economic, physical and environmental impacts on the habitat which would require a systematic evaluation and analysis, using scientific techniques, before development decisions are taken. These are more conspicuous in environmentally sensitive settings of the hill, wildlife and beach resorts and other traditional culturally sensitive destinations. Any programmed for tourism development should thus have the underlying objective of promoting the positive impacts and mitigating the negative impacts on the social, economic and physical environments of the designations areas.

This book is a tool book to be used by managerial personnel in the day-to-day work of an organization. Like a tool, it should never be more than a reach away when a new situation emerges that demands its use. This book aim to achieve a first-and

practical and proven knowledge and information as a self - development opportunity for those who are moving into or upward in tourism management.

Khan M.A. (1997), As an academic discipline, tourism relates to the study of the behavior and habits of visitors in order to analyze their impact and implications to economics, politics and psychology. The age of globalization has made tourism an even more interesting research paper writing topic actors the borderless world people are exchanging ideas and culture is now dynamic and the degree of exchange made possible by tourism changing the way we live and look at the world.

Roger W. Riley,( 2000), Review- The study of tourism in it’s varies forms , a project was designed to assess the state of Qualitative tourism research through an analysis of major Journal and to provide base line information about where qualitative research is located in this field typical articles in this period a qualitative description Knowledge about the existence of tourism Journal a review of each Journal mission suggested other reasons qualitative tourism. Recognition that tourism research reaches beyond a complain of numbers was actualized in the paradigms in tourism research conference held in 1996 in Jyvaskyla, Finland. The intent of this symposium as to discuss the master paradigms influencing this research, the various methods by
which knowledge is accumulated, and to promote dialog that encourages alternative approaches to tourism.

Terry Lam Ada Jimmy Chan, (2002), The study is investigate the impact of job and social factors and new employees organizational commitment in the Hong Kong and rent ions so leave. Employee turnover has long been a concern of the hospitality industry and academics who investigate human resources issues. High employee turnover affects the quality of products and services. Study that the level of organizational commitment among no supervisory employees is low in Hong Kong after controlling for the effect of external motivating purpose recommendation for hotel managers to reduce new employee.

Adavitot S.C., Gatade D.G. (2007), In tourism verities of people came in contact to each other tourist resident’s entrepreneurs and administration. It is quite necessary to keep cordial with them. But it depends on the behavior of the people and the destination where they got varies whether the tourists have satisfied provided services. Tourist satisfaction assessment regarding certain attractiveness and specific in respect of tourist is useful in making changes and modifications in tourist program

and facilities. The popularity of destination is mainly depending on good cooperation and the treatment of locals.

Bente Derksen (2007) One of the most attractive forms of tourism in Croatia is nautical tourism. Dalmatia is often seen as the most beautiful coastal region, with the most potential for nautical tourism. Dalmatia is divided in four regions. The most southern of them, the Dalmatia Dubrovnik Region however, is the only one which does not have nautical tourism listed as priority issue. This policy decision is based on in the strategy report ‘Croatian Tourism Development by 2010’.

Editorial, (2008), The Journal of Tourism and Peace Research, Stenden University, vol., No.2, pp.45. The main aim of the Journal of tourism and Peace research is to provide a peer-reviewed forum for the study and discussion of tourism and tourism related areas of leisure recreation and hospitality studies. Tourism attitude change inappropriate tourism behavior inappropriate industry behavior tourism and peace initiatives and examples at the good practice through tourism. The journal of tourism and peace research hopes to engage peace and tourism.
Kamble S.M., Dr. Shinkalgar R.S., (2008), Tourism is rapidly developing economics socio-cultural activity is importance of tourism. However perfection and conservation of tourist centers are essential for tourism development. The study of tourist centers distribution is essential torture planning. There for it is necessary to develop their tourist centers. For the tourism, religious centre are becoming important places. It includes tramples, Samadhi, Churches and Gurudwara etc. A lot of people visit these religious tourist centers. At these centers, there are festivals, fairs, and death anniversary celebrated frequently. Due to this reason, these areas are crowded. From this point of view there are lot of religious centers are established in Maharashtra have been developed.

Lakshman K.P., (2008), Tourist experiences combine various degrees of novelty with the element of the familiar and the excitement of change, mixed with the security of accustomed habits. Thus it takes into account the importance of individual motivations and also recognizes that the extent to which familiarity and novelty is experienced is influenced by tourist preferences and the institutional setting of the trip.

Studies of the social and cultural impacts of tourism tend to focus on the negative consequences of tourist-host encounters. Many of the conditions that give rise to these negative consequences are inherent in the nature of tourist-host encounters, including transitory contact, opportunity for exploitation, and considerable cultural differences between tourist and their hosts. Those socio-cultural attributes of tourists and hosts that foster understanding and those that lead to friction and mistrust. Positive encounters can be facilitated by tourist needs for information, guidance, and help, by host’s competence in providing these things, and by tolerance from both parties. Negative encounters, on the other hand, are associated with the desire for immediate gratification by both tourist and hosts, and development of suspicion and mistrust from cultural misunderstandings and misplaced attributions from one group to the other.

Khan Naffes A. 2008, It is premised that Tourism Industry can not achieve it’s attentiveness with the help of HRD Philosophy and approach. Provided due care is taken to plan develop and keeping in view the organizational and industry. To develop an organizational culture in which superior’s subordinate relationships, teamwork and co-ordination among
different submits are strong. To impart knowledge and develop skills oriented to the nature and needs of the Tourism Industry for present and future needs. To enhance the contribution, which individuals can make in the collective tourism. Endeavour, which is needed to enlarge the availability of services which the nation, as a whole needs. To acquire sharpen capabilities required to perform various obligations in the tourism industry and the tasks and functions associated with their present or expected future roles.

Santosh V.S. (2008), Tourism is one of the success stories to the 20th Century. The motivation for tourism also includes social religious and business interest. Tourism and leisure are perhaps the two nicest thing modern society which helps to promote peaceful co-existence pleasure of the individual and well being of the General public. It is a smokeless industry and it has in own direct and indirect effect on economy which regarded at effective instrument of economics developing.

Vijaykumar A., (2009), Besides economic benefits to a country by way of earning foreign exchange, employment generation, regional development and bringing prosperity to the people as the primary objectives, tourism also makes a massive contribution to the social and political understanding. Tourism is thus an important means of promoting cultural exchanges and international co-operation. At the same time, it must be recognized that tourism also contributed to the protection of the natural environment and cultural heritage of people and in particular to the restoration of historic and archaeological buildings and works of art.

Bhatia A.K. (2010), The development of tourism in India is a fascinating subject. What makes it fascination is its history. Tourism thrives on history of the country. In fact, tourism cannot be isolated from history much less in a country like India whose cultural heritage has a wealth of attractions. India’s glorious traditions and rich cultural heritage are closely linked with the development of tourism. Its magnificent monuments attract a large number of visitors from all over the world. The wealth of cultural traditions extending over thousand of years, the natural surroundings, the architectural masterpieces, the music, dance, paintings, customs and languages- all these go to make India a tourist paradise. Few countries in the world provide such varied interests to a visitor.
Revalthy Girish, (2010), In this book author says that, India’s glorious traditions and rich cultural heritage were linked with the development of Tourism. India is a large populous country with long hoary past, great tradition and glorious civilization.

He discuss about motivation of tourism. Tourism today has acquired wide social and cultural dimensions. Due to fast and instant communication, the world has turned into a global village. Cultural Tourism covers all those aspects of Travel where by People learn about each others ways of life and thought. Personal and international contact has always been an important way of spreading ideas about other cultures. Tourism promotes cultural relations and international co-operations. The food, drinks, hospitality, craft products and other aspects of a national’s life appeal to travelers and visitors. Cultural tourism is characterized by a Sense of motivation such as the desire to learn and study in a centre famous for it’s high standard of living and teaching, to study the habits institutions and the life of foreign people, to visit historical monuments [Traces of past civilization], art galleries, religious centers to participate in art festivals and celebrations take part in Music, theatre, Dance, folklore, festivals etc. India is a large and popular country with a great past and a great tradition. It can boast of some years of civilized life and as such it must b ranked as one of the great civilization of the world. It is almost a living civilization where traditions arise directly from its past. Theatre, libraries museums and other national institutions are a great asset in attracting the interest of visitors. Museum and monuments are among the expected features in tourism itinerary. They have decided to evolve master plans for the conservation of selected archaeological centers with the object of preserving their environment and natural setting. The following monuments are including in the proposal.

Seth Pran Nath, Bhat Sushma Seth, 2010, The fast expanding tourism industry needs trained manpower. The Government of India has realized the economic potential of tourism. To train young people in various skills needed for tourism industry, tourism has been introduced as a vocational subject at various levels- from HSC to PG at the university level. It is good beginning.

Ingole Jayshree, Deshmukh s.m., (2011), It has the great variety of life on earth has provided for man’s needs over thousand of years. The diversity of living creatures forms a support system which has been used by each civilization for its growth and development man has
always been festinated by the diversity of life biodiversity is the new international buzz word perhaps it has not attached as much attention as global warming and ozone discipline.

John M., (2011), In recent years food and wine have played an increasingly more important role in tourism not only are they teaturned in tourism promotions but food wine tourism also retered to as gastronomy tourism culinary tourism cuisine tourisms has became a significant part of tourism in general in the past few decades.

Pothdar M.B. 2011, There are various types of tourisms in which religious tourism is more important from ancient period. The satisfaction of tourist is having important to develop tourism industry. The place and easy transportation accommodating and shopping place and easy to transportation for tourist are necessary for the development. There is difference between tourism and other industries tourism is light industry requiring little capital investment which can be utilized the integral and immovable assets like culture heritage etc. These days tourism has been identified as the tool for the development and is the leading employment and foreign exchange generated for the countries, but tourism will be successful when the tourists feel satisfied with their visit, therefore here lies the importance of studying the satisfaction level of the tourists. The study of satisfaction level will act as feedback from the tourist side, which is important for the successful tourism development.

Randall Jack, (2011), Heritage tourism involves visiting historical or industrial sites that may include old canals, railways, battlegrounds, etc. The overall purpose is to gain an appreciation of the past. It also refers to the marketing of a location to members of a Diaspora who have distant family roots there. Cultural heritage tourism is important for various reasons, it has positive economic and social impact, it establishes and reinforces identity, it helps preserve the cultural heritage, with culture as an instrument it facilitates harmony and understanding among people, it supports culture and helps renew tourism.

Bhendekar Sadhana H., Amol Waindeshkar, (2011), In the spate of technology advances in many fields the navigation and positioning technology has also gone through technological up gradation. Today use of GPS is inevitable particularly for navigation and exploration of various destinations. GPS is an instrument using aerospace technology connected with communication satellites that transmit signals to the earth. There are myriad uses of GPS in tourism industry. In this paper attempt has been made towards the reeled out different uses of GPS particularly in
exploration of destination we attempted explore the destination through traveling rote incoming point of interest for example, tourist spots, locations etc. and prepared a map of tourist interest which helps tourist in decision making.

Varma Vivek, (2011), This book will be help for, understanding what is tourism management, economic development by tourism, what are effects of tourism in country. The book scrutinizes all the key trends now affecting the tourism industry from the impact of technology to the low-cost airlines have transformed the market for leisure travel. Tourism today is much more than just developing products. It is more about quality, insightful thinking and ability to have global information about technology, partners, contacts and responding quickly to global and regional trends. The fundamental task before tourism promotion is to facilitate integration of the various components in the tourism trade as active participants in the nation’s social and cultural life. There is along road ahead.

All must work towards a society where people can work and participate as equal partners. Tourism should be a vehicle for international cooperation and understanding of the various civilizations and a harbinger of peace. From the foregoing we can see how fast the face of tourism is changing and how changing and how challenging the job of travel agencies is now. There is therefore a need for proper training of the personnel working in the industry through thorough and a detail study of the subject.

Kothari Anurag, (2011), Tourism industry has grown exponentially in the past few decades and this will led to the increase in demand for the professionals in the field, making the course of tourism extremely popular among students globally. Tourism management is one of the important papers and the present publication is being prepared by keeping in view the syllabi of several universities and colleges. The book began with an Introduction and moves on to describe the Perception and Concept of Tourism along with man-made caves hewn out of Rocky Mountains, conceived and executed some 2000 years ago. Easy accessibility is a key factor for the growth and development of tourist movements.

The demand for tourism in any country is influenced by a number of factors including the very society and the socio-political system in which the potential tourists lie. In many countries especially in East Europe and CIS, the sae plays leading role in promoting tourism for their
citizens. In these countries, the government provides relief to their citizens by way of giving them a holiday as a reward.

Noelia Araujo–Vila, (2011), Worldwide many destinations have reached agreements with producers of series to appear in them but in the Spanish case are the series a promotional tool for tourism destinations. It is précis the answer to this question it is sought in this article first it starts from the role represented by series today and the possibility of introducing brands in the same brand placement through a review of the scientific literature.

Pawar P.B. , (2011), Tourism is an international business so people have to fulfill many challenges to endure in this business and for this education is extremely important. So we find satisfactory literacy rate where this tourism industry is developed on large scale and in this literacy rate. Female literacy rate is also significant. Because female also have to perform all economies activates related to this occupation. Tourism industry has flourished in many regions which are gifted by nature, historical, cultural things etc. Tourism industry is a growing industry on not only national level but also but international level and as it is emerged as an international business. It is very important tool for regional and social development. With such development the standard of living of people also improves, which positively affect on many factors in which literacy, particularly female literacy is also significant.

Sathyadev T.K., (2011), Today the mechanism and devices of control and access to tourist arrivals and the struggle between sending and host countries over retention of tourist expenditures are different. But developing countries still have weak bargaining power vis-à-vis international tour operators and experience discrimination. There is growing consolidation and centralization of the tools of the tourism trade among a few players. These players, who are primarily based I the North, control the information and online reservation services. New information technology and networks such as the Internet therefore have an important affect on the trade competitiveness of developing countries. The development and interlink of tourism and ecommerce is resulting in the slow demise of travel agents; increasing resort to proprietary web pages; online one stop shopping; and a more complex tourism product—which involves the consumer being able to customize her/his itinerary. But many travel agents in developing
countries do not have access to the investment capital to participate effectively with foreign tourism suppliers.

Ahmad Nozrin Aris Anuar, (2012), Tourism destination has seen as a consolidation of products and experience which intending tourist to travel. Even through there are many studies in various aspects of tourism destination the shift of mass tourism to ‘alternative tourism’ the changes of tourist tests as well as an increasing of travel capabilities have called for a tourism destination to be more creative in offering niche tourism of more importantly, ‘Tourist friendly Destination’ since there are no specific theories concepts frameworks and indicators in tourist ‘Friendly Destinations’.

Husain Majid, (2011), The distribution of population in any country/region is closely influenced by the physical (terrain, topography, climate, natural vegetation, minerals, and soils) socioeconomic (religion, customs, education, awareness, per capita income, and standard of living), and political factors (government policy towards population) The country having good climate for tourism