Chapter VII

Recommendations and Conclusion
The nomadic urge of the by gone era has now transformed into the most flourishing global industry, singularly accounting for more than 8% of the world trade and approximately 30% of the total trade in services. The prognosis of futurologists that tourism may emerge as the largest industry of the world has virtually come true. The growth in international tourist traffic has been simply unprecedented during the post World War II period. With its present pace of development tourism may account for about 2000 billion dollars by 2021, is how the majority tourism scholars have predicted. The magnitude of multifarious advantages of this multidimensional phenomenon is consistently motivating more and more countries to take it up as one of the priority areas in their central planning process.

Owing to its enormous advantage in terms of foreign exchange earning, employment potential, infrastructural development, social awareness, greater income and employer multiplier and a horde of other Socio-Culture and Economic advantages, tourism is now better known as an agent to holistic development. Obviously the developing countries vitally need it as the single answer to their multi-prong problems; though their share is still distantly less, both in terms of tourist arrivals and receipts when compared to the affluent nations. There was a time when Central and West European countries together with North America accounted for 96% of the tourist traffic and tourism receipts, thus leaving behind just 4% to be scarcely distributed among the entire lot of developing economies. Interestingly, this gap is now steadily narrowing down. The new trends are particularly in favour of Asia – Oceania Region, where India is an important entity. Thus, the time is ripe now to evolve and implement
realistically viable tourism development programmes, if the country has to emerge as a popular tourist destination.

The pace of growth in worldwide tourist traffic over last few decades, more so, after World War II has been virtually dramatic, which is well evident from the fact that as against 25 millions and US $2 billion in 1950, the tourist traffic and tourism receipts respectively touched 922 million and 944 billion US$ mark by the year 2008.

UNWTO's Tourism 2020 Vision forecasts that international arrivals are expected to reach nearly 1.6 billion by the year 2020. Of these worldwide arrivals in 2020, 1.2 billion will be intraregional and 378 million will be long-haul travellers.

East Asia and the Pacific, Asia, the Middle East and Africa are forecasted to record growth at rates of over 5% year, compared to the world average of 4.1%. The more mature regions Europe and Americas are anticipated to show lower than average growth rates. Europe will maintain the highest share of world arrivals, although there will be a decline from 60 per cent in 1995 to 46 per cent in 2020.

An interesting fact which comes to the fore is that the major tourism destination countries and regions have so far been traditionally leading global tourism markets in that order. Thus, obviously Europe and Americas are the top tourism generating regions of the world. Till late sixties, these two regions were together accounting for about 96% of the total international tourist arrivals and approximately 90% of the global tourist departures. However, over last five decades their share has been witnessing consistent decrease in both perspectives. Consequently, by the year 2004, their share came down to 71.77 % and 73.57 % in terms of tourist arrival and tourism receipts, respectively. In contrast, the performance of such emerging economies like Japan, China, South Africa, South Korea and Countries of Middle East and South East Asia has been steadily improving, to the extent that China now occupies top fourth position in terms of
tourist arrivals, displacing such traditionally popular destination countries even like Italy and U.K.

There had been many factors influencing tourism trends in past which may continue to influence tourism trends in future, as well. The generic factors that may influence the future tourism trends have been nicely summed up by Robert Came (1969) in his article, the ‘Future of Tourism’, as under:

- The world’s population is growing at an extremely fast pace and the average length of life will be nearly 80 years.

- Per-capita income will grow swiftly and will reach extremely high levels in the industrialized countries.

- “The-Distance” in space will be all but eliminated, and this will result in comparatively lower transport costs.

- The widespread automation of productive processes will lead to a great increase in the leisure activities because of the growing amount of “free time”.

- The rural population will shrink nearly everywhere in the economically developed countries, approaching the level of the United States where at present less then 10 percent of the total population i.e., about 5 percent of the active population is employed in agriculture.

- The population employed in the secondary and tertiary sectors will consist almost entirely of persons living in towns who, hand in hand, with increased spatial mobility, will have greater occupational and social mobility.

- Congestion of tourist traffic shall create problems in traffic in time and space.

- Greater educational opportunities and in-depth information will lead to increased curiosity and that in turn, to a greater desire for knowledge.
All the eminent futurologists including Fraustie, Came and Kahn promise for more leisure available to the society in coming times, which will obviously have a major impact on tourism growth. The quote Fraustie (cited in Singh 1982): “It is generally expected at present that fairly in near future the average citizen of economically developed country will be able to meet his needs by working thirty hours a week. Thus the time that an individual will devote to productive activities in future will take up about 6% of his existence”.

India is credited to pioneer the concept of tourism in the form of pilgrimages, as early as during Vedic Era. Accounts from the Epics and Puranas reveal that the tradition of religious travels flourished all through the ancient times, and that, sincere efforts were made by the contemporary rulers to develop wayside facilities and amenities, especially enroute the sacred centers. In fact, aware of the paramount contribution of ‘travel’ in broadening the horizons of knowledge vis-à-vis forging social integration, it was intelligently blended with religious dicta so as to make traveling a social movement. ‘Indra (wise qualities!) is the friend of travelers, therefore travel has God’ jealously preached by the scriptures to inculcate healthy guest - host relationship, been propounded in the Aiterya Brahmina in order to instill social attitude for ‘Charevati Charevati (keep on traveling and traveling). The principle of ‘Atithi Devo Bhav(Guest is God) is still valued by the society though the rising materialism has considerably eroded it.

While the glorious tradition of pilgrimages has steadily prospered over the years, international tourism is yet to come of age in the country despite its vividly varied and rich touristic appeal. As evident from the Preamble of National Tourism Policy (1997), India is aware of its tremendous tourism resource treasure vis-à-vis the strength of tourism as tool to holistic development, and is therefore vying to achieve its rightful share in international tourism.

Evidently, the significance of tourism is comprehensively acknowledged and appreciated by the government of India. In fact, efforts to promote neo-tourism in
the country date back to 1945 when a committee under Sir John sergeant was constituted to find ways and means to promote this industry. Though no budget could be allocated to it in the First Five Year Plan, tourism became an important constituent of national planning, onwards the second five year plan. The strong desire of country's policy makers to promote tourism is aptly illustrated by the various actions taken to this effect, ranging from ‘creation of regional tourism offices in the country and abroad, setting-up NCT; inception of institutions like DOT, ITDC; State Tourism Departments, State Tourism Development Corporations, IITIM, TFCI, and National Council of Hotel Management, Catering and Nutrition; Launching special operations schemes viz; Operation US and Operation UK; and Organizing India festival abroad to penetrate potential markets; awarding industry status to tourism; celebrating visit India year(s) and above all putting tourism under an exclusive Ministry at the Centre and in some states. Today, India has virtually the most intensive organizational structure of tourism the world. As a result of these efforts international tourist arrivals have steadily increased over the years, registering an average annual growth rate of about 10% during 1950-1990 period. In net terms, the tourism arrivals touched 3.37 million mark in 2004 as against 16829 arrivals in 1951. Though, country's share in the international tourism is still too meager, 0.44% in terms of tourist arrivals and 0.77% in terms of tourism receipts, the recent trends strongly indicate towards consistently better performance. During 1991 – 2006 period, despite negative trends in the year 1993 (assassination of Sri Rajiv Gandhi), 1998 (General Elections), 2001 and 2002 (after affect of Iraq War, September 11 incident, and terrorist attack on Parliament), tourist arrivals marked net increase of about 1.68 million, during this period.

Country-wise, U.K has traditionally been the largest market for the country, though, of late USA has replaced the former. The touristic significance of these two countries for India is evident from the fact that, together they accounted for over 32.3 % of the total arrivals to the country in 2007. Canada, France, Sri Lanka, Germany, Japan, Malaysia, Australia and Singapore accounting for 3.9%,
3.8 %, 3.5 %, 3.3 %, 2.6%, 2.5 %, 2.4 % and 1.8 % arrival, respectively were the other countries standing on the top ten markets of India in 2007. Over the years, the top ten tourist markets of the country remained generically more or less same with minor reshuffles in the order of the rank.

Presently India has share of meager 0.49 % only, whereas France took a lead recording 76 million arrivals(9.41% share) followed by Spain, USA, China Italy and UK. Among the Asian countries, China has emerged a leader with 46.81 arrivals (5.79% market share). Going by the available statistics for the year 2005, it is evident that India’s share in international tourism in terms of tourism receipts (0.8 %) has been considerably higher as compared to the tourist arrivals (0.49 %). Also, during 1991-2007 period while the country experienced negative annual growth in 1993, 1998, 2001 and 2003, the negative trend in terms of tourism receipts was prevalent only in the year 2002 and that too by merely – 1 %. It is also apparent from the discussion that the negative growth got effectively countered by the strong growth marked in 2004, 2005 and 2006, which was respectively 15.7 %, 31.5% and 16.5%.

The stronger growth patterns in receipts can be attributed to fact that the average length of stay per tourist (around 30 days) in the country is one of the highest in the world. Increasing tourist expenditure on account of the interplay of rising prices vis-à-vis worldwide growing per capita income too has its obvious impact in this regard. The economic significance of tourism for India becomes all the more vital in view of the fact that, even now, when the country’s share in world tourism receipts is merely 0.8 %, it is already acting as the third largest source of its foreign exchange earnings.

On account of the open air policy of the central government vis-à-vis steady increase in the income of the people especially those concerned with the multinationals or working/dealing with exports, the outbound trends have consistently been witnessing remarkable growth, particularly onwards early
nineties of the last Century. Unlike the negative growth in international tourism, as well as, in the context of inbound traffic to India, the outbound tourism has never experienced negative growth during last fifteen years though there was zero growth in the year 1994. In fact, the growth has been remarkably high in the year 2006 and 2007, i.e., 16.1% and 15.6% respectively.

Though, no authentic data are available in this context, conservative estimates reveal that annually over 430 million people travel from one part to the other parts of the country under different pretexts of tourism. Obviously, pilgrimage had and continues to have the lion’s share in domestic tourism in India.

Experiments, all over the world, and resultant experiences have proved that success of a tourist destination depends upon totality of strategic efforts made by various stakeholders and careful marketing, in addition to the inherited tourism magnetism along with the uniqueness of resources, products and activities. This, obviously, requires well-conceived and effectively implemented innovative steps from all the players including planners & policy makers, practitioners, representatives from hospitality sector and media persons to even academic institutions. O’Brien - a British tea saloon owner- has rightly stated “with innovative and effective marketing, one can motivate the people to even eat hay after the meals”. Tourism marketing, undoubtedly, is extremely complicated and challenging task, mainly due to prevalence of literally independent components of tourism product, in addition to multiplicity of regions in a tourism system that prove to be symbiotic to each other for carrying out varied tourism operations efficiently.

Diverse preferences, priorities, wide-ranging spending abilities & patterns, spectrum of motivations, varied socio-cultural linkages, ethics & ensuing values and customs etc. of the tourists further accentuate the challenges for tourism promoters, practitioners and those who are involved with the management and development of destinations. Then there is a whole set of factors like highly
dynamic & capricious economic scenario, newer sets of developmental philosophies & policies, escalating competition, fast changing political equations amongst various countries, climatic catastrophes at destination, transit or tourist generating regions, having direct correlation with the performance of any tourism system. Undoubtedly, the perceptions, priorities and preferences of individuals or various groups of tourists with regard to perceived touristic appeal of resources or destinations, motivations & reasons behind visit or repeat visits, choice of specific mode & type of transport or board & lodging facilities, shopping behaviour, and price sensitivity do vary, from season to season, circumstances to circumstances and destination to destination.

Talking in Indian context, while appreciating tourist resource potential in the country, Hinchinbrook J. (1970) in his thought-provoking article “The Myth of Tourism” observes that, “the great mass of India’s potential market is still awaiting to be told what India really is”. Almost similar views have been expressed by Chester Bowles (1967), in his paper “Tourism - an untapped market” – ‘Why not show them the promise of India’s future as well as of India’s ancient glories and her varied Natural Resources?’ Thus, while the earlier statement speaks of the failure of the country in terms of en-cashing her vast resource potential, the latter, in a way, is a feedback on the prevailing market awareness, about its otherwise class historical, cultural and natural tourist treasures. The observations of Singh (1974), Anand (1976), Adhikari (1984), Kaur (1985), Kala (1985), Bagri (1992), Punia (1994), Bansal (1994), Singh (1999) and various other researchers, though made in different context of Indian tourism, are taken into consideration, the poor performance of the country can be largely attributed to the lack of an effective, long term integrative tourism planning and not its weak economic base. This conclusion is supported by the fact that there is no dearth of the tourist activities that can be promoted with little infrastructural inputs, like village/ rural tourism, heritage walks, spiritual tourism and most of the water based pursuits.
Concentrated efforts need to be made to undertake in depth and applied studies on the Demand Supply perspectives in Indian context, if the country is to achieve its rightful share in International Tourism.

In view of the huge geographic area of the country vis-à-vis the multitude of diversity in the tourist resources in its different geographic, cultural and socio-economic sector, it becomes imperative to confine research to limited and defined geographic and administrative regions.

The state of Uttar Pradesh, otherwise not so rich in economic geology, has a fabulous tourism resource treasure which, if judiciously exploited, can not only act as the mainstay for the people but may bring in overall prosperity to the state, as a whole.

Uttar Pradesh was steadily emerging as a major destination on the International map of tourism but due to formation of new state of Uttranchal the progress has been a bit slow in recent years. The fact that about 20% foreign tourists coming to India do visit one or the other destinations of Uttar Pradesh itself speaks of its being, one of the leading tourism states of the country.

However, Considering the rich touristic appeal of the state, specially its fascinated monumental heritage, alongside the unique and colorful folk art and craft forms, its market both in terms of domestic and foreign tourism is still meager as compared to the prevailing tourism magnetic appeal. Evidently, a country like France, which less population and even lesser geographic area attracts above 70 million foreign tourist per annum against merely .5 million by the later.

Therefore, it becomes imperative to critically assess the situation and cross examine the facts in the light of the tourism development, strategies adopted by the state of Uttar Pradesh, and accordingly suggest viable steps to this effect.
The above reason prompted the present scholar to take up an applied research problem on Uttar Pradesh, as under:

*Organization & Management of Tourism in Uttar Pradesh: A Critical Assessment*

The hypotheses to be tested for the above problem are as follows:

Growth and Development of Tourism in Uttar Pradesh is nowhere close to its rich tourism resource treasure.

Tourism in Uttar Pradesh has been comprehensively developed, as tourism being planned scientifically and in an integrated manner.

The Institutions and Organisations acting in the field of Tourism are prudently employing state of art knowledge and skills in promoting Tourism.

The Management of Uttar Pradesh as a Tourism Destination is being effectively carried out.

The objective of study, as revealed from the research topic it, is to critically assess the growth and development of tourism in Uttar Pradesh, identify the problem areas and accordingly suggests appropriate strategies.

- For convenience the objective can be divided into under mentioned sub-objectives to study the tourism resource potential, and existing tourist plant facilities in the study area.
- to examine the domestic and foreign tourist traffic trends in the state of Uttar Pradesh.
- to understand the existing gap (if any) between tourist demand and tourist supply in both quantitative and qualitative terms.
- to make an indepth study of Organization and Management of Tourism in the State.
- to undertake prognosis on the future tourist traffic trends and tourist demand patterns.
to critically perceive prevailing planning and policy framework.

to perceptualize the major constraints on way to the development of tourism in the state and accordingly suggests some viable strategies.

The study would systematically enlist and map the tourism resource potential of Uttar Pradesh, which may prove to be a ready reference for those concerned with tourism.

The present piece of research would inculcate understanding among the various players of the tourism

In the study area about the actual tourist demands in both quantitative and qualitative term and accordingly review their planning/ Marketing strategies including repositioning of their products and services.

Study may prove particularly useful to the public sectors, tourism institutions, planners and policy makers to perceptualise inter-relationship and accordingly reset their priorities.

The study looks forward to be instrumental, to whatever extent, in anticipating the growth and development of tourism, in the state in long-term perspective through cautious utilization of the resources and bringing a positive touristic image of Uttar Pradesh.

Information on the geographic and socio-cultural perspectives of the study area shall be collected from the authentic 2nd resources including books, research papers, project readings and published and unpublished reports of a concerned governments departments.

Good deal of literature now available from the available tourist resource potential in Uttar Pradesh, though largely in fragmented form, apart from being incomplete and unsystematic. Therefore, whenever required, primary data shall be collected through on the spots visit and other possible means.

Likewise, the facts readily accessible about the existing tourist plant facilities and support infrastructure shall be authenticated and updated, wherever required, by collecting primary information.
The qualitative and quantitative analysis of tourist demand shall be based on the interpretation derived out of the specially framed questionnaires. Different set of questionnaires shall be developed to collect the responses from the tourists and public sectors, tourism institutions, tourism enterprises and the common man. To perceptualize the opportunities, scope, constraints and gray areas with regard to the growth and development of tourism in the study area.

The sampling method and data analysis and interpretation techniques shall be decided taking in view the viability vis-à-vis affectivity perspective. Indeed each set of questionnaire shall be used after incorporating changes and modifications based on feedback from the test questionnaires. Generally 5 points scale shall be the option for the respondents but a few questions would also be open ended. As far as possible, efforts shall be made to collect maximum information through mail questionnaire method so as to ensure authenticity.

For requisite details on planning and policy aspects the scholar shall exclusively be depending on available published and unpublished reports of the Uttar Pradesh tourism, UPTDC, DOT, Govt.of India, Dept.of Tourism and such other institutions.

Having had understood the state of problem the strategies shall be recommended essentially considering the viability perspective. The scholar shall try to specifically suggest model strategies for some selective destinations alongside some generic issues related to HR, Marketing, Travel trade procedures, Hotelering, event managements and in addition to social and ecological aspects.

Some studies have so far been undertaken on growth and development of tourism in Uttar Pradesh. Uttar Pradesh tourism with these help of some consultancy services has done a reasonably good job towards growth and development of tourism. Among of a few other studies directly or indirectly dealing with the similar perspective are by Bhatia A.K (1978), John Bryden (1973), Medlik and Burkart (1976), Douglas Pearce (1989) gearing Charles (1976). As far as the data collection and interpretation techniques in the present context are concerned Bar
on (1979) Graveselror and Wallrace ((1985) and Crompton (1979) are especially
noteworthy considerable help can also be derived from the work of L.T
CRAMPON (1963), H.T Davis (1968), Michael Peters (1969), W.T.O (1985) in
the subsequent phases of these present study.

As it is apparent from the above discussion, limited works are available on the
subject of present research. This fact obviously would compel the researchers to
consistently interact with Government organizations, hoteliers, tourism scholars
and experts from allied field to keep on improving the data collection and
interpretation techniques in order to reach to nearly authentic conclusions Time,
money and manpower would again be a major restraint areas in view of these
comprehensively large framework of the present study.

The situations, problems and suggestions discussed in the foregoing are herewith
summarized in terms of specific points;

- India virtually has the potential to be the land of all seasons and all
  reasons and the state of Uttar Pradesh is no exception.

- Performance of the country in general and Uttar Pradesh in specific of
  International tourism has so far been quite poor, more-so in view of its
  unique and extraordinarily diverse tourist resource potential.

- Despite a fabulously rich tourism development potential vis-à-vis a long
  and prestigious heritage of tourism, especially in the form of pilgrimages,
  India has a comprehensively distorted image in terms of socio-economic
  and infrastructural environment, and the same reflects for Uttar Pradesh
  as well.

- A closer assessment of the planning, policy and organizational
  perspectives reveal that Uttar Pradesh has been making desperate efforts
  to promote both domestic and international tourism, but somehow the
  results so far have not been much satisfactory.

- A cursory review of the contemporary context may readily prove that
despite of the lack of the range of fiscal and non-fiscal incentives provided
to the latent and effective tourism enterprises—the proven organizational strength of tourism at central and state levels— the number of travel and hospitality enterprises and the promotional efforts in the context of the study area is comparatively positive.

Thus, the obvious basis for slackness in performance of tourism can be attributed to the lack of effective destination planning and marketing strategy.

In view of the above observations, it is recommended that:

1. The country in general and Study area in particular should essentially and urgently go for a thoroughly research based planning. Authentic data on the various perspectives of the destination environment, dynamically changing tourist market and destination trends, emerging demand patterns and the expectation and satisfaction levels of the tourist are, thus, becoming the essential pre-requisites. On account of the readily available trained manpower vis-à-vis requisite paraphernalia, the universities in particular can play a determining role in this context. Assigning this sacred mission to the universities may not only prove to be the most effective strategy but comprehensively economic, as well. U.G.C., I.C.S.S.R., C.S.I.R., C.I.H.R. and D.O.E. etc. can be conveniently approached to promote applied research in tourism alongside those directly funded by the Department of Tourism of the State and the Central Government.

2. Going by the promotional efforts being made by the Central and the State Governments through print and electronic media, the outsourcing seems to be too ineffective. It is in fact leading to extensive and repetitive approach with little, if any, outcome. In this context, the possibility of marketing entities at central and state levels need to be essentially explored which should be exclusively responsible to promote India and the state as a popular destination. Ways and means to ensure direct participation/contribution by the Central and State Government, as well as the various private sector
tourism and hospitality enterprises to this end, needs to be worked out in applied perspective.

3. Tourism awareness in the society goes a long way in creating an ideal tourism magnetic image of a destination, region or a country. While respect to the guest with utmost hospitality is inherent in Indian society, it needs to be refurbished in the contemporary context.

4. There would be no other economic sector where the attitude, aptitude and overall professional skills are as pivotal as in the case of hospitality and tourism industry. Of course, isolated efforts have been made by the Central and State Governments, universities and some private institutions to come out with tourism and hospitality education/training. However, the present facilities are urgently required to be carefully examined and strategically integrated so that the quality levels are appropriately maintained. In this context, the role and contribution of the Indian Institute of Travel and Tourism Management (IITTM) and its various branches needs to be reviewed and revitalized according to the realistic requirements. “Destination specific” and “Market oriented” research is the need of the hour so as to decide whether to go for an appropriate approach of development and growth on a case to case basis.

5. The concept of tourist police, as repetitively recommended in almost every tourism related document, has so far been implemented by a few destinations and that too, half-heartedly. With a little training and motivation oriented approach this concept can be effectively implemented.

6. Community approach of development, in almost every walk of planning is appreciated. Even a country like Nepal has successfully and satisfactorily proven the fact. The “Annapoorna” experiment of Nepal has really emerged as a success story in the context of tourism. It can indeed prove to be an effective and efficient strategy in the Uttar Pradesh and should be seriously considered. This is especially effective in case of destinations located in the rural and remote environments.
7. Since demand-supply in tourism is dynamically changing; a cushion area should be kept, be it in terms of appeal, touristic activities, services, price structure or motivations. No destination can have a healthy long life cycle unless this tourism magnetism is consistently studied and accordingly modified.

8. The experiences over the years, indicate that meteorological, economic or political problems, in one or the other part of the country, comprehensively affect tourism industry as a whole. Therefore, a decentralized approach to tourism marketing and promotion needs to be applied with essential impacts of crisis management.

9. Tourism on account of its multifarious social cultural, economical and environmental benefits needs to be strongly supported and promoted in the study area.

10. In the view of the fact that Uttar Pradesh has a very strong resource base for development of 'nature tourism' and 'spiritual tourism', the same may be aggressively promoted along with pilgrimage and cultural tourism

11. Likewise, tourism and new tourism need to be conceptually understood, thus, while the former is a generic concept that involves the touristic visits of all the segments of the travelers, the later exclusively covers those traveling to a definite destination under well-defined motive and are well ready to respect to prescribed norms, at times 'self imposed ones'. A typical example can be taken from the trends introduced in the case of the national parks and sanctuaries. Realizing the fact that rising the entry fees or enhancing the tariff of the product seldom stop the otherwise unwanted guest to visit, thus, came the noble idea of the strict dress and behavioral code, and prescribed facilities coupled with a series of don’t and do’s.

12. The available tourist plant facilities at the destinations like Agra, Varanasi, Allahabad, Mathura/ Vrindavan, Gorakhpur, Jhansi, Chitrakoot etc. are adequate in the view of targeted domestic market. However, to ensure greater interest and satisfaction of the foreign tourist, anthropologists genuinely interested in one or the other cultural manifestations like performing arts,
fairs and festivals and folk traditions and rituals etc. can consistently be incorporated in the class of new tourists.

13. Since it is not possible to deny any person to visit a certain destination, the unwanted guest can always be segregated by creating desired set of supplies in terms of accommodation, food, drinks, transportation and exciting facilities need to be thoroughly reviewed especially in terms of quantity, hygiene and sanitation and from the view point of the professional services.

14. Tourist information services, almost in majority of the places, are either in shattered condition or are not available at all. It is proposed to take special care in this field by updating the relevant information periodically by applying efficient data gathering techniques, the processing of data should be carried out by professionals and the information must be provided to the target segments according to their needs and requirements.

15. The rich heritage of craftsmanship need to be revived on priority basis. Alongside, catching the positive attention of local people and their active involvement in the phenomenon of tourism, it would go a long way in the effective marketing of the various tourist destinations.

16. Travel trade services are virtually missing altogether, everywhere in the state expect in the case of some prominent destinations. This indicates towards a pressing need of an effective awareness campaign coupled with appropriate packages of incentives required to stimulate the latent entrepreneurship.

17. Authentic information is the only key to sure success. Let it be sincerely realized that the tourism organizations, all round the country do not have the requisite expertise and the trained manpower to go into it. Obviously, the professionals and consultants can be employed in this regard. The state universities' potential needs to be realistically realized. In fact, in all the leading tourism countries, universities and academic institutes play a pivotal role to this effect.

18. Consideration to sustainable tourism developmental plan, which goes hand in hand with the socio-cultural, economic and ecological environment of the given destination or the destination region, is the utmost necessity for the
state. Therefore the carrying capacity and EIA (Environment Impact Analysis) become too pertinent in the contemporary context and vitally significant in future perspectives. This needs to be taken care of urgently and on a perennial basis.

19. Last, but not least, is the warning to avoid the prevalent concept in the country and, obviously, the study area to promote anything and everything. Let there be the proper evaluation of available resources for the purpose, vis-à-vis the emerging global and domestic trends, before going in to determined decision, as to what is to be developed, when and for whom.

Any compromise against the principles of sustainability is bound to prove divesting and hence need to be distantly avoided. Longevity of the destination lifecycle is more important than the magnitude of gains in immediate terms.