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## **TOURISM**

The tourism industry, one of the largest industries in the world, is broad enough to encompass the hotel industry, the transportation industry, and many additional industries or sectors. Economies of many countries, largely driven by their tourist trade are now dependent on its Tourism which assumes inordinate importance apparently visible in the inclination of the policy makers towards sustainable and environment friendly development. The inherent potential of the industry in creating jobs and earning foreign exchange itself proclaims its significance and justifies its growth rate. This service sector industry, considered to be a smoke-free rather pollution-free industry is growing faster than any other sector. Economic, social, scientific and technological development, more leisure time and paid holidays etc. paved the way for tourism development. Some 2 countries are highly dependent on tourism, as is obvious from the support the government provides.

Tourism is one of the world's fastest growing industries as major sources of foreign exchange earnings and employment for many developing countries. Tourism is travel for pleasure or business; also the theory and practise of tourism, the business of attracting, accommodation, entertaining tourists, and the business of operating tours. Tourism may be international, or within the travellers country. The World Tourism Organisation defines tourism more generally, in terms which go beyond the common perception of tourism as being limited to holiday activity only, as people travelling to and staying places outside their usual environment not more than one consecutive year for leisure, business and other purposes.

Tourism is the activity of travel for predominantly recreational or leisure purposes, and also refers to the provision of services in support of this act. According Hunziker and Kraft, in 1941, defined tourism as the sum total of phenomena and relationship arising from travel and stay of non-residence, in so far as they do not lead permanent residence and are not connected with any earning activity.

Tourism represents the greatest mass migration in human history, and it is one of the most significant social, economic, and cultural phenomena of our times. Wars, military coups, political unrest, terrorist attacks, natural disasters, disease epidemics, and

recessions all prove to be temporary setbacks as tourism continues to grow and extend its outreach to all parts of the globe and beyond, as civilian space travel enters its pioneering phase. And tourists keep on travelling; shrugging off criticisms levelled at them by serious travel writers and other anti-tourists, disregarding Hollywood's ridicule and the postmodernist claim that tourism has become "ordinary" and offers little in the way of novel experiences.

Tourism is a major phenomenon of the modern society and has emerged as an economic activity of immense global importance. It has found a niche for itself as an effective mechanism for generating employment, earnings of revenue and foreign exchange, enhancing environment, preserving culture and traditions there by facilitating overall development. Tourism is an ancient habit among human beings who wanted to know about places, culture, food etc. This habit is growing all over the world because of exposure to media and because of easy and comfortable mode of travel.

Love of history, adventures, religion or just the quest for knowing the unknown etc. are the driving forces behind tourism all over the world. Now a days, it is a common phenomenon in all countries, that people travel from one place to another when time and budget permits first, within one's own country, then to neighboring countries and then to the far away countries. Tourism denotes the temporary and short movement of people to destinations outside the place where they normally live and work. It is often described as a fastest growing and the second largest industry of the world, the first being oil industry

'Tourism is a collection of activities and service and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment business activity and other hospitality services provided for individuals or groups travelling away from home'. Now the officially accepted definition of tourism by WTO is that "tourism comprises the activities of person travelling to and stay in places

outside their usual environment for not more than one consecutive year for leisure, business and other purposes”.

Tourism benefits not only for the tourists. It benefits the whole economy. Tourism opportunities are very vast. A country having more attractions, hill stations, historical mountains are very attractive for tourists. Tourism benefits the economy. Tourism enhancing the social and economic value of that nation. Tourism is one of the fastest growing sector and it brings foreign exchange earnings and also create more and more employment opportunity jobs create directly in tourism and industry in other sectors.

Thiruvarkadu Bhagavathy temple, known as Madayi Kavu is considered to be the mother of all Bhadrakali temples of North Kerala. Here the deity is the Fierce form of Bhadrakali. Bhagavathy is also addressed as Tiruvarkkad Achchi. The temple, situated in Madayi, Pazhayangadi in Kannur District, Kerala. The temple is opened around the year all days from 5.30 am to 1.00pm and evening from 5.00 pm to 7.45pm. Important poojaas of the temple are usha pooja at 6am ucha pooja at 11.30 am and sandya pooja at 5:30 pm. Enter the temple through eastern nada and following circumambulatory path ,worship Lord Shastha first, then Kshethrapaalakan then lord Siva, then Mathrusaala and finally the Goddess.

### **Components of tourism**

Tourism comprises the activities of person travelling to staying in place outside their usual environment for not more than one consecutive year for the purpose for leisure, business and other purpose. Three basic components of tourism are;

#### **1.Accessibility**

Accessibility is the key factor for tourism development. Without accessibility we cannot reach a destination. This includes railway, air, sea and road transport. Accessibility mean reaching to the place of destination through various mean of

transport. Transportation should be regular, comfortable, economical and safe. Today there are various mean of transportation like railways, roadways, waterways and surface transport. Transportation should be there for all kinds of tourists and destinations.

## **2. Accommodation**

It is a place where tourists can find food and shelter provider he or she is in a fit position to pay for it. There are various types of accommodation from a seven star hotel to a normal budget hotel.

## **3. Attraction**

It is the most important thing that attracts people to travel. It includes both manmade and nature attraction. Attractions mean anything that creates a desire in person to travel in a specific tourist destination. Fashion is a factor in the demand for tourist attractions and amenities. The tourist who visits a particular place for its natural beauty may decide to visit some other attraction due to the change in fashion. Amenities are extra facilities and services that required to the tourist while travelling. These are facilities complement to attraction.

## **Types of Tourism**

Every person in this world has his own likes and dislikes. Human thinking varies from person to person. People in this world have a reason to travel. Some travel for business purpose, some for medical purpose, some travel for visit in the holy places, some travel to see the natural beauty. Following are the main type of travel and tourism,

### **1. Archeological tourism**

It is an alternative form of cultural tourism. This aims to promote the passion of historical archeology and the conservation of historical sites. This promotes to encourage the development of cultural associations, companies and corporations.

This includes all products associated with public archeological promotion. Visit to archeological sites, museums and rediscovery of native products, festivals and theater.

## **2. Cultural tourism**

It is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring. Culture is one of the major objective of tourism. Cultural attraction plays on important place in tourism. The overall purpose is to gain appreciation of the part.

## **3. Pilgrim tourism**

Pilgrim tourism is a long journey or search of great moral significance. It is a journey to a sacred place or shine. Religious members participated in pilgrimage. A person makes such a journey is called pilgrims.

## **4. Adventure tourism**

A type of tourism involves exploration or travel to remote places is called adventure tourism, where the traveler expects the unexpected. Men takes steps outside their comfort zone, involves physical activities. It involves some degree of risk.

## **5. Agricultural tourism**

Agricultural tourism is tourism on farms. There farms open to the public. There includes pick fruits and vegetables, ride horses, handicraft gifts etc. these farmer open to the public. Tourists can also see the live ducks, goats, sheep, cow etc. these farms are called 'entertainment farms'.

## **6. Atomic tourism**

This is a relatively new style of tourism. This means travel to significant sites of atomic history and site of atomic explosion and also to see atomic plants, vehicles, missiles and rockets.

## **7. Book store tourism**

It is a type of cultural tourism. Here book stores are the group travel destination. Tour to book shops. There were large book store chains, book signing, author home visit and historical sites.

## **8. Disaster tourism**

Act of travelling to a disaster area is a matter curiosity. It becomes a nuisance it hinders rescue, relief and recovery.

## **9. Drug tourism**

Travel for the purpose of obtaining or using drug for personal use that are illegal in one's home jurisdiction. Crossing national borders to obtain drugs that are not sold in one's home country. Travelling to another country for the use of narcotics, drugs alcohol or tobacco. Drug tourism is popular among youngsters in USA.

## **10. Excursions**

Excursion are trips by group of people, usually made for leisure or educational purpose. Short excursion for education or for observations of national phenomena are called trips. Excursion are part of extra curricula activities in educational institution.

## **11. Garden tourism**

Garden tourism means visit to botanical gardens. Example Kashmir valley.

## **12. Medical tourism**

Medical tourism is also called health tourism. These includes complex specialized surgeries, that leads to high cost of medical care, long waiting time, improvement in technology etc. Tourist can come anywhere in the world.

### **13. Space tourism**

Space tourism is a recent phenomenon. Paying for flights in to space. This is limited and very expensive. The curvature of earth seen from orbit provides one of the main attractions for tourists paying to go in to space. Only Russian space agency provides transport to space. Space tourism is very thrilling and looking at earth from space is a unique experience

### **14. Eco tourism**

It means sustainable tourism. This is for protecting nature and conserving natural resources.

### **15. Water tourism**

Water tourism means travelling by boats while in holidays. Travelling from luxury ports is an example of water tourism. Netherland is famous for water tourism.

### **16. Wild life tourism**

Wild life tourism means watching wild life's in their natural surroundings. This is eco- friendly and animal friendly tourism. Jungle safari, wild life parks etc. are example of wild life tourism.

### **17. Wine tourism**

Wine tourism includes tasting wines, consumption and purchasing of wines near the sources. This means visiting places offer unique vintage. Organized wine tours, wine festivals and special events are the example of wine tourism.

## **LIMITATIONS OF THE STUDY**

- Research period is very less.
- The major limitations of primary data are that the researcher cannot be sure whether the information received is relevant, accurate, current and unbiased.