INTRODUCTION
1.1 Background:

Tourism industry is a part of service industry to satisfy the need and demands of the consumers. In today’s century this sector is among one of the world’s largest industry, which contributes to about 4% share of the global economy, and is categorized as the most employment generating industry of the world. Tourism has become a major income source due to consumption of goods and services by tourists, the taxes imposed on businesses in the tourism industry, and prospects for employment in the service industries related with tourism makes it very lucrative.

Tourism is one of the eminent business which possess the expanded marketplace which is concentrated with organic and inorganic materials. It comprises of water bodies, castles, jungles, grottos and shrines. Tourism being a part of service industry it is a platform which generates openings at various levels starting from the logistics, lodging and boarding and ending with amusement. These different levels of occupation gives a concrete backup for the financial growth of the nation.

This service industry generates opportunities for the literates and the illiterates, those visitors gets attracted towards any tourist destination due to some specific features fo that destination. For example, some remote interior areas of the country attracts the visitors due to its unique handicrafts or by some natural characteristics. So it can also be said that this industry not only supports the financial status by giving job opportunities but it also inculcates or motivates and individual and entrepreneurship skills which helps the person to earn his livelihood. The fact cannot be denied that this industry also faces challenges to preserve the natural assets due to rapid industrialization.

However conservative tourism doesn’t completely help the localities as in some preferred destination the visitors are influenced by the services of the tour operators. The administration should take initiative in planning and implementing some effective strategies so that maximum profit is earned by the sons of the soils. The administration should also instruct the significance of the preservation of this natural resources to all localities, tour operators and travel agents.
Definition of Tourism:

Tourism is traveling. Especially for fun, relaxation or professional reasons. This is the most simply worded definition of tourism.

Visitors who migrate from one place to another for relaxing as they want a small change from their routine busy schedule. Those visitors can be termed as Tourists. [Source: World Tourism Organization].

The movement of people for frivolous activity, relaxation or for official transactions is known as tourism. The visitors who migrate from one place to another for relaxing as they want a small change from their routine busy schedule. Those visitors can be termed as Tourists. Those tourists halt at one destination for one day or several hours within a day but not more than 365 days [Source: World Tourism Organization].

The cumulative of the activities from the movement and the halt of those visitors until and unless they are not entitled for the residence-ship and are not associated with and source of income at that preferred location. [Source: Hunziker and Krapf (1941)]

The migration for lesser duration to their preferred location which are away from their residence or their source of livelihood. It comprises of all the activities of definite cause. [Tourism Society of England (1976)].

Tourism is widely famously movement carried out for relaxation [Source: International Association of Scientific Experts in Tourism (1981)].

The statistical data in the year 2008 reveals that more than 900 million foreign visitors arrived which showed a growth of more than one percent in comparison to the year 2007. The revenue showed a hike of more one percent approximately more than $ 900 bn (or more than 600 bn Euros - 2008). However at the time of the downturn of the economy there was a huge impact on the foreign visitors which was at the start of the month of June in the year 2008.

The human resource engaged in T & T is approximately 72 million throughout the world. The outlays per year of the tourism business account for approximately US$ 3 trillion which contributes to approx. about 3.8% of the GDP across the world from tourism only. The industry will sustain its degree of progress until 2014. It is
hypothecated that this sector will enroll more than 83 million human assets throughout the world. [Source: (WTTC)]

Travel industry is a booming industry where the foreign tourism will maintain its degree of progress not less than 3% per annum [Source: World Tourism Organization (UNWTO)]

**Stakeholders of the Tourist Destination’s and their movement.**

Infrastructure like roads, transport system, hotels restaurants’ are important from tourism point of view. There is a need to build, develop and promote harboring of infrastructure. Each tourist place needs this development and promotion for expansion of their business which and makes travelling as safe as possible. So analyzing the current status of infrastructure and recognizing the areas where the infrastructure needs to be developed, this implementation of the ideas is important and the ideas should be crystal clear. The expectations from the Government and the expectations of the localities and other local bodies should be well established. Stakeholders can be commonly said to be people who have shared interest in the institution and are affected by that organisation. The stakeholders can be overall be put in triads on the basis of their similarity. These stakeholders who are going in different directions, but don’t necessarily have conflicting interests. [Source: Spilanis (2000)]

The government is the chief component of the stakeholders. Government is the crux in the entire tourism set-up of the infrastructure. Helping plan, gives money, and supports the projects. Maintaining peace in the place, ensure taxes are being paid, lifestyle of people is maintained, and overall stable place.

The second component of the stakeholders are the localities. Concern about environment is their prime concern. They work with the government. Helping customers through making it very attractive, and providing localities jobs in their own area. Managing peace and harmony in the place. All this to ensure it is a brand where people want to visit often.

The third component of the stakeholders are the private entrepreneurs make sure that the profits are increased. Cost at which this success is achieved is often not a major concern. They are concerned with the concept of minting money.
The two basic concerns for any land to be developed into a viable tourist destination are its infrastructure and the conditions for development:

- The infrastructure: All the amenities which ensure all the tourist can easily reach, enjoy their stay as well as be safe are included the infrastructure facilities’. Like system for transport, strong links of communication, power sources to ensure there is electricity and other amenities functioning along with it, hospitals in case of emergency, some kind of recreational places and health and fitness centers.

- The conditions for development: Designing conducive places so that tourism will flourish. Ensuring all the basic amenities are present. Technology is being used. Social development of the localities’ is an on-going process. Using local manpower (localities) in developing the place. Ensuring their expectations are met. Their beliefs are not foregone. Hence this designing is a cumulative of planning stage right upto its execution all this keeping the location in mind. A lot of facts and data has to be at hand before such decisions could be taken in. Knowing the historical background helps to know the correct analysis of the place. The knowledge of now helps knowing its current level of the conditions. Future or the tomorrows’ study will help correct the mistakes of the past. Ensure the new strategies are met. Incorporate a lot of possibilities which could be added. Trying to make a place for oneself in the corporate market so that tomorrow no one can capture your position of being numero uno.

Tourism is seen as an important source of income for several nations across the globe. Contributing majorly in the nation’s economy. Tourism helped develop infrastructure in many countries. Lifestyle of the localities has seen improvement. In short the localities have now got a quality of life. Local art artifacts and handloom gets promotion once tourist visit here. Maintaining and preserving the local lifestyle so that the integrity of the place is not disturbed. Tourism is growing very fast and the trend is catching along. Exploring new places, enjoying their culture, visiting monuments’ forts, and other places of interest inspires people to take on expeditions to newer locations. Tourism was known as individual undertaking journey for over a day’s time. (Source: League of Nations - 1937). Way back in the 18th Century, moving and exploring the world caught the fancy of the rich men from British. They
preferred the Grand Tour of Europe. Tourism is a part of the service industry. It has many parts like providing the comfortable transportation, stay and extending warm hospitality. Travel and tourism are used as synonyms but both have a different style of delivery.

The terms tourism and travel (T&T) are usually used in similar context for each other. They yet have their own independent identity. Tourist is an individual undertaking tourism. Tourism has multiple factors to be considered. Tourism includes travel to destinations as well as staying at those destinations. While at the destinations, tourist should not stay at their residence but outside at some other place.

a) Travelling
b) Stay
c) All the other factors which come in contact with the tourist during his/her stay.

Tourism can be put together as a cumulative of activities and network arising out of migration and movement.

Tourism is a cumulative of correlation between the movement and the halt of the visitors, with respect to the parameters. The halt is temporary and visitors are not associated with any activity which supports their daily livelihood. [Source: Krapf (1994)]

IUOTO is an international organisation dedicated to the travel industry. This has now been rechristened as World Tourism Organization (WTO). A tourist as a provisional guest halting for minimum 24 hours at a preferred destination where the objective of this movement are relaxation and business. [Source: WTO]

a) Leisure:- Included that various activities like recreational, holidays or outings, health-related visits, for studying various religions and its values and sports related.
b) Business: All the travel undertaken to attend family functions, or attend meetings.” [Source: WTO]
The movement of people for frivolous activity, relaxation or for official transactions is known as tourism. The visitors who migrate from one place to another for relaxing as they want a small change from their routine busy schedule. Those visitors can be termed as Tourists. Those tourists halt at one destination for one day or several hours within a day but not more than 365 days [Source: IASET (1981)].

Tourism as an academic field of study is interdisciplinary in nature, and it derives some of its theories from other disciplines. Several postulates on the financial aspects of tourism and its relation with the society, especially the balanced and unbalanced growth approaches are worth reading [Source: Nafziger (1997)] and retention of a workforce within any given sector of the economy through juicy and equitable reward system and satisfaction of expectations [Source: Vroom (1964)].

The first theory is examined and explained within the features of tourism development as it borders on the basis of general economic development. The balanced and unbalanced growth approaches scrutinize whether development occurs across all sectors of the economy or whether there is development in a few leading sectors that will act as a springboard for the development across the economy as a whole. To this end, the balance growth theory advocates that it is not possible to overcome the natural forces in a stagnant economy by investing in and developing only a few export sectors.

Scholars, researchers and professionals in the field of tourism and beyond have accepted that, the concept “tourism” is conceptually weak and ambiguous. Though Cooper et al (2008) have argued that tourism lacks the basic rigors and focus common in the academic field of study, yet it can be classified as an interdisciplinary discipline and therefore conceptually diverse in explanation. Tourism is coined from the word ‘tour’ which connotes movement. This could be moving for different purposes, but acceptable tourism is a means to an end. In more concise form, tourism arises out of the migration of visitors from the location of their residents to several other terminals. The two essentials of tourism are the movement to a desired location and the halt at the desired location which comprises of all the events and happenings from the start point to the end. This movement and the halt generally are far away from the locations
of routine stay and job. Hence, tourism elevates the events which are different from the day to day activities.

Tourism can also be stated as a specific event chosen and conducted outdoors. Tourism either or else comprises of a halt for 24 hrs. or more than 24 hours far from the residents. [Source: Tourism Society in England (1981)]. This theory was endorsed by the IASET. [Source: Medlik (1974)].

With reference to the statement mentioned above the characteristics of tourism are.

(a) Association of a migrated visitors who are new to the destination visited.
(b) The halt is not permanent in the location.
(c) The visit is principally at the leisure time and for enjoyment.
(d) Their halt is not related with and event which gives financial support.

It is high time that tourism gets a makeover. The perception should change from vacation and leisure to incorporate broader terms like commerce and economics [Source: World Tourism Organisation (WTO)].

Travel and tourism can be divided in categories.
1. Internal tourism: Residents of the given nation tending to travel within the nations own boundary.
2. National: The individuals travel within the periphery of their own country and
3. International: The individuals of a given place travel in another country.

Geologist reveal that in a time frame tourism is a human planned event which highlights the visitors’ location of origin and the travelled destination. The research is a combination of several parameters such as topography, weather, occupancy of hotels, and sight-seeing spots. From our study’s perspective tourism comprises of three important modules -

1) The movement of the visitor from one location to another location is called as producing location/nations.
2) The terminal location of the visitors is called consumer location/nations.
3) The voyage is the distance covered from the start point to the end terminal.

Figure 1: Movement of visitors

![Diagram showing the movement of visitors in the tourism sector.](image)

[Source: Leiper (1990)].

The movement of visitors is governed by two marketing strategies. In case of push marketing, it relies on the degree of growth of the financial status quo, vacations granted, and the revenue. While the pull factor relies on the footfall of visitors, the convenience and economy.

As tourism is gaining popularity, there is enormous growth in the footfalls and the revenue across the world. This revenue generated by this industry helps the localities to earn their livelihood and consequently, the vacancies as well as the openings are at a hike. Tourism chiefly relies on the kinds and the cost of lodging and boarding. Localities receive the revenue consequently, the vacancies also hike up. Existing at the preferred location.

The availability of lodging and boarding is very important in the tourism sector and contributes as an eminent feature responsible for the growth of this developing sector. This sector also helps to generate income to the localities through the self – woven products and their kins. The outlay by the visitors has a compounded impact and makes a handsome revenue through the collection of taxes for the welfare of tourism.
Tourism sector plays a pivotal role in the growth of financial status, societal and infrastructural growth. Tourism constitutes of the whole cosmos, eco-system, which consist of the human beings and their events, plants and animals, all the other natural elements.

The equilibrium for the whole eco-system as far as the tourism part is concerned can be framed in the below algebraic pattern

\[
\text{Tourism} = (E+F +H)^C
\]

Whereas,

\[
E= \text{Eco-system} + F =\text{Fauna} + H= \text{Human Intervention}, \ C= \text{Cosmos}
\]

The eco-system and the cosmos with every other element in connection with tourism and its revision can be broken down into simple version mentioned below:

\[
\text{Tourism}= (F+H)^C
\]

In the absence of the regulatory and the supervisory and proper scheduling the growth of the industry will land up in the financial and traditional haphazard. Those results of improper monitoring and forecasting will have tremendous impact on the correlation among the visitors and the localities. With the development and magnification of the industry the cultural and financial status also shows an affirmative or adverse changes in the particular location.

The objective of tourism industry for the year 2020 is the development of body which can supervise the tourism industry globally. The assumptions for the evaluation of the development for the two decades from the year of inception of this regulatory body. The year 1995 was assumed as a base year and used to hypothetical the necessary output of this industry for next two and half decade, and for the year 2000 and 2020. The inspiring factors are study, amusement and adventure.

Fascination, lodging and housing and other auxiliary amenities are the fundamentals of tourism. If the above mentioned characteristics and features are improved then the
tourism industry itself will show a fulminant growth. The footfalls of the inbound visitors is influenced by the position and the census of the tourist destination. Comfort and convenience are the mandatory features for the growth of tourism. With the development of the tourism industry and the increase in the population. With the development and magnification of the industry the cultural and financial status also shows an affirmative or adverse changes in the particular location.

A board was elected under the leadership of Mr. L.K. Jha to give the suggestions which can help the progress of the footfalls of visitors. These suggestions were exclusively with reference to provide the adequate facilities to the visitors. 3 new organisations were established in the year 1965 i.e. firms which were taking care of hotel, institution taking care of tourism, and organisation taking care of footfalls of the visitors, the failure to fulfill their assigned responsibilities all the three different organisations were fused to form a solo entity like ITDC. This organisation came in existence in 1966. It was the mediator between the administration of tourism and airline industry to market tourism in India.

Headquarters are established in all metros of India. In addition to this various other administrative centers’ are located the central location where the chances of arrival of foreign visitors is more. The tourist spot in the country are developed and offered more amenities to fascinate the overseas visitors.

Our Motherland is a soil of diversity and multiplicity. Its distinct traditions and quintessential culture, beautiful locations and bountiful resources fascinates the foreign visitors. Consequently tourism has become one of an eminent industry where the flow overseas currency is maximum as well as the opportunities for job is high. India is a hub which attracts both International and national visitors.

The fundamentals of ethos which fascinate the tourist to a particular location are:

1) Pleasing weather
2) Picturesque locations
3) Antique & ethnic look
4) Convenience
5) Marketplace
6) Amusement
7) Gastronomical fare
8) Lodging
9) Rejuvenation
10) Hi-tech Medical facilities

Advantage:

- Tourism is an employment generating hub. It a part of the service industry and it requires attendants’ to provide efficient and effective service to the tourist.
- The government is also focussing on service industry and tourism being a part of it Government takes initiative for the parameters required for the growth of this industry. Infrastructure being one of the parameters Government plays a vital role to prove the infrastructure.
- India being a land of a diversified culture tourist are attracted towards this particular aspect. The Konkan region of Maharashtra gains attraction for its culture of food preservation, its lifestyle and its festivals. Consequently the culture is conserved by the localities.
- Tourism helps in the motto of “Go Green”. Konkan being a region densely covered with mountains’ and trees it becomes mandatory to conserve the flora and the fauna which attracts the tourist. Which helps to make this objective successful.
- Different tourist from different parts of the world visit Konkan region. This gives a platform for incoming of foreign currency.
- India is a hub where a lot super-speciality hospitals, specialist doctors and paramedics are available. India can be an attractive for promotion of medical tourism. Ayurveda has cradle in India hence, promoting it as a medicine under medical tourism is an added advantage.

Disadvantages

- Localities especially the teenagers get exposed to the modern culture and its vices. Consequently which will diminish our ancestral traditions and culture.
• The visit of a foreign tourist being their westernized culture which has subsided our home made products like khadki, handmade soaps, perfumes and other organic products.

• Games being a part of recreational activity, games like golf, skiing, paragliding, etc. consumes a wide space due to which the deforestation is carried out which destructs’ the environment.

• Tourists maybe habitual to some kind of illegal habits which may prove detrimental to one’s health such as consuming toxin substances like stimulant drugs, involvement in illicit physical relationship with opposite and same gender.

• Since tourist is a seasonal activity, the employment is not available throughout the year.

• Drug peddlers can disguise as tourists and in turn sell their illegal/banned products to the localities and other tourists.

• Sons of the soil are not given jobs in their local areas.

• Localities are not actively involved in developing their own land.

• The opportunities which are impractical may distract the teenagers from their academics and a positive career.

• The giant players in the tourism business comes up with lucrative offer to attract the tourist. This becomes a challenge or obstacle for the localities to earn their livelihood.

• Any inhumane-induced activity in the area may affect the attraction of tourist which will subside the economy.

An important parameter of any administration of every organisation is its capacity to involve and obtain a helpful output from the tourism sector. The several institutions which are engaged in delivering the services related to hospitality and catering, in several nations i.e. on the threshold of growth and established, large player related to the travel and tourism occupation work on a massive scale. The lack information and the inefficient marketing and promoting strategy of the tourism services by the
respective organisations is a big challenge for the survival of this industry. Supporting the above mentioned lines with an excellent example in the city of Vietnam.

The administration of this city has realised that analysing and evaluating the parameters which are responsible for the growth of tourism industry was necessary. Moreover implementing those efficient strategy played a vital role for the same. The administration analysed that the city was blessed with natural resources which was well polished and it became the most popular tourist destination. Not only was this the administration bestowed by UNESCO with registration as Global ethnic destination. As far as the financial scenario is concerned the development of the natural resources has elevated its income by more than 30% annually.

To sustain this growth the administration has analysed the perception of the tourist towards the services and delivered the same for the customer satisfaction and also launched several guidelines to conserve the natural resource. Analyzing the situation between the lines it can be suggested, that the administration was enabled to forecast the parameters responsible for the survival of this industry as administration was under an opinion that tourism is one of the efficient tool for increasing the revenue thereby stabilizing the financial status of the city and also preserved the nature. In addition to this the administration also took initiative steps to create to promote the city as a nature blessed tourist destination to withdraw the attention of scenic lovers.

Impact of seasonality tourism on employment

- **Negative impacts**

The business of tourism is influenced by time. It is assumed that the business of tourism either prospers or shows the downfall depending on number of parameters. Consequently when the business gets affects the job opportunity, the amenities and the budget gets affected. [Source: Moutinho (1995)]

As far as the financial status is consider the seasonality influences the financial status of the nation. The peak season of the visitors is for very small period of time. [Source: Jang (2004)]. In addition to this the utility of those assets also plays a vital role in
contributing towards the revenue of the nation. It is highlighted that the expenses are covered during the peak season and it generates income. [Source: Duval (2004)]. The author suggests that the efficient movement of the cash always exists at the high seasons or peak seasons. However, the time downfall the costs are condensed to fascinate the visitors. [Source: Cooper (2005)]. The above mentioned assumptions have a greater impact on the minor players as their income totally depends on the seasonality [Source: Getz (2004)].

The seasonality not only influences the financial status but also it has a great impact on the job opportunities. [Source: Krakover (2000)]. The word seasonality indicates that the footfalls of the tourist increases at the peak season the opportunities at the peak season are high while the opportunities at slack season is less [Source: Farnsworth (2003)]. Tourism being a part of service industry the effective training plays a vital role for the job opportunities. The perception of the customers with reference to the service always shows deviations from time to time. [Source: Cooper (2005)]. To educate those individuals to meet the needs of the industry bears high cost. [Source: Krakover (2000)]. This increase in the expenses effectively affects the compensation and the incentives of the employees [Source: Goulding (2004)].

The seasonality also influences the opening related to travel and tourism industry. However, the inefficient skill of the human resource also affects the industry [Source: Jang 2004] consequently gives a challenge to provide efficient quality of the service.

Some other zones which are influenced by seasonality by the conservation and protection of the resources [Source: Moutinho (1995)]. The changes in the perception can damage the administration as well as it may put a negative impact on the balance of eco-system. [Butler (2001)]. As the demand goes on increasing at stipulated period of time the logistics and the setup are also affected. [Source: Ashworth and Thomas (1999)].

- **Positive effects**

The seasonality plays a vital role in the tourism industry. This challenge can be handled at the time of strategy planning and promotional activities [Source: Lundtorp (2001)]. In addition to this some authors have mentioned that due to seasonality the
forecasting of the demand from the visitors is carried out and according to that the strategy can be planned to mitigate the losses [Source: Butler (1994)].

The one parameter can be focused is that the natural resources is to be maintained [Source: Nilsson (2004)] and on the other hand the job opportunities are also high [Source: Moutinho (1995)]. Further benefits are recognised in relation to employment [Source: Page (2001)]. In addition to this the seasonality gives an addition income. [Source: Krakover (2000)].

On the other hand the localities hypothecate seasonality as a boon. [Source: Lundtropt (1999)]. As a downfall of the visitors the localities get enough time to leisure. [Source: Goulding (2004)]. This becomes mandatory for those businessmen. Involved in tourism business since the ancestors because their revenue is always at the peak when the footfall of the visitors is high. Looking at the other side of the coin when the footfalls of the visitors is subsided the demand for this industry is also affected. So at this peculiar time the entrepreneurs who are engaged in this activity and tourism is their only source of income the tycoons have a leisure time to initiate and plan a strategy for the growth of this industry. [Source: Getz (2004)]. Moreover when the flow of the visitors when it is high there is tremendous burden on all of the parameters which are part and parcel of tourism industry. Since the utility of those features is maximum at the peak season and simultaneously when the flow of the visitors is subsided the administration gets ample amount of time to renovate all the facilities responsible for the growth and development of the tourism industry the logistics and the means of conveyance can be renewed or rebuilt to attract maximum number of visitors.

**Tourism as a service industry:**

Several attempts were carried out by the researchers’ business tycoons and strategy planners to outline the features and characteristics of tourism industry. Inspite of several attempts by different people yet tourism cannot be defined universally. Therefore, it can be concluded that tourism has the innate issues to get a universal definition. Diversity of this sector, involving many activities that may overlap and may encompass as a part tourism industry. For example, Lucas (2004) has mentioned in her studies the correlation between hotel industry and T&T sector. This correlation
is based on the features like lodging and boarding, cuisines and sight-seeing. All of these features cannot be separated but need to be used as one.

Most of the features are common between tourism and hotels. They behave in similar fashion and are in close preview of each other. Hence, trying to keep them separate and marking a line of difference is not really possible. As they both are very close to each other and depend completely on each other. So this becomes a crucial step in working.

Trying to channelize everything simultaneously to seize the multiplicity of the industry it becomes mandatory to hold all the features responsible for the development of this industry. For e.g. The catering services, lodging and boarding other services of this gamut.

A regulatory body formed to evaluate the skills is formed at London. As the efficient skilled employees becomes very important parameter for the development of the catering sector which in turn contributes to the growth of the tourism sector as a whole and shaping the industry. However, such regulatory bodies are not present in India. Hence, the educational institutions which are capable to produce skilled labour are inadequate. The human resources required for the industry does not meet up the required target.

The various parts of the tourism and hotel industry are:

- Boarding house
- Lodging house
- Eateries
- Lounge and saloons.
- Mesh services
- Occasion’s celebrations
- Betting
- Transport facility
- Visitors’ amenities
- Visual touring
- Inns
- Bistro
- Cordiality services.
- Finesse center

The above mentioned categories attract a lot of individuals, the travel and tourism industry is not only based on the service and communication skills. However, a
variety of employment is available. Each of the said jobs of this industry need very
different background of academics, hands-on working styles and knowledge-base of
varied levels. Individuals too must possess such desired levels of both soft and hard
skill and knowledge to be able to sustain in the industry for longer periods of time and
eventually grow personally as well as contribute by becoming the cornerstone for the
future growth of the industry.

Baum (1997) in his research highlighted that how individuals who invest in a vacation
tavel plan meet across numerous types of profiles. A bird’s eye view of the industry
will help us map a few profiles from this industry.

- Individual helping making travel plans
- Security protection provider
- Airport staff
- Goods handling staff
- Eateries at the flights/ bistros
- The flight industry overall (including technicians)
- Clearance services
- Terrestrial travel
- Lodge/ boarding
- Excursions at locations
- People involved in designing, manufacturing and sale of items at various flight
  station
- Paramedics, paralegals at flight stations.
- Support system for assisting visitors in case of care needed.

The theory hence further states that all the above mentioned branches, profiles and
their one-to-one face-face to face support at all levels helps make the total vacation a
time to look forward to again. Moreover, it drives home the point that the good itself
is crucial for it to be sold. But along with it individuals who are a part of the system
also equally contribute to making the overall system successful. How the goods are
sold and how the staff around them give them the best they can be studied though the
research mentioned by the author in his studies. Since the staff facing the customer in
real time basis everyday it is this which makes the industry very easily succeed or
perish and can be seen on the profit line. This industry being the one which has been contributed by many other industries.

Each of the part of companies who are a part of the industry are different with respect to mission, magnitude, rights and customer needs. They only fall similar in the condition when people are included and when customers need to avail this offering of the company and how it executed in totality. So understanding the need of the customer and making the staff strong enough to meet those needs of the customers. The staff then needs to work on their soft and hard skills to make them well polished. But the real scene is far from this theory. The staff is never developed and not given enough remuneration by the companies they work for. Hence the overall service quality is bound to suffer.

In observing the variety of the employment the industry is about to spawn. However, all the parameters or features cannot be covered due its magnitude. In addition to this the industry stands in the list where it provides the maximum recruitment but the above quoted lines can be supported with an illustration that the wings of this industry like lodging and boarding, lounge bars, discotheques covers more than 69% of human resource in London.

In addition to this industry is analysed and evaluated with an empirical study regarding the scope and the job profile and the approaches of human resource management. [Source: Lucas (2004)].

A scenario of boarding of teenagers is also highlighted. Summarizing all the illustrations reveal it can be noted that the case studies mainly focusses about the scenario on employment of this industry. Finally the objective is to endeavor the capacity of various job opportunities in this industry and the opinion of those employees engaged in this industry. It is also noted that the views if a steward in airways is not similar to an individual working in a pantry and of an executive who takes care of the visitors and the administrator working on the welcome counter of a graded hotel. In addition to this the major challenge is about the modus operandi of the various positions of employment in this industry at every level [Source: People First (2006)]. Although this industry in England generates a lot of revenue. But still more than 75% of companies do not recruit more than 9 people with about half the number recruiting less the six individuals.
Variations is also observed in the working culture of the organisation. Which accepts several alternative to survive in the competition. Those alternatives are influenced on the kind of business they are engaged in. Supporting the above statement with an illustration the logistics in the airways work on different lines linked to the organisations who carry their flights economically in respect to the recruitment of the employees. [Source: Warring (2005)]. This scenario is identical to travel and tourism industry which has a variety of inns from the lavish inns delivering day and night service to the visitors, compared to junk-food house. The employment opportunities in the above mentioned institution requires different talent and expertise as those workers communicate with the visitors which consequently has an influence on the approaches of human resource department regarding the employment of the individuals.

Observing this fact of a deprived recruitment policies [Source: Riley (2000)] mentions that financial status is an important parameter to structure efficient plans and implement the same in travel and tourism industry. Riley mentioned that the financial status has an influence in travel and tourism industry. This parameter is common to every other sector. Riley says that the features have some impact on this industry. This effect is a resultant of behavior of the sector. This doesn’t mean that the institutions and its management pertaining to this industry are ignorant about planning a new strategy on developing the source of recruitment. The persistent challenges faced by the management about developing the financial status of the workers related to this industry.

Consequently those challenges restrict the management to implement the necessary strategies in the light of the framework to which they have to abide. This financial perspective compels the management to plan and implement an approach which can help survive the organisation. And take care about the welfare of the employee for a shorter period of time. Thinking between the lines it is observed that it installs a fragile platform for its employees. As a result of this it can be concluded that the management who are enrolled in the travel and tourism business are mainly focused on the conditions i.e. providing a source of income to the people for a stipulated period of time. Instead of focusing on long term horizon, the management is primly concerned on problem at hand. Consequently, the output obtained by adopting this strategy is not as per the standards. In addition to this the retardation is due to the
negative behavioral aspects of the workers and the capability of management to analyse the situation.

Tourism industry being a part of service industry has number of job openings as its wings are widely spread in the service sector. So the fact, that this industry is not a good platform as far as the recruitment part is concerned is not concrete because people are ignorant about salary structure and the perks of this industry. But on the other hand the industry experiences deficiency of skills and trained labours. It observed that the workers associated with this industry are satisfied with the culture, the income and the perks which they earn as a motivation and the basic source of livelihood. While on the other hand the organisation faces challenges in providing employment.

This gap between the perception of the labour and the organisations is recognized by the organisations global. They analyse the perception of the labours plays a vital role in shaping the industry. It is also observed that the income not upto the standards makes the individuals to change the job frequently. This frequent jump from one organisation to another is a testimony that individual doesn’t adapt to this industry as a career platform. [Source: ILO (2001)].

---

**Overview of World Tourism**

International structure of Tourism

Tourism is recognized on an international level as a huge structure builder. The significance of the same is a reflection of a testimony that this industry has an impact on community, administration, civilization and the most important is the financial status. In fact this industry is a feather of the financial hat of the world. This industry is taking a quantum leap where more than 900 million tourist show a cashflow of more than 800 billion USD.

The industry comprises of approximately more than 100 million labours. Tourism is nothing a web spread throughout the world. As rightly said it is part of the service
industry where customer satisfaction plays a crucial role. From the beginning this industry is well appreciated and criticized because it provides huge employment to the people and on the other hand the natural scenic beauty is deteriorated. The tourism industry has inadequate number of training institutes. Therefore, it becomes a challenge to produce skilled and efficient labour who can deliver the best of his knowledge and experience to satisfy the customers.

Since tourism industry consists of varieties of sectors, different strategies and methods are to be chalked out and implemented as the working culture of different organisations is different. And the needs of the customers pertaining to different industries is different. It can however be noted that the demands of the customers of different parts of the industry goes on changing with the evolution of time. So analyzing the past, the behavioral science of those visitors changes and due to this rapid change the organisations engaged in this industry have to chalk out the different strategies which can meet the needs of the customer in the stipulated period of time and the organizations’ responsibility to preserve the sources which are at the verge of extinction is not neglected. By implementing this strategy the organization can maintain the eco-system and will also help to develop the financial status of the nation by attracting visitors to the various tourist destination.

The empirical study gives us real image about the evolution of this industry. It helps to synchronize and implement the different plans which are responsible for a quantum leap of tourist industry. The consent that an individual should appreciate this industry as an event of development as per the change of the society. All the movements of visitors from one place to another with an objective of gaining knowledge, recreation, pursuing your hobbies and fun time is defined as a part of this industry. All the above parameters which comprises the part of the industry it is evident that more and more number of job opportunities exist in this industry. Moreover, the ignorance of the people towards the service industry make this industry devoid of the human assets.

The statistical data of the year 2008 revealed that the footfalls of foreign tourists was more than 900 million. By the year 2010 the footfall of foreign visitors are assumed to exceed 1 billion. If the footfalls of inbound visitors are taken together to the statistical data mentioned above the total number of visitors can cross more than 2.99 billion.
The prefigured footfalls of the foreign tourist are anticipated to approximately 1.6 billion by the year 2020. [Source: UNWTO]. It is also hypothecated by WTTC that tourism will contribute to more than 9% of GDP globally.

The tourism industry also provides employment on a massive scale. It has employed more than 200 million manpower. Which comprises of more than 10% of the manpower throughout the world. As tourism attracts the money from the different corners of the world. It is a boon for the underdeveloped countries to develop their economy. However, the fact cannot be neglected that with the development of this industry it has negatively influenced the eco-system and has affected the natural resources. Here arises a need to overcome to initiate the strategies to overcome this unwanted effect.

Tourism being a rapid growing industry it gives rise to the competition across the world. The industry also comes up the issues that has to be solved by effective strategic planning. This initiative are to be taken by the Government Organisation as well as SMEs’. The recession has created a negative impact on the financial status of developed and underdeveloped nations. The footfalls of the visitors is subsided. This recession has adversely affected all the nations who are totally reliant on the arrivals of the visitors. The areas which are covered in the present research are Northern Konkan regions of Maharashtra. It is also observed that the arrival of the tourist and the income generated from this business, and the income generated from other sectors related to this industry also had a negative impact on the cashflow of those tourist regions. Along with the income the employment of the human resource also had a negative influence as the employment opportunities were ceased due to fiscal deficit.

*Collaboration required from Secretariat. (WTO - 2008)*

The economically viable services saw a sharp rise more than 18% in the year 2007. This percentage was much higher than that of provide infrastructure for travelling, means of transport. This huge gap arose the need for vending out or outsourcing the services. The research has revealed that infrastructure for travelling, means of transport and commercially viable services contributes to more than 22%, 26% and 50% each. [Source: Academy of International Trade and Economic – China (2008)].
The statistical data highlighted by WTTC [Source: World Travel and Tourism Council (2009)]

a) It is predicted that Travel & Tourism share in the GDP will hike by 1% in the year 2009 which contributes to a revenue of US$5,004 bn. within a decade.

b) In addition to the revenue travel and tourism also plays a vital role in generating recruitment options. It is presumed that the ratio of the recruitment will increase in a decade. More than 7% in the year 2009 was expected while more than 8% was presumed by 2019.

c) The cumulative contribution of the revenue from the T&T industry is assumed to rise from more than 4% from the year 2009 down the line. However, the same had shown a retarded growth of -3.5% from 1% starting from 2008-09.

d) The trade income from the foreign visitors and the trade from the assets are presumed to contribute more than 10% in the year 2009 reaching at the point of more than 19% in the year 2019.

A global survey of the tourism industry encompassing more than 175 nations declared that the United States of America is a market leader in the field of tourism. It have very high demand of which is rising day by day. If suggested in numbers it can be seen that within a decade’s time the rise will be of US$ 1,331 refer Table 1. China too is following its leader to the 2nd rank. This has caused Japan and Germany to take a backseat. To have a look at China’s position in tourism refer Table 2. China is increasing its lucrative offers and is attracting a lot of tourist footfalls this will surely increase almost 4 times its present value till 2018 valuing to approximately US$2,400 bn.

With an average growth rate of 8.9%. But it can never overtake United States of America in terms of the bulk sales (Table 3). Over the next decade the current scenario will undergo a sea of change. The developing nations will grow stronger and tap the tourism market. The United States of America, China, Japan and German visits will maintain their reign. India too will be seen in the numero uno. 9.4% growth rate per year during the decade of 2008-18.
Table No. 1 The presumed value in US $ about tourism demands from the nations in 2008

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Demand of tourism (~US$ bn)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>USA</td>
<td>1,748</td>
</tr>
<tr>
<td>2</td>
<td>China</td>
<td>592</td>
</tr>
<tr>
<td>3</td>
<td>Japan</td>
<td>514</td>
</tr>
<tr>
<td>4</td>
<td>Germany</td>
<td>506</td>
</tr>
<tr>
<td>5</td>
<td>France</td>
<td>419</td>
</tr>
<tr>
<td>6</td>
<td>UK</td>
<td>404</td>
</tr>
<tr>
<td>7</td>
<td>Spain</td>
<td>338</td>
</tr>
<tr>
<td>8</td>
<td>Italy</td>
<td>303</td>
</tr>
<tr>
<td>9</td>
<td>Canada</td>
<td>231</td>
</tr>
<tr>
<td>10</td>
<td>Mexico</td>
<td>158</td>
</tr>
</tbody>
</table>


Table No. 2 The presumed growth of the nations in terms of finance and recruitment

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>T&amp;T Economy Employment, 2008 % of jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>China</td>
<td>74,4980</td>
</tr>
<tr>
<td>2</td>
<td>India</td>
<td>30,4910</td>
</tr>
<tr>
<td>3</td>
<td>USA</td>
<td>14,9330</td>
</tr>
<tr>
<td>4</td>
<td>Japan</td>
<td>6,8330</td>
</tr>
<tr>
<td>5</td>
<td>Mexico</td>
<td>6,6330</td>
</tr>
<tr>
<td>6</td>
<td>Indonesia</td>
<td>5,9360</td>
</tr>
<tr>
<td>7</td>
<td>Brazil</td>
<td>5,5000</td>
</tr>
<tr>
<td>8</td>
<td>Vietnam</td>
<td>4,8910</td>
</tr>
<tr>
<td>9</td>
<td>Russia</td>
<td>4,1260</td>
</tr>
<tr>
<td>10</td>
<td>Thailand</td>
<td>3,9110</td>
</tr>
</tbody>
</table>

Table No.3 The presumed growth of nations over a decade (2008 and 2018)
Tourism is a very large industry at the global level. The year 1984 saw a revolution in the arrival of foreign tourists which was more than 300 million. This fetched a revenue of $100 thousand million. After more two decades the year 2006 the tourism industry contributed approximately 10.5 percent to the Global GDP. It generated employment of more than 233 million which is approximately to 8.2% employment globally. The council of tourism and travel in the year 2008 highlighted that tourism after investing less than 658 billion it generated the 502 billion revenue from the tax and approximately 7.4 trillion GDP. The travel and tourism industry saw a steady growth of 3.6% annually. The year 2008 saw a decline in this progress rate which was marked as the feeblest achievement from the time of economic turndown. Since the economy is now stable and booming the travel and tourism industry is gaining its popularity with the pace of the time. The tourism industry is soon seen to shine back to its glory irrespective of the various setbacks and obstacles.

Table 4: Number of Foreign Visitors (Tourism 2020) [Source: WTO 2001]
As far as the statistics is calculated based on the geographical location the footfalls be higher in Europe, E. Asia and Pacific and America respectively. Trailing to the above mentioned locations Africa, Middle East and South Asia will follow the footprints (Figure 1). The highest number of tourists is observed in Europe and N. America which comprises of more than 82% across the world. The land origination of the visitors can be termed as ‘customer nations’ which is an eminent place that should be isolated from the one which are the ‘host nations’. The customer nations are United States of America, UK, Germany, France, and Japan. These customer nations comprises almost 50% of the income at the world level. [Source: World Tourism Organisation – (2008)]. The Northern part of European continent are the apex of the customer nations. On the other hand the Mediterranean region located at the Southern end of Europe comprises of the host nations. Tourism depicts the growth of the nation and it has created its importance on its own (Figure 2).

<table>
<thead>
<tr>
<th>Region</th>
<th>2005</th>
<th>2010</th>
<th>2015</th>
<th>2020</th>
<th>2025</th>
<th>2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>565</td>
<td>1006</td>
<td>1561</td>
<td>100</td>
<td>100</td>
<td>4.1</td>
</tr>
<tr>
<td>Africa</td>
<td>20</td>
<td>47</td>
<td>77</td>
<td>3.6</td>
<td>5.0</td>
<td>5.5</td>
</tr>
<tr>
<td>America</td>
<td>110</td>
<td>190</td>
<td>282</td>
<td>19.3</td>
<td>18.1</td>
<td>3.8</td>
</tr>
<tr>
<td>East Asia &amp; the Pacific</td>
<td>81</td>
<td>195</td>
<td>397</td>
<td>14.4</td>
<td>25.4</td>
<td>6.5</td>
</tr>
<tr>
<td>Europe</td>
<td>336</td>
<td>527</td>
<td>717</td>
<td>59.8</td>
<td>45.9</td>
<td>3.1</td>
</tr>
<tr>
<td>Middle East</td>
<td>36</td>
<td>69</td>
<td>2.2</td>
<td>4.4</td>
<td>6.7</td>
<td></td>
</tr>
<tr>
<td>South Asia</td>
<td>4</td>
<td>11</td>
<td>19</td>
<td>0.7</td>
<td>1.2</td>
<td>6.2</td>
</tr>
</tbody>
</table>
Figure 2: Estimated Footfall of visitors [Source: WTO]

Figure 3: Foreign Tourist footfall - Tourism Goal 2020

To solves the problem of liabilities by drawing the overseas capital in addition to this it gives rise to employment. Along with this the revenue has a compounded effect. [Source: Fletcher (1991)]. Showing evaluation of the correlation on travel the nation’s economy the money received from the visitors should be classified under direct and indirect source income. The direct source of income is from the visitors while the indirect source of income is from the people who provide the necessary amenities to the visitors. These indirect source of income providers are not given a valued position or right position in spite of their contribution towards the growth and development of the economy. Tourism being a part of service industry the effective and efficient manpower is the needed on a massive scale. The nations which are well established with such type of manpower ranks at a top position in the tourism industry globally.
The economically viable services was rapidly growing in the year 2007 this was growing more rapidly than the merchant services of the same time frame. Since four years the economically viable services is declining in its growth rate compared to the merchant services. There is speedy outsourcing in the vending of services in all the three geographical locations in all the criteria’s mentioned. [Source: ITEC (2008)]. Foreign currency interchange has propelled this growth. Sometimes increased cost of transport has contributed to the same. It is still seen that the foreign currency interchange price is a deciding factor more influential than the dollar’s stand in the market in merchant exchange. Europe contributes higher service level than in merchant goods. The year 2007 saw a rise in the Euro’s value than the dollars rate.

**Table 5: Global trade of economically viable services**

<table>
<thead>
<tr>
<th></th>
<th>Value ($)</th>
<th>2007</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Commercial</strong></td>
<td>3260</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Transport</strong></td>
<td>742</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Travel</strong></td>
<td>862</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Other commercial</strong></td>
<td>1653</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: CAITF

The hotel industry has a chunk of the travel and tourism industry. The hotel industry is specialized as numerous sub-categories and other associated categories:

- **Rooms**: Hotels and restaurants’; self-service restaurants’ fitness club; scouting sites, traditional setups, weekend camps; houseboats.
- **Canteen**: Eateries; cafeteria; lounges; street food; authentic and specialty and barbequed food; vending canteen and pantry.
- **Recreational parks**.
- **Amusement park**
- **MICE**: Meetings, inaugurations’ seminars and expo.

The above mentioned features highlights that the hotel industry primarily comprises of lodging and cuisines services and various other events. The hotel industry has shown a swift growth in last 40 years. The T&T industry have experienced a change and had become really professional with hotel industry going multinational. This was
the impact of Second World War. The number of room occupancy was roughly about 10.5 million globally. More than half of them were situated in the European and the northern part of America. [Source: WTO (1996)]. The group of hotels are owned by large players throughout the world. The researchers predict that the tourism industry will soon be dominated by the small players who will establish group of hotels throughout the world. A research conducted in several tour and lodging companies in Europe revealed that more than 2.5 million jobs were generated from tourism in 2006. This percentage is equivalent to more than 1.2% employment of Europe generating a revenue of more than 289 bn. Euros. Since most companies employ less than 10 employees these are like mini-enterprises which support the industry.

Travel and tourism industry faces a lot aversive effect also. It is very seasonal in nature, it is interdependent on many factors for its growth and is very expensive. Tourism being a part of service industry the development of this industry does not depend on one parameter but it depends on the concurrence or instantaneous manufacturing and intake. So in other words these features should go hand in hand in accurate intervals and exact location. The manufacturing of the goods represents the topography of the tourist destination and the lifestyle of localities which distinguishes itself from the alternative business and not solely confined to the tourist.

**The topographical movement of tourists.**

Every tourist destination is unique as far as its topography is concerned and its culture also plays an eminent role in attracting the tourist. The visit of the tourists is either to spend their leisure time or it becomes a platform for research for archeologist to study the historical importance of the respective tourist destinations. The movement of tourist is according to their needs. Hence, it’s observed that different types of tourists visit different location across the globe. Tourist from Europe prefer travelling to Northern part of America and they also travel from Europe to Far East. (Figure 3)

Tourism is a leading industry. It is estimated that 1.6 billion foreign tourists will be visiting by 2020. This will approximately make the tourist expend $2 trillion. Looking at this huge amount the potential for tourism development cannot be foregone. It is hypothecated that 4.3% of foreign tourists would be arriving and 6.7% would be their expenditure. This is way beyond the annual global growth rate of 3%. [Source:
UNESCO, the Courier (1999)]. It is predicted that the number of tourist places and increase in sum total of the footfall.

Although tourism results in benefits in terms of increase in GDP, opportunities for employment, foreign exchange but still the overall result derived from tourism is unequal globally. The trend seen in flow of tourists is that they are seen travelling from one developed nation to another developed nations.

A study conducted to evaluate the above mentioned theory have brought out the following results:

- The highly developed infrastructure conserves the time and is also economical for the tourist.
- The service quality in the developed nation is at par with the international markets.
- The destinations are easily accessible with respect to the transport facility.
- Bearing similarity with the tourists own country it seems a safe option.
- The variety of tourism packages helps tourist to customize their needs and reach the preferred destination.
- Various sight-seeing spots and cultural fests are available in the advanced nations.

The above mentioned features/facility is not in par in the developing nations. Hence international tourists do not prefer it. And so the advanced nations keep benefiting from tourism and the less advanced countries still do not reap the full benefits. The globally preferred destinations are N. America and Western parts of Europe. Asia is also catching up.

Northern America and Western parts of Europe covers less than 33.3% but still the tourist footfall is about 60% of the tourist(Figure 4) [Source: WTO (2009)]. In the same time frame the developing nations like South part of America, the Afro-Asian regions have less than 10% international tourist and contribute around 10% of income. [Source: WTO (2003)]. Further 9 nations in the list of top highly visited destinations contribute 50% of income and outlays produced by the Global tourist
movement. United States of America, UK, and China are amongst these few listed nations.

**Figure 4: Tourist footfalls inter-continents (in millions) through the years from 1997 till 2020** (*prediction*).

**Movement of tourist and seasonal demands**

The new locations will gain promotions [Source: ETC (2005)]:

- The need of the customer to travel in a minimum expenses has given rise to cut throat competition among the organisations, the utility of information technology to gather the information about the organisation which gives reaches a person in minimum charges to the preferred destination.
- New locations will spend more on branding. And create their overall support system. They will try to draw attention of the visitors and meet their expectations.
- Such newer locations will be tried and visited by people who loves exploring new lands.

Globalization will boost the development of new tourism places. [Source: European Travel Commission (2006)]:

- Tourists are becoming tech-savvy. And by comparing the service rates, tourist opt for the most economical package. Hence the tourism market is evolving to be very cost-effective and competitive.
- The developing countries are competing with each other to secure a brand name for themselves and carve their name in the market. Developing countries spend on marketing, developing infrastructure and positioning it as a developed nations.
• The youth’s perception and their value system will affect global development. Consequently this will give an opportunity for the economic growth for the tourist places which are located the remote interior areas.

**Focus on Tourism as a seasonal activity**

As rightly mentioned the business of tourism generates income in the festive season. It also shows overall fluctuations in the flow of tourist footfalls. During the peak of festivity the concentration of tourists is higher whereas in the lean seasons the footfalls automatically decrease.

Bar (1975) suggested two parameters are basically responsible for the seasonal movement of the tourist viz. nature and events. Under nature the tourist are attracted by change in weather conditions to visit the location and enjoy the scenic beauty of that tourist destinations. The various events which attract the tourists and cause and increase in the number of people visiting the destination to increase could be school/office vacations and festivals and sports/cultural events.

Seasonality is factor which makes tourism business very unstable. The resources at tourism places, the economic activity and the hospitality employment are very sensitive to this unstable business model. The products of tourism and the employees have a major impact of seasonality. The optimal usage of the assets is not carried out which results in subsidence the rate of output. In addition to this capturing the venture is also a big challenge. If the peak period is less the outcome generated is less.

Due to the seasonal nature environment may get damaged and hazardous issues may crop up. This may even mar the basic issue of getting water as a resource available at the tourist destination. The employment also has a seasonal nature. There is migration of employees in case of unavailability the issues of maintaining standards of service quality due to this seasonal fluctuations. All the above mentioned factors lead to tourism being a fluctuating business model.

The footfalls of the domestic tourism is maximum in summer season. (Figure 5)[Source: WTO (2008)]. Figure 6 refers to the peak season of the United States of
America which is March, July and August while the same coincides in Europe in June and July. This feature is also seen in Mediterranean region, where August is peak season. More than 40% of the footfalls is seen in the autumn season. These variations are influenced by climate of that place.

There are a few problems arising due to such fluctuations:

1. The optimal utility of infrastructure, the roadways should be able to make a maximum movement of the tourist during peak season. Providing alternate source of employment in the local areas to ensure migration of manpower doesn’t take place in the lean season.

2. Environment point of view water being a scare resource during the summers causes a tremendous pressure on the already scare natural resource.

Figure 5: **Tourist footfall report (million)** Source: World Tourism Organization 2008
1. Butler (2001) highlights his opinion that administrative leaves are the parameters that have a great influence on travel and tourism industry. Those practices are observed globally. The surge of travel increases during this phase. Those administrative holidays are provided due to its religious importance or spiritual significance. The author also mentions that the impact is stronger when various organisations have leaves. Hence, the seasonality and lean period of the travel industry is correlated to administrative leaves.
   - Certain parameters responsible for the maximum footfalls of the visitors are the leaves available to the academic institutions.
   - The sanctioned paid leaves for the employees

The academic leaves are given for a stipulated period of time. Once in 12 months. When all the members of the family can go for outing with their kids devoid of anxiety for the absenteeism of their kids in their respective academic institutes. The westernized nations sanction the paid leaves for the workers to go out with the kids.

**Tourism demand trends**
While the mass tourism market remains fundamental to the growth of many destinations, the new challenge for the decision makers of the tourism sector nowadays seems to be the choice between supporting the conventional mass tourism activities or creating the conditions for the development of a new local tourism supply [Source: Conti and Perelli]. The multi-motivational nature of holiday decision-making combined with the fact that tourists become more and more sophisticated, seeking increasingly for tourist products that fulfil their particular needs, has increased competition between destinations, fuelling the need to target particular special interest visitors.

**Table No. 6: Different forms and states of tourism activities**

(Source: Vagianni and Spilanis (2004))

<table>
<thead>
<tr>
<th>Approach</th>
<th>Conventional tourism</th>
<th>New forms of tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Forms of tourism</strong></td>
<td>Sun, sea and sand tourism (3S)</td>
<td><strong>Alternative forms of tourism</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Agrotourism</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Ecotourism</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Cultural</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Trekking</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Nature</td>
</tr>
<tr>
<td></td>
<td>Mountain (winter) Tourism</td>
<td><strong>Special Interest tourism</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Conference</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Business trips</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Maritime</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Religious</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Health/spa</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Educational</td>
</tr>
<tr>
<td>Mode of Organisation</td>
<td></td>
<td>Behaviour of tourist’s</td>
</tr>
<tr>
<td>----------------------</td>
<td>----------------</td>
<td>------------------------</td>
</tr>
<tr>
<td>o Mass tourism</td>
<td>o Small groups of tourists</td>
<td>o Indifference</td>
</tr>
<tr>
<td>o Individuals</td>
<td>o Individuals</td>
<td>o High consumption</td>
</tr>
<tr>
<td>o Social tourism</td>
<td>o Social tourism</td>
<td>(depletion of resources)</td>
</tr>
<tr>
<td>o Second residence</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Special interest Tourism (SIT) is the facility of customizing recreation and rejuvenation activities specially designed for a target audience in mind [Douglas (2001)]. Some tourist plan their travel keeping in mind a specific goal like study, event, nature study, gasometrical and gourmet tours or MICE (Meetings, Incentives, Conferences and Exhibitions). These tourists do not have big market size but are willing to pay more in case they gain what they desire. This is seen in ecotourism, visits to heritages, educational tours, and tourism for sports events, rejuvenation tourism/ wellness tourism etc. Special tourism and alternative tourism are both used as synonyms’ but have very difference meaning. They are not really the same. In special tourism they have a mission/ goal to meet. Whereas in alternative tourism the tourists are willing to undertake unusual path or the road less travelled for reaching their destination. These tourists prefer mingling with the localities and try to explore them. They typically also try and depend on the local foods [Source: Vagianni and Spilanis (2004)]. Hence, to summarize tourism can be categorized as regular tourism and special tourism. These are economically friendly and commercially acceptable and sometimes both at the same time (Table 6).

Awareness about environmental issues has caused tourists to take up tourism which is an alternative route [Source: UNESCO (2002)]. Tourists are now knowledgeable about their actions and want to support alternative tourism which is viable for the long
run. This is useful in improvising socio-economic and environmental conditions [Swarbrooke (1999)].

There is a lot of literature based on tourism. Focusing on the need to highlight the various categories’ of tourist. Furthermore these categories have divisions and subdivisions. According to the study three major types of tourists are seen. Each of them have their distinct characteristics. [Source: Coccossis and Konstantoglou (2006)]. Each of them are described in the table mentioned below.

**Table No. 7: Tourists description [Source: Coccossis and Konstantoglou (2006)]**

<table>
<thead>
<tr>
<th>Type</th>
<th>Destination preferred</th>
<th>Life cycle stage</th>
<th>Impacts intention</th>
<th>Contact with the local Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lonely travelers</td>
<td>Pioneer resort</td>
<td>Exploration</td>
<td>Small</td>
<td>High</td>
</tr>
<tr>
<td>Tourists travelling in small groups</td>
<td>Popular</td>
<td>Initial stages of tourism growth</td>
<td>Medium</td>
<td>Medium</td>
</tr>
</tbody>
</table>

Source: Coccossis and Konstantoglou (2006)

The above table shows the life cycle stage. This model was designed by Butler in the year 1980 designed the area of Tourist Area Life Cycle. According to the study and classification there are three major groups of tourists [Source: Coccossis and Konstantoglou (2006)].

a) A niche group of tourists undertake tourism to virgin destinations which special climatic features. These places are unexplored by the industry has not been explored. They prefer using local amenities and get in close contact with the localities and their lives. They do not evade nature and do not hamper the environment.
b) The second group choose to explore the tourist spot by forming clusters. These destinations are emerging tourist destinations which are in the process of being fully developed. They look for adequate lodging and boarding facilities at the destination. They don’t mingle much with the localities.

c) The third group travel in very big clusters. They mostly belong to the middle-class income group. They don’t interact with the localities at all. These trips are fully planned. The destinations are well known and well established over a period of time. Their travel causes huge influence on the environment and also on the localities.

Tourism numbers has risen in the recent years. The third group of tourist have seen high demand of the features mentioned above. Traveling in large clusters is seen in planned trips along with the guide. These mass tourists plan their outing to their preferred tourist destination. Those tourists take care of the transport mode, their lodging and housing facility as they have complete knowledge about the convenient services of their preferred destination. The medium used to chalk out their vacations with the itineraries is primarily via the internet. Consequently the expense of this tourist is more even though the actions/deeds are planned by themselves.

A study conducted to know why people travel revealed the following facts about the tourists and their needs and wants. More than 50% of all the international holidays were based on rejuvenation, vacations and for fun. This accounted for almost 458 million tourists. Travelling on account of business was approximately 15%. Another important reason to travel was for visiting family, friends, relatives, religious tourism and medical tourism accounting for about 27%. About 7% tourists didn’t disclose their purpose of visit.

Travel and tourism is an activity which can be undertaken only when one has money at hand. Hence during recession this industry takes a momentary setback. This doesn’t mean that tourism and its activities come to a halt. It has been seen that even during economic downfalls and terrorism threats people continue to undertake travel. Sometimes their spending habits could be altered a little to match the need of the hour. [Source: Beirman (2008)].
With end of period of recession the tourism business takes up quantum leap where the statistics of the industry reaches new pinnacle [Source: WTO (2007)]. Moreover, the travel agents should have efficient skill and knowledge to deliver their expertise to the tourist. This expertise were the expectations of a specialized tourist in the field. The tourist expect customized service and experiential travel. Travelers’ are looking for adventure tours like scuba diving, bungee-jumping, rappelling, zorbing [Source: Hollingshead (1993)].

There are numerous other factors responsible for the mind-set. Even after the true recession is over the fear still curbs a few to indulge in tourism or other such activities. What we should also take into consideration is the fact that there are other forces at work, which are believed to have led to a paradigm shift that will outlast the recession.

Silberberg (1995) highlighted his opinion regarding the radical move and also focusses on the reasons for the same:
- The education reflects the culture of an individual. He mentions more the qualification more is the person refined.
- Women – empowerment has liberalized them and hence they are more cultured.
- Spending quality because of pressing work – stress
Focusing on quality time results into more cultural events.

- People are more aware of environmental pollution which may have a detrimental effect on their health. Hence they show preference towards the events which are indoors.

Figure 7: Tourist profile and their Behaviour [Source: UNWTO (2007)]
Tourist expenses are less on availing transport if the destination is close-by. The tourist travel on fixed budget hence they prefer low costing goods while purchasing. Hence the expectations of this low cost product is likely to increase. The airlines industry and hotel industry is yet to cope with this phenomenon. In the times of frequent currency fluctuation the tourist destinations may either mint profit or incur losses. The value of the foreign currency in the international market totally depends on the US currency and Euros. If their values are high this motivates the citizens of America and Europe and Japan to explore the tourist destinations globally. The development of domestic and international travel will subside to some extent hereinafter it will elevate parallel with the economies. This remains the fact that the progress in a domestic travel will reach to the peak while the growth of the international travel will be stunt as the tourist prefer to be near to their home. If the air travel taxes are reduced it will result in a surge of demand for these services. The customer will prefer air services over any other means of transport as will be the fastest as well as economical to reach that destination.

A study conducted on the attitude and their perception of the customer reflected that there was a small variation amongst the tourist year by year. It also reveals that the settled tourists preferred protection and retreat. They gain their knowledge through internet and are clear about their preferences. The senior citizen look for newer horizons to be explored. They are very sensitive and have different needs to be catered to. These neo-tourism look for value based tourism. This will give rise to tough competition among the travel agents and tour operators to gain the biggest share of the pie.

Revolution of Information technology and Communication

Technology

After celebrating the most prosperous season the economic scenario is undergoing rapid change. Food prices and cost of energy resource are reaching the sky. Coping with these sky rocketing prices the world economy is struggling. This calls in for a time to change and revolutionize the way economy works. The instability is high and competition is cut-throat. Support from the Government can help decrease the effects
of economy and to turn a new leaf over. Being competitive is nothing but a cluster of institutions along with its rules and regulations and other parameters which ensure progress of the nation. The economy has to prosper along with its social growth.

Competitiveness can be divided in two parameters. They are static and dynamic. Higher productivity means the income level is higher. The returns expected are also higher. Hence it can be seen that growth is achieved. Tourism is a labour intensive industry. Its core emphasis is on giving at home experience to the tourists by providing all they need during their travel and lodging phase. It is built with the intent to meet the tourists’ needs always [Source: Seaton and Bennett (1996)].

Tour agents, travel operators, hotels, lodges boarding places and all other such service providers are a part of this industry. Summarizing the above mentioned statement it can be said that tourism is nothing but a cusp of all the goods and services fully or partially used by the domestic and foreign tourists. [Source: Ritchie and Goeldner (1994)].

Never the less this industry has its own distinct flavor very different from others. However, tourism has unique characteristics that differentiate it from other industries. Usually every product or service has its own biosphere but tourism is different. It is like a giant web which is linked to each other availing many products and services at the same time to achieve a synchronized effect. [Source: Seaton and Bennett (1996)]

Tourism an umbrella term which houses many goods and services under it roof. It has been seen that services are more prominent part of tourism industry.

Services by large differ from goods on certain parameters’ they are:

- Goods are tangible services are not. Consumers do not get any receivables’ by availing services. Service is performance-oriented.
- The concept of service delivery is complicated. It differs from time to time, person to person and context to context. Two product delivers of the same industry may provide very different services. Every the same company might serve two customers in different fashion. Even the service delivery of one
person maybe different depending on the energy level and motivation through one single day of observation.

- Service delivered is simultaneous to service utilization. In tourism both happen together. Hence, they are exposed to direct feedback of the customers about the service quality.

Keeping in reference the above mentioned context it is highlighted tourism being a part of service industry the promotion of tourism industry is parallel to service industry. It can be mentioned that the promotion of service of industry is a vehicle of motivation to induce the required service quality. The components of the tourism industry struggle for the efficient service with a view/objective to satisfy the customers so that they can avail more and more benefits and can increase the bonding with the travel and the tour operators.

Tourism being a part of service industry the organizations engaged in this activity focus on the efficient quality of the service and the satisfaction of the tourist as one of the prime factors responsible to increase their value in the market. Still the organizations are not crystal clear about those two parameters. I.e. the quality of service and the satisfaction level of the tourist if they exist as two separate entities or they are the same. Therefore, it is necessary for all the organizations to evaluate both the features, if they are two separate entities then the components of tourism industry have to concentrate on those features individually. Simultaneously, they have to evaluate the correlation between the two but on the other hand if both the parameters are single entity then the Organisation needs to develop only one parameter. The institutions are sometimes are not able to capitalize in developing both the parameters’. By analyzing the correlation between the two parameter will help the organizations’ which parameter has more impact on the perception of the tourist. Considering the above mentioned parameters the world Economic Forum comes out with the 9 pillars which can be proved beneficial to the tourism industry.

1. Organizations’
2. Structural set-up
3. Steadiness of national income
4. Health and education
5. Training and development
6. Efficiency of goods market
7. Efficiency of labour market
8. Understanding Financial market
9. Technological availability

These 9 pillars are dealt in depth later. Though they are not mutually independent they are mutually dependent. They make each other strong. These pillars act as foundations in creating difference in your product different from others as well as market positioning.

Invention is crucial but its need was not recognized in the service sector till a long time [Decelle (2003)]. At the same time the other sectors like manufacturing have supported invention and made a lot of improvement in their sector. The monetary resource too was limited in tourism industry to undertake research for innovation. With the technology taking shape the scenario mentioned about tourism has undergone a sea of a change.

The organizations who are associated with the tourism business need invention and creativity if they have to survive in the tourism market [Source: Sorrensen (2007)]. Due to the rapid development of a technology and internet the expectations and the behavioural attitude of the tourists undergoes a change focusing on those parameters the invention and the creativity plays a vital role for the development of tourism business. [Source: Wahab & Cooper (2001), Sigala (2007), Ioannides and Debbage (1998)]. The investigation of the linkages were not focused consequently those areas were ignored in the research. [Source: Morrison (2004), Sigala and Chalkiti (2007)].

The deviation on promotional activities was the prime most concern for the growth of tourism industry. In addition to this the method used was apparent because of the circumstances that all the organizations’ engaged in the business of tourism are interrelated due to several perspectives. Simultaneously some exceptional features of tourism are also highlighted in its linkages where the localities and non-localities play a vital role [Source: Tremblay (1998)].

Tourism industry doesn’t depend on the research and development instead they capitalize on the source of the skills. To support the above statement the tourism
business in the study was conducted which revealed that the outflow of money on research and development contributes to more than 0.35% [Source: Roz (2009)]. The administrative and monetary backing plays a vital role, however the tourism industry has a great impact on the brokers of technology. The important task for the organizations’ is the utilization of the technology and the invented products [Source: Jolly and Dimanche (2009)]. The fact cannot be refused that the effective training and the retention ability of the organization is a big challenge. However, the Organisation also depends on the information technology system as the maximum approach of the tourist is due to the surfing of the website.

Research have revealed that small and medium entrepreneurs are using information technology to promote their business. The most commonly used method is by launching their own websites. The support the above statement the example of Davidson and Burgess that availing information technology not all tourists are techno savvy. This means most of the other tourists cannot use this platform for exploring the tourist destinations. They cannot gain complete information which is provided on the webpage. Because the webpage cannot reveal the effect of information technology on the business of tourism. Hence, the objectives cannot be met using internet as a platform.

The application of a variety of IT programs for enhancing the output of the Organisation i.e. maintaining level of standards, satisfying customer, and procurement upperhand will produce foremost complication for the organizations, those who are engaged in the business of tourism. This complications are due to the inefficiency to distinguish among their opponents. Therefore the hotel industry is capable to distinguish among its competitors through the application of best total quality management, Customer relationship management and Supply chain management. [Source: Dimanche (2009)]. This reflects a need for creating your own identity and establishing the organizations status quo. [Source: Scaliogne et al., (2009)]. It was reflects that the organizations who are engaged in tourism business were focusing on their own website to elevate the income but on the other hand the income would have risen up if those organizations were taking help of the search engine.

A webpage which generates feedback, from various reports, is up-to-date with all the required data and the one which focusses on the feedback is to be studied. Such a
webpage will be useful for generating apt information and act as a reference tool for all the stakeholders.

Tourism being a part of service industry the efficient customer service plays a vital role in development of this industry. But in the modern era of technology the different inventions till date and the featured inventions will radically modify the way it works in the present times. Many researches have proved that internet and computer together plays a vital role and those features are responsible to provide relief and suitable zone to the customers.

[Source: Werthner et.al. (2005)]. the model which can recognize and lead to more research to undertaken. Consumer empowerment will become a core ideology. The market will focus on personalized goods and services. Book your tickets anytime and from anywhere would be the mantra of the times. The vendors should network strongly to channelize the goods. Having a conman business platform for a carrying out all the activities would provide a one-time solution for all. [Source: Werthner and Ricci (2004)]. The information technology having an easy to user interface will help to widen the scope of tourism. This will further be tapped and become a norm in the future. The development of IT and the computers will enable the consumer to know the geographical information about the tourist destination, the climatic conditions, the availability of housing and lodging this particular information will make the customer to reach the planned destination by booking the tickets, booking housing and lodging in very easy time-span. This it indicates that due to the rapid degree of progress the customer becomes consumer. [Source: Pollock and Benjamin (2007)]

1. The leading aspects of the tourism industry is the supplies side as tourism industry is a cumulative of many goods and services together. The number of service providers is very large and their population is dispersed.
2. The tourists needs being very diverse there is no monopoly in this field. The organizations which render services can be categorized on the parameters of diversity concentration, superiority and magnitude.
3. The institutions engaged in the business of tourism can be segregated on the basis of their size. Many of these Organisation have less than 10 percent of manpower in their Organisation. These organizations do not have a web-platform. They cannot be spotted online but are rather hidden from a virtual presence.
4. Local players have tough competition among themselves. They only help each other in situations’ where they want to increase their reach among the masses. Maintaining identity, being independent and options are the principles’ on which the industry functions.

5. The organizations which are engaged in the service industry have several agents and some other channels to provide to the tourists. Sometimes, these channels tend to have multiple layers causing hassles in smooth functioning and can also be highly expensive. They maintain goods which have short-shelf life hence the inventory-time should be lower. Using just-in-time service provided at different platforms will ensure to cope up with this problem.

6. Upgrading to newer technology will save the industry a lot of money as well as time. Using old retarded technology will not fetch lucrative income. They do not invest in intranets so that they maintain their confidentiality about their data.

7. Due to the scarcity of time and the financial crises the organizations’ they cannot manage high-tech systems. Some big players manage everything in-house to maintain discretion.

8. The large size and dispersed population will not fetch useful material to anyone. Using off-the-shelf product which is not customized might prove to be costly. Sometimes exchanging and upgrading it is not easy.

9. Facing tough competition makes the operators work on small margins. Removing intermediaries and making the supply chain shorter is one way of cost cutting. This move will help save a lot. This saved amount can be passed on directly to the tourist. Hence useful to make a brand image.

10. The service delivery vendor has his own supply chain in place to ensure smooth service. The economic activity will surely benefit from the goods and services which are provided.

An empirical research with respect to information technology and hospitality industry has been newly applied [Source: Eurobank (2008)].

Figure 9 reveals that the assumption for an individual to choose parenthetically e.g. The tourist visiting Greece is a competition for the nations which are located in the Mediterranean region is approx. 5.1% the competition faced by Italy and Spain is not more than 13% and 11% respectively. In the similar fashion Turkey has a competition of more than 6% while Portugal has to face a competition of more than 5
Similarly for Bulgaria is more than 4% while for Romania it is 4%. Facing the competition and in a race to trying to distinguish yourself from others many nations invest extensively in promoting their tourism through the platform of the internet. The bid to keep ahead in competition each nation has multiple websites. They act as a platform for creating a billboard which informs the tourists to showcase about the nations natural and other resources which can be promoted to attract tourist.

The utility of technologies has but a great impact for the evolution of the business of the tourist industry. Family is planning for an international tour instead of visiting a tour operator the decision makers check the feasible option on the internet especially the travel portals like Expedia and Lastminute.com which offer specific offers suitable for the needs of the family within the confines of their budget. [Source: Buhalis and Low (2008)]. The search engines along the travel portals redirect the potential tourist to plan their holidays in the right fashion. Apart from giving information about the location it also helps the tourist gain information about the season to visit, places to visit, foreign currency platform, essentials to be carried, maps and basic guide to the national language. So even though there are numerous portals dedicated to travel each of their functions and uses are very different. Their main focus is to reach the tourist without any mediators between them.

Tour operators and travel agency design interesting combo offers to promote tourism. They offer discounts and deals on accommodation, travel and sight-seeing together. This means cutting down on the mediators. Tourists can easily make their own package and choose from the plethora provided. Sometimes the situation is such that the tourist gets overloaded by the information uploaded on the webpages. This confuses the tour operators. Thus a platform which can give only what the tourist is looking for would be useful and a simplified overall version. Tourist then remains in power and knows what he exactly wants and is not intimated by the information bombarded. Tourist’s motivation to visit the place is still preserved and he feels good about his decision and the load of choosing too much is decreased.

There is wealth of information and billions of web pages and also web sites that promote tourism, travel, helping consumers to plan their trip more intelligently. It is not therefore possible to list many of them and analyze their impact on tourism. It was felt, though, that few of the web sites that have been mentioned by several
investigators, listed in later pages in this report, that had made an impact, one way or another, should be noticed and mentioned by the research team and after some navigation, to decide whether to include some of them in this report for reference.

In the year 1948 a group of 39 members was formed under the surveillance European Travel Commission which was termed as the National Tourism Organisation. Those members were not individuals but different nations across hemisphere of the globe were united to form this Organisation. However, this European travel commission is not a major of European continent. But it is an autonomous group which runs by the contribution of 39 members. The revenue for promotion purpose is also contributed by the members. The information technology helps in the collaboration of different nations on one platform. This acts as an easier and cheaper medium of communication.
Tourism is the most important industry. It is a branch of a service industry which contributes majorly to the financial status of the nation. It is Tourism industry is rapidly developing sector globally and it can gear up the financial growth of the nation. Tourism can fasten the speed of progress of financial stability in the country.
is a well-known fact. It has numerous benefits accompanying the incorporation of tourism. It helps in developing society, extends financial boost, unites the various countries and develops jobs for many in their local area. Since the visitors are attracted by the hand woven products by the localities tourism acts as a mediator for the consumption of these goods. Moreover the urbanized population are also attracted towards the rural culture hence it can be said that tourism is a backbone for conserving those rural culture.

Tourism is an industry through which the currency from different nations are brought forward in the preferred nations hence, the ratio of overseas currencies also increases. Tourism with the reference of the above mentioned statement tourism has topped up as one of the prime fragment towards the financial stature of nation. Various aspects of the development of tourism in our country are briefly reviewed below.

Tourism Policy of Government

Tourism came in existence when the administration launched a strategy and supported this industry with a subsidy of more than Rs. 7 crores and Rs. 2 crores in the subsequent year. With the gradual development of the industry the administration started focusing more on this industry as the administration analysed that it is an income generating hub along with a tool to provide the livelihood for the people. To expand the wings of this industry more than 100 and 300 crores were sanctioned by the administrative authorities for the next consecutive years stretching this expansion to its peak. Later on more than 800 crores was invested for further expansion.

A policy based on tourism was articulated and offered to Parliament for the first time in 1980’s. This policy was, inappropriately, presented a statement of purpose rather than a concrete plan. Hence it was not workable. The Sixth Plan reveals the fact that the strategies laid out for the development of this industry were not implemented practically for its expansion. This gave birth to a new strategy which focused the sustainability for a prolonged period of time. It clearly mentioned about the subsidies allocated for the expansion program of this industry and the discrimination of the
responsibilities of the administration as well as the non-administrative side were clearly mentioned. India a home ground of artisans, the administration focused and polished this as a concrete feature to draw the attention and promote our nation on the global platform as eminent tourist destination. A quantum leap in the progression of a tourism policy was the comprehensive report presented by the National Committee on Tourism in early 90’s, with an endeavor of sustainable tourism.

During the Seventh Plan the invention of new products were carried out for the expansion of tourism sector on the platform of excellence. Tourism was bestowed as a critical part of service industry. Currently, present more than 14 states and more than 2 UTs’ have confirmed tourism as a backbone of service Industry. Following the trend, more than three states in India have acknowledged hotels/restaurants as an independent Industry. As a result of this the additional monetary benefits are given to the business tycoons’ for venturing in activities related to tourism. The future growth, of tourism will be achieved through private initiative. The planning of efficient strategies required for the overall improvement, implementing the financial policies in such a way that it helps the private players. The administration has launched a strategy in which the eminent tourist destinations were undertaken for the development as it was analysed that those destinations were platform of generating high income.

Apart from being a tool for supporting the financial status this industry has power to be one of the income source for a large number of individuals. The source of income can be mandatory to earn ones livelihood or it can be either a financial support for satisfying the higher needs. The statistical data reveals that more than 5% of overall opportunities are related to tourism industry. The data also shows a comparison with other industries but they are not at par with this industry.

**International visitors:**

The migration rate of those international visitors has shown a hike of approximately 3% for last three consequent years.
Foreign Exchange Earnings (FEE) from Tourism

Tourism is a part of the service industry, it is an industry where different visitors from several nations come along with their home currency at the preferred destination. Due to this there is a platform where there is an interchange of the currencies hence tourism gives a platform for attracting the overseas currencies. The statistical data obtained for the year 2011 reports that the revenue generated from the interchange of the currencies was more than Rs.76,000/- crores. Reporting in an increase of more than 18 percent as compared to the year 2010 which has generated a revenue of more than 65,000 crores. In the year 2012, the income from the currency exchange has shown a hike of more than 20% for the financial year 2011 and 2012 respectively. The statistical data showing the entry of foreign tourist and the revenue generated from the same for the years 2000 to 2012 is highlighted as under

Table No. 8 Overseas arrival of tourist and the revenue from the foreign tourist from the years 2000 to 2012

<table>
<thead>
<tr>
<th>Year</th>
<th>Overseas arrival of tourist</th>
<th>Growth (%)</th>
<th>Foreign Exchange Earnings</th>
<th>Growth (%)</th>
<th>Foreign Exchange Earnings</th>
<th>Growth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>26,49,378</td>
<td>6.7</td>
<td>15,626</td>
<td>20.6</td>
<td>3,460</td>
<td>15.0</td>
</tr>
<tr>
<td>2001</td>
<td>25,37,383</td>
<td>-4.2</td>
<td>15,083</td>
<td>3.5</td>
<td>3,198</td>
<td>13.7</td>
</tr>
<tr>
<td>2002</td>
<td>25,84,364</td>
<td>-4.0</td>
<td>15,064</td>
<td>-0.1</td>
<td>3,104</td>
<td>3.8</td>
</tr>
<tr>
<td>2003</td>
<td>27,32,714</td>
<td>14.3</td>
<td>20,642</td>
<td>27.6</td>
<td>4,405</td>
<td>43.5</td>
</tr>
<tr>
<td>2004</td>
<td>34,77,477</td>
<td>28.8</td>
<td>37,944</td>
<td>34.8</td>
<td>6,170</td>
<td>38.2</td>
</tr>
<tr>
<td>2005</td>
<td>39,15,810</td>
<td>13.5</td>
<td>53,123</td>
<td>18.3</td>
<td>7,495</td>
<td>21.3</td>
</tr>
<tr>
<td>2006</td>
<td>44,47,167</td>
<td>13.5</td>
<td>59,023</td>
<td>13.8</td>
<td>8,624</td>
<td>15.2</td>
</tr>
<tr>
<td>2007</td>
<td>50,81,504</td>
<td>14.5</td>
<td>44,360</td>
<td>13.7</td>
<td>10,779</td>
<td>24.3</td>
</tr>
<tr>
<td>2008</td>
<td>52,89,603</td>
<td>4.0</td>
<td>51,264</td>
<td>15.6</td>
<td>13,832</td>
<td>10.3</td>
</tr>
<tr>
<td>2009</td>
<td>51,67,699</td>
<td>-2.2</td>
<td>53,909*</td>
<td>4.7</td>
<td>11,126*</td>
<td>20.9</td>
</tr>
<tr>
<td>2010</td>
<td>57,75,692</td>
<td>11.5</td>
<td>64,889#</td>
<td>20.8</td>
<td>14,193#</td>
<td>27.2</td>
</tr>
<tr>
<td>2011</td>
<td>63,09,772</td>
<td>9.7</td>
<td>77,690#</td>
<td>19.6</td>
<td>16,364#</td>
<td>16.7</td>
</tr>
<tr>
<td>2012</td>
<td>66,48,318</td>
<td>5.4</td>
<td>94,487#</td>
<td>21.8</td>
<td>17,757#</td>
<td>7.1</td>
</tr>
</tbody>
</table>

#Advance Estimates *Revised Estimates

Source: Ministry of Tourism, Annual report 2012-13

Initiative by Government for promotion of Domestic tourism
Role of the Government

The movement of the visitors in the periphery of the nation has moved in the consecutive years reflecting a progress of more than 12%. The responsibilities of the administration in the progression of the industry is not only creating awareness of the specified tourist destination but also the improvement of structure lies in the hands of the administrative authorities.

The industry is metamorphosed and has reached to a sustainable stage. The improvement of the services was initiated in a scheduled method in the year 1956. Coinciding with the Second Five Year Plan. The methodology has advanced from secluded thought process of a solo element amenities in the 2\textsuperscript{nd} and 3\textsuperscript{rd} Five Year Plans. The Sixth year Plan was a milestone which laid the foundation of tourism as it was regarded as a tool for the improvement of financial status and society.

Tourism industry geared up in the early eighties’. Administration has started an approach which was focused only for the progress and the improvement of this industry. The evolution and change in the perception of the customers’ behaviour the necessary amendments in the strategy were required. The amendment focuses and acknowledges the responsibilities of administrations. In addition to this the Government organisation and non- governmental organisational are shown their responsibilities. The need for involvement of Panchayati Raj institutions, local bodies, organisations fully-owned by administrations and the organizations not fully-owned by the administration and the local youth in the creation of tourism facilities has also been recognized.

The modus operandi for the latest approach is to provide the source of income to every individual. 50% of the sanctioned amount is allocated for the improvement the tourist locations. The improvement of this destination is on the basis of improving the logistics, the roadways and the amenities provided to the visitors. It was however signified that more than 9% and more than 2% of the cashflow were allocated to the preferred locations and the rural pockets of that state.
One of the significant improvements that was carried out was launching of ITDC which was a regulatory body for the tourism industry. The overall responsibility of this regulatory body was not only to implement the strategy. It also increased the educational institutions where the individuals are groomed to work in this travel and tourism industry. Overall 20 courses about this industry are available.

**Administration–run tourism program.**

**A. Skill-based employment scheme**

A campaign was started by the administrative authorities to focus on the abilities of the youngsters whose financial status is not strong. The goal for this campaign was to increase the manpower of tourism industry and to improve the financial status of the needy by providing them a source of income. This campaign comprised of classroom and practical training of very short span of time. This training was related to saloon and other related services. With rapid development of this industry the training is not restricted for saloon but various aspects of adventure tourism are also considered. By active involvement of the administration reflects that tourism industry is a booming industry. It will act as a tool to support the financial status of the nation.

**B. Visa on Arrival (VoA)**

Looking at the significance of the permission to enter into a particular nation. This permission was granted for more than 5 yrs. Moreover the one single visit of the visitor was for three months. This permission was granted to the visitors at the time of their visits, the administration was amazed to see that this strategy had a positive impact on the footfalls of the visitors. The statistical data revealed that there was a magnificent increase of more than 25% for a period of 365 days. Observing this positive impact the duration of this permit is likely to be increased by the administration.
C. Advertising and Promotion

The idea about tourism was inculcated in the mind of common people by an efficient medium of advertising. The research studies gave a conclusion that Aakashwani Kendra was a medium where the idea of tourism was reached in the house of every man. The strategies which were revealed the capability of generating income from a particular destination. This destination which was used for tourism and its characteristics was featured. Not only was this industry also taken on abroad where the adventurous tourism was highlighted.

The administration not only focused on the adventure tourism and ecotourism. India being a land of many spiritual saints those spiritual places also have an importance for the people who are devotees of those saints.

This promotional activity has made a very positive impact on the financial status of the nation. The flow of foreign currency thereby the ratio of the opportunities in this industry is also increased as varieties of other industries are correlated with this service industry.

However, with the evolution in advertising industry the medium to approach the people is to be changed. The administration has to think on the modern equipment such as internet, mobiles can be used to attract visitors.

ÉLITE SERVICES

The administration have to pull up their socks in services detecting and evaluating the need of the exclusive in the industry to increase the revenue. The objective to launch this strategy is to control the impact of peak and lean period. This will help the industry to fascinate the visitors through the preferred tourist destination and by delivering the efficient services to the visitors the revenue will increase. The consequently the frequency of the visitors will also increase.
The following elite services are launched by the administrative authority:

a) Passenger vessel

The energetic and reckless services provider is the passenger vessel as our nation is surrounded by water. Hence, this service is one of the preferred services by the visitors. The administration has also supported this service by sanctioning subside for the sustainability of this service. The attractive tourist destinations on the international level are mostly located at the beachline. Travelling through this water ways adds adventure in a person life. So more and more visitors are fascinated and prefer those destination.

b) Exploration Tourism

Escapade tourism the word itself indicates a study of various events at various places. This is an emerging tourism which is on an upward looking platform. The administration has also given a subsidy for the improvement of this escapade tourism. These includes sporting activities in natural set-up which will check the fortitude level of the individuals at extremes.

The administration has evaluated that there are some visitors apart who apart from loving the scenic beauty, those visitors love to explore the other blessings of nature which is very difficult to enjoy its charm. The water bodies can be explored using a raft or any other tools which will heighten the excitement. These tools are expensive and the maintenance of these tools are very costly. In order to achieve this the administrative authorities has sanctioned more than Rs.200 lacs. for the progress and sustainability of this field. This particular field which always put and individual’s life into risk. To enjoy the beauty of nature this activity is to be carried under the vigilance of skilled professionals. As this field comprises of different activities. The administration has sanctioned different amounts to diverse activities for these obtaining the skilled professional mentioned below:
c) Therapeutic Tourism

Therapeutic Tourism is a tourism in which ailments of an individual are cured. Now-a-days due to rapid industrialization and cut–throat competitive era the stress of working employees has increased. It is challenging to maintain the equilibrium. Some surgical activities which are expensive abroad are very economic in India. As this facility is available in India Therapeutic Tourism is also on the booming side where people come down to get healed.

India shines in therapeutic tourism due to these services and amenities:-

- World – class therapeutic services
- Experienced and skilled doctors
- Expert paramedical treatment
- No queue for therapeutic facilities.

India being a land of different rishis and munis, the Vedic culture is a cradle of this land. The balance of work – life and personal life is maintained by meditation. The modern and ancient medical science attracts the visitors either to study or to get free from the ailment. The administration has sanctioned a subsidy for the progress of this tourism.
• Associates of Sanatoriums acknowledged by the additional state administrative authority and the Directorate of Sanatoriums.
• Therapeutic Tourism facilitators (travel agents/tour operators) recognized by MOT, Central Administration of India.

d) Fitness Tourism

Fitness Tourism the word itself indicates the migration of visitors to maintain the equilibrium in their professional and personal life. Fitness has now become a buzz word. The Indian systems of medicine, that the ancient therapy of Indian origin medicine launched by the rishis and the munies are the most ancient systems of medical treatment, in the world. India can provide medical and healthcare of international standard at comparatively low cost. Most of the hotels/resorts are coming up with Ayurveda Centres’. The leading tour operators have included Ayurveda in their brochures.

The administrative authorities have supported this sector by extending their helping hand with sanctioning a suitable amount. Apart from the monetary benefits the administrative authorities have given a clean chit to the hubs which are associated for the fitness of the individuals. Not only has this had the administration also shown a keen interest in the promotion and marketing of this specific field of tourism.

The administrative authorities are developing this sector by providing skilled and efficient associates which are required for the growth of this sector. It provides for both monetary as well as non-monetary requirement. Such a strong system is needed for the sector to grow and eventually spread its wings far and wide. Keeping in view the monetary gains this investment is the right investment. The administrative authorities are investing heavily here which means that they will benefit strongly by availing the harvest when the it is in the mature phase and yielding lot more than what was actually invested.

e) Golf Tourism
India not only the land of natural and scenic beauty and of religious traits but athletic activities also gain a prime importance. As it is rightly said that India is blessed with a greenery. Not only the hills but the plateaus are the remarkable features to attract the tourist. One of the eminent sports like Golf which is renowned at the global platform also attract the tourist to spend their leisure time. Different centers or clubs are being installed by the administration. To attract the domestic and foreign visitors. Analyzing the significance of this elite products a seminar was conducted by the administrative authorities to create and awareness and advertise this tourism on a large scale.

f) Polo Tourism

As rightly mentioned our nation has also got a potential for attracting the guest sportmens. The game was launched in the Indian province at the time of British regime. But due to its global acceptance the conservation and maintenance was mandatory to attract the foreign visitors. As an internationally renowned game is highly expensive the administrative authorities have sanctioned a subsidiary of more than Rs. 4 lac towards sustainability of this tourism. In addition to this the carnival dedicated on the name of this tourism is celebrated in India.

g) Meetings: Incentives: Conferences: Exhibitions (MICE)

To bring the nation as one of the eminent tourist country the effective marketing strategy and the promotional activity is carried out by both the administrative authority state as well central level. This promotion happens on a massive scale. Certain goals were listed by the administrative authorities to boost up the moral of each and every employee. It helps to contribute for the progress of this tourism. The goals of the administrative authorities are given below:

- Advertising India as a suitable location for business meetings.
- To make India a platform for empirical study.
- Creating manpower suitable for such a convention.
h) Conservative Tourism

This part of tourism concerns to maintain balance between flora and fauna of that particular destination. By doing this the administrative authorities analyses that it is the best way to conserve the nature and preserve its importance.

This particular sector of tourism highlights on the traditions and the values of the society.

This particular is one of the fastest growing sector as the nature lovers are more compared to the other visitors whose hobby is either sports or adventure. The administration has evaluated that the frequency of progress per annum is more than 4%.

Table No. 10: The details of income generated under Scheme Conservative Tourism are:

<table>
<thead>
<tr>
<th>Period of planning</th>
<th>Years</th>
<th>Expenses incurred (Rs. in lakhs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10th Plan (2002-07)</td>
<td>2002-03</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>2003-04</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>2004-05</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>2005-06</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td>2006-07</td>
<td>32</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>105.00</strong></td>
</tr>
<tr>
<td>11th Plan (2007-12)</td>
<td>2007-08</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>2008-09</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>2009-10</td>
<td>63</td>
</tr>
<tr>
<td></td>
<td>2010-11</td>
<td>13</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>173.00</strong></td>
</tr>
</tbody>
</table>

Source: Answer to Lok Sabha Unstarred Question no.4653 dated 8-12-2010

i) Entertainment Tourism

The administrative authority has recognized entertainment as one of important parameter for the progress of this industry. Many visitors attracted to this tourist sector as entertainment is a part of relaxation. Working of Hollywood which is an International entertainment platform India too has its own entity. It is known as Bollywood located in Mumbai. Tollywood - The Southern part of the country and Kollywood - The Southern Eastern part of the country.
Evaluating on the performance of the elite service the response from the visitors the administrative authority has realized there is a huge scope of generating revenue from this source of income. Consequently the centers who are responsible as a part of this entertainment had to pay a suitable amount of tax to the administrative authority.

**j) Leo Tigris Tourism**

The Central and State administrative authorities have realized that Leo Tigris the tourists and it is a prime duty of the administrative authorities to save this species. Therefore it becomes mandatory for every individual to conserve the flora and the fauna of the jungle. The administrative authorities have undertaken the initiative for preserving this in the form of sanctuaries, zoos and other conservation centers.

By doing this the administrative authorities analyses that it is the best way to conserve the species and preserve its importance. This particular sector of tourism highlights on the traditions and the values of the society. This particular one of the fastest growing sector as the nature lovers are more compared to the other visitors whose hobby is either study wildlife or adventure. Hunting is a forbidden offense as per the Central and State administrative authorities.

**k) Remote- Pocket Tourism**

Remote- pocket tourism is an elite service which is undertaken by the administrative authorities to provide the employment as well as the mode to earn their livelihood. The empirical study has revealed that the Indian land is blessed with tremendous natural resources where the tourist are attracted. Apart from this the hand woven materials the cultures and the cuisines of this remote interior areas stands aloof from the busy city life. These features fascinates the visitors who consequently increases the cashflow and stabilizes the financial status of the nation. The administrative authorities have taken necessary steps for the progress of those rural pockets for e.g. The logistics, the amenities and availability of the accommodation at any hour of the time was feasible. Comfort level of those visitors increases the footfall there by the revenue and the human resource and the manpower was increased.
Infrastructural Development for Remote-Pocket

Remote-Pocket Tourism can be harnessed as a strategy for remote-pocket areas. The progress of remote-pocket tourism will certainly add value to the financial structure as the major chunk of the populous are inhabitants of the remote interior areas. On the other hand, the growing trend of urbanization has led to falling of income levels, lesser job opportunities leading to desertion of villages. Rural Tourism could be a solution to this.

Table No. 11: Table of Mega Tourist Destination:

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>State/UTs</th>
<th>Name of the Mega Project/Circuits</th>
<th>Year of Sanction</th>
<th>Amount Sanctioned</th>
<th>Amount Released</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Andhra Pradesh</td>
<td>Charminar area of Hyderabad- Destination</td>
<td>2007-08</td>
<td>994.75</td>
<td>796.79</td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td>Tirupati Heritage Circuit</td>
<td>2008-09</td>
<td>4652.49</td>
<td>2326.25</td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td>Kadapa Heritage Tourist Circuit</td>
<td>2008-09</td>
<td>3692.89</td>
<td>1846.44</td>
</tr>
<tr>
<td>4.</td>
<td></td>
<td>Development of Buddhavanam project at Nagarjunasagar</td>
<td>2012-13</td>
<td>2224.23</td>
<td>1112.12</td>
</tr>
<tr>
<td>5.</td>
<td></td>
<td>Development of Vishakhapatnam Bheemunipatnam Beach Corridor as a Mega Circuit</td>
<td>2012-13</td>
<td>Identified</td>
<td></td>
</tr>
<tr>
<td>No.</td>
<td>State</td>
<td>Circuit Description</td>
<td>Year</td>
<td>Estimated Cost (Lacs)</td>
<td>Identified Cost (Lacs)</td>
</tr>
<tr>
<td>-----</td>
<td>----------------</td>
<td>-------------------------------------------------------------------------------------</td>
<td>---------</td>
<td>-----------------------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>6.</td>
<td>Assam</td>
<td>National Park Mega Circuit covering Manas, Orang, Nameri, Kaziranga, Jorhat, Sibsagar &amp; Majouli</td>
<td>2010-11</td>
<td></td>
<td>Identified</td>
</tr>
<tr>
<td>7.</td>
<td>Bihar</td>
<td>Bodhgaya-Rajgir-Nalanda-Circuit</td>
<td>2006-07</td>
<td>1922.42</td>
<td>961.21</td>
</tr>
<tr>
<td>9.</td>
<td>Delhi</td>
<td>Illumination of monuments-Circuit</td>
<td>2006-07</td>
<td>2375.09</td>
<td>1187.54</td>
</tr>
<tr>
<td>10.</td>
<td>Delhi</td>
<td>Development of Dilli Haat, Janakpuri.</td>
<td>2010-11</td>
<td></td>
<td>Identified</td>
</tr>
<tr>
<td>11.</td>
<td>Goa</td>
<td>Churches of Goa Circuit</td>
<td>2008-09</td>
<td>4309.91</td>
<td>2154.95</td>
</tr>
<tr>
<td>12.</td>
<td>Gujarat</td>
<td>Dwarka-Nageshwar-Bet Dwarka Circuit</td>
<td>2008-09</td>
<td>798.90</td>
<td>394.95</td>
</tr>
<tr>
<td>13.</td>
<td>Himachal Pradesh</td>
<td>Shuklatirth-Kabirvad-Mangleshwar- Angareshwar Circuit</td>
<td>2011-12</td>
<td>4650.97</td>
<td>2325.48</td>
</tr>
<tr>
<td>14.</td>
<td>Haryana</td>
<td>Panipat-Kurukshtera-Pinjore Circuit</td>
<td>Phase-I</td>
<td>3175.25</td>
<td>1196.77</td>
</tr>
<tr>
<td>15.</td>
<td>Haryana &amp; Himachal Pradesh</td>
<td>Eco and Adventure Circuit (Kullu- Katrain-Manali)</td>
<td>2009-10</td>
<td></td>
<td>Identified</td>
</tr>
<tr>
<td>16.</td>
<td>Haryana &amp; Himachal Pradesh</td>
<td>Panchkula–Yamunanagar (Haryana)– Ponta Sahib</td>
<td>2010-11</td>
<td>3253.06</td>
<td>1626.53</td>
</tr>
<tr>
<td>17.</td>
<td>Jammu</td>
<td>Mubarak Mandi Heritage</td>
<td>2010-11</td>
<td></td>
<td>Identified</td>
</tr>
<tr>
<td>No.</td>
<td>Project Description</td>
<td>Year</td>
<td>Budget 1 (INR)</td>
<td>Budget 2 (INR)</td>
<td></td>
</tr>
<tr>
<td>-----</td>
<td>-------------------------------------------------------------------------------------</td>
<td>--------</td>
<td>----------------</td>
<td>----------------</td>
<td></td>
</tr>
<tr>
<td>18.</td>
<td>Nagar Circuit (Watlab via Hazratbal, Tulmullah, Mansbaland Wullar Lake), Srinagar</td>
<td>2011-12</td>
<td>3814.56</td>
<td>722.12</td>
<td></td>
</tr>
<tr>
<td>19.</td>
<td>Development of Lehasa Mega Tourist Destination - Setting up of Trans Himalayan Cultural Centre in Leh, J&amp;K</td>
<td>2010-11</td>
<td>2242.95</td>
<td>448.59</td>
<td></td>
</tr>
<tr>
<td>20.</td>
<td>Jharkhand Mega Destination at Deoghar</td>
<td>2011-12</td>
<td>2371.19</td>
<td>1185.59</td>
<td></td>
</tr>
<tr>
<td>21.</td>
<td>Development of Ranchi Saraikela</td>
<td>2012-13</td>
<td>3812.53</td>
<td>500.00</td>
<td></td>
</tr>
</tbody>
</table>

Source: Ministry of Tourism India 2012.
1.2 History

Tourisms’ historical background
Right from the dawn of civilization T&T has been an integral part of human society. A birds’ eye view of the evolution will help us to be able to fully perceive the gravity of tourism understanding recognizing its evolving as crucial step. This will enable researcher to analyse the issues rising in the current financial market. Right from the birth of tourism Europe has attracted the Greek and Roman empires. Travel expeditions have been taken up by tourists globally for epochs.

The work of retracing the dawn of tourism is not an easy job. Since the historical times the kingdoms of the Asian Kings, the African tribes and the Middle Eastern Arab slowly rose to newer heights. As the kingdoms grew they created the means of transport. The Egyptian Pharoses the commerce and recreation began to gain importance. The hotels and lodges were erected along the road side to facilitate the tourists' movement between the headquarters and the other states. [Source: Colman (1989)]. At the peak region of the Assyrian dynasty the mode of transport was developed. The roadways were reconstructed and the signboards were hoisted to guide to reach their preferred destination [Source: Gee (1997)]. Followed by this the additional development to this mode of transportation was carried out by Persians. The roadways were advanced for the movement of four-wheelers.

The Roman and Greece civilizations holds a testimony being the pioneer of tourism. Those civilisations had a unique culture, festivals and other spiritual rites. Those spiritual rites and festivals were not only the point of attraction but the outdoor games also created its unique identity for the tourist attraction. Those features attracted the visitors and in the specified period and made Greece and Roman Empire as an eminent tourist destination. [Source; Swarbrooke and Horner (1999)]. The home ground for the Olympiads is none other than Greece still has the maximum flow of tourists at the time of the competitions at the national level. In addition to the above mentioned features the collection of Greece and the Roman pennies is still a unique hobby of individuals. This adds value to the visitors’ attraction. The linguistic conversation of Greek dynasty is easy which again attracts the tourist to those locations.
Fords’ Ideology

During the era of 1970s’ Europe and America had a monopoly of a few in the market. This market was importantly reigned by a few dominant players. Putting this in the right terms it was called as the capitalism of Ford. [Source: Pelegidis (1998)]. Industries are located in specific restricted area only. Industrialization was seen prominently in the nations where economy has attained stability. So only selected area were developed while others were untapped.

The manpower of the times needs were bifurcated in two categories: i) the skilled labour and another ii) the specific skilled labour. The skilled labour were producing a small varieties of the end products while the labors were specifically skilled in the field of manufacturing the products in large numbers. The quality standards of the products manufactured by the specialized skilled labour was very high. Consequently, the utility of those products was more. At the time of Henry Ford it was observed that the utility of those quality items was maximum. Mass production of quality goods lead to higher rate of employee engagement increasing full time work. This employment was available for specialized employees too.

Taking cues from Fords’ ideology during the mid-half of the twentieth century. The product range was hence made to fulfill bulk orders of vacations. Quality then took a backseat. The Fords’ principles were generalized and picked-up off the shelf. Hence designing those vacations itinerates and their service delivery was all done in bulk. The concept of customization never existed during this period.

Following many factors the above mentioned units of Fords’ ideology slowly saw a downfall and it eventually declined and a metamorphosis was witnessed at the end of the twentieth century.

Internal factors:

- The people’s needs change over a period of time. To meet up their needs the markets should match up. This was not only seen in the production field but also among the
tourism industry. Customized products took a backseat and bulk orders were manufactured and catered with quality.

- The early design which stated that profit could be minted if the product reached mass was changed and was replaced by the alteration of a technical support. Now niche started gaining importance.

**External factors:**

- The commercialization of activity at the global level. Increased the level of rivalry. It also helped decrease the interference of the governing bodies in the economic activity of the times. Inspite of having the same economic policies.
- SME’s have improved their business with the use of information technology. Along with inventing new strategies.
- The consumer started rules the market. The attitude of the consumer changed with respect to time. The consumer was looking for a change consequently the manufacturing of the bulk products was no more commercially viable.
- Due to less consumption the inventory was stagnant which had a great impact on community, ecology and financial assets.

*Era after the decline of Fords’ ideology*

With the change in the mindset of the consumers and all the above discussed factors lead to the conclusion that there was a need for a newer set-up. Since the manufacturing of similar products on a large scale was no longer accepted in the market. Due to this boredom which had made the market stagnant which gave rise to create an inventive business strategy for launching a new economy. Since this strategy was the Era after the decline of Fords’ ideology. This strategy encourages by many economist on a very large scale in the year 1980.

SMEs’ spread throughout the world with a team of well–trained and strongly bonded staff, which may not be very large but have branches spread throughout the world. [Source: Schumpeter (1939)]. He brings out in his research how one end lays the foundation for a transformation. This transformation breaks down the shackles of the old version and emerges as a phoenix from the ashes. IT support and use of various communication medium plays a vital
role as those sectors have an interrelation with other sectors so they have a mutual correlation. This make tourist choose packages which are customized as per their needs [Source: Urry (1990)]. Similar to the movement of the corporate houses from the Fords’ ideology the tourism business was metamorphosed from a bulk tourism package to the one which is solely personalized for the tourists. [Source: Green and Chalip (1998)]. This innovative behavior brought about a consumer with newer mind-set.

The newer tourists’ frame of mind who were backpack travelers gave rise to the mediators that encourages the tourist organisations to meet the needs of the travelers. These travelers do not cause imbalance to the ecology. They prefer using local products and cause minimum aversion to the localities. [Source: Kelly (1997)]. The structure of the tourism industry has changed from a rigid bulk to a flexible, organic, fragments. The customer perception is now leading the industry causing it to produce not just goods but priority is given to the extended personalized services which follow the consumers need base. [Source: Christou (2008)]

Change is the only constant. Be it produced goods, the producers, the users, the destinations all undergo change [Source: Meethan (1998)]. The new era’s tourists’ need adaptations in the tourist places. The changes should be incorporated by breaking the previous rigid designs and creating new viable projects. Just life product has a life cycle, the tourist destinations also have a life cycle [Source: Butler (1980)].

Basically, tourism industry encompasses different parameters. It has a direct relation with the environment. The bulk goods production requires manpower to support creating it. It creates tremendous pressure on the existing natural resource. This is in complete contrast with the natural course of life [Source: Coccosis, Farsari, Spilanis et al (2010)]. Hence, instead of creating a tourism package which evades the ecological system bringing something which is more sustainable seems a logical answer to many doubts which need to be reasoned in a stipulated period of time. In addition to this the researchers are planning for an effective structure by which the expansion of the tourism industry can be achieved where the population thinks about nature and take responsibility of their deeds even they are having fun.
Tourism industry is a part of service industry to satisfy the need and demands of the tourists. Currently tourism industry is the world’s largest industry, which contributes about 4% share of the global economy, and categorized as the most employment generating industry of the world. Tourism has become a major income source due to the intake of goods along with the amenities from the visitors. Excises related to the trades from the travel and tourism industry, the scenarios regarding the source of income makes tourism very lucrative.

T & T employs approximately 72 million manpower globally. Annual approx. expenses on tourism is estimated close to US$ 3 trillion. About 3.8% of worlds GDP is from tourism alone. This sector will be maintaining its growth rate till 2014, the WTTC anticipates from the travel industry to engage more than 84 million manpower all across the globe.

The Global Association governing tourism body regards tourism as an upcoming industry. Outbound/international level tourism will maintain a constant growth rate of approximately 4% per year.

**Historical background of Tourism in India:**

India is a cosmopolitan country where more than billions of people live with unity as well as maintain its diversity. India is richly blessed with thousands years old historical and cultural heritage which stands a valuable asset for the country. Every part of the land bears the essence of its distinct and diversified culture that reflects in its traditions, languages, and rituals.

**Historical background Tourism of Maharashtra**

Maharashtra ranks on the third position as far its size and inhabitants number with respect to our nation. It is situated on the Western Coastline of the country which runs more the 700 kms. Where the Konkan region is blessed with nature’s scenic beauty of beaches, hills which stands erect with all its might. The region of Vidharbha due to its deciduous trees, is a shelter for varieties of birds and animal species. Hence, all the provinces of the state has a caliber of being an attractive tourism destination with its own unique identity. The flora and the fauna are not only the characters drawing the attention of the visitors but Maharashtra being a land of freedom fighters and saints. The state is blessed with the ancient memorial caves/grottos, castles/forts,
shrines’ which attracts the tourist and devotees and makes the state as one of an efficient tourist destination.

The footfalls of the visitors of Maharashtra was approximately twice of the original value since last 10 years. The revenue also showed a hike of 200% which was calculated not less than 40 lacs in the year 1991 and was calculated more than 82 lacs in the year 2001. The overall statistics’ reveal that the tourism from all the different parts of the country, as well as across the globe who entered Maharashtra generated a revenue more than Rs. 100 million in a single year of mid-2009 to mid-2010. From the entire statistics it can be derived that the inbound tourism in Maharashtra state was estimated to be 98% approximately working out to be more than Rs. 100 million. The overall figure of overseas tourist in the state at the same time frame was more than Rs.200 million. The overseas visitors in Maharashtra contributed more than 1.5 % of the overall number for the period of January 2010. Beaches of Mumbai are very famous. Winter is the best time to here. Most visitors travel here during that time. The fast lifestyle in the state level tourism is seen mostly in the mid-income group households. More liquid money available to spend, world-class amenities, small family norm, good roads and means of transport etc. Mumbai is the first location where foreigners visit. It acts as a port to enter. They just need to be channelized to other locations. These locations if close by and with the amenities can work wonders in retaining foreign money to a large extent.

**Historical background Tourism of Thane**

**Thane**, is also known as "Shri Sthanak", this is the north-eastern belt of Mumbai, situated at the start of the Thane Creek, of Maharashtra. Thane is spread over approximate area of about 147 square kms and at a height of approx. 7 meters above the level of sea. It is flanked by the Yeoor Hills and the Parsik Hills. Thane is also nicknamed as the ‘Lake City’ it has about 30 lakes within its region. The Masunda Talao (TalaoPali) is the most beautiful lake one. Another popular lake of the Thane is the Upvan Lake it is surrounded by the Yeoor Hills on one side and the Neelkanth Heights on the other.

History speaks about Thane being ruled by many starting from Portuguese, then under the Marathas and then the final battalion was passed to the British. A famous Greek geographer
Ptolemy (135-150AD), has mentioned about ‘Chersonesus’ in his work. Research, has proved that Thane is located there at present times.

The Portuguese invaded thane in 1530 and it was under their reigned till 1739 i.e., for 200 yrs. at the time of Portuguese empire thane was named as at that time Thane was named ‘Cacabe de Tana’. Bassein and Thane were captured by the Marathas till 1784 which was later on ruled by British. Thane was christened as city Tana. The headquarters were situated in this city and the administration was under the vigilance of district collector. Thane Municipal Corporation was incepted in the year 1863 with a census of 9000 localities’. Thane is not only infused with Maharashtrian culture, however people with diverse background are inhabitants as is located very close to the capital city. Thane is blessed with scenic lakes and mesmerizing hills.

Mumbaikars prefer thane as the destination for their family, however couples and group prefer to visit thane in the month of February, March, November, and December. Overall 15 tourist destinations entails this tourist destination, local attractions can be explored in half of a day as per the tourist convenience, besides this all the sightseeing spots consumes 2 to 3 days.

**Historical background Tourism of Raigad**

**Raigad** Situated on the South-Western side of Maharashtra lies the Raigad region of Konkan. Spread over 7,148 sq. km Raigad is covered with luscious dense forests spread along with the Western Ghat of Sahyadri range.

2,851 feet above sea level Raigad is flanked by Mumbai Harbour on one side, Thane, Pune city on another side, Ratnagiri and by the famous Arabian Sea. Raigad derives its name from the mountain Rairi located along the district headquarters. Gandhar and Kal are the main rivers flowing through the mountains of the Sahyadri range.

Interesting piece of history is attached to Raigad, Chhatrapati Shivaji Maharaj (1656) in a battle with Chandra Rao More won Raigad and established it as the capital of the Maratha Kingdom.
Isle of Gharapuri aka Elephanta, features the Hindu and Buddhist caves are a major attraction for many tourists. Boratyachi Nal along with Lingana and Raylingi mountains are adventure locations of Raigad. Diverse and cultural heritage of Raigad is carried on though folk arts like keertans, bhajans, koli dance (Fisherman’s dance) and bharud (folk-drama focusing on Vedic literature).

Sion Panvel Expressway is the gateway of Mumbai-Raigad connectivity. State transport buses from Mumbai, Kolhapur, Pune and Mahabaleshwar are available for Raigad. Chhatrapati Shivaji International Airport the airport at a proximity of 140 km. Humidity is seen in summers. Winter being the best season to visit Raigad.

In Northern Konkan region of Maharashtra numerous types of tourism based goods are free loosely accessible like ancient customs derived from naturally occurring origin and bearing medicinal importance, having religious significance, bearing ethnic roots based and handicrafts. These possess great potential pertaining to tourism development, if these constraints are eliminated tourism of Northern Konkan of Maharashtra could be developed to their fullest extent.

1.3 Problem of the Study

Study suggests that it is difficult to recruit and retain quality manpower due to lack of sufficient number of certified and trained manpower in Northern Konkan Region of Maharashtra. The capacity or intake with the Universities does not meet the required number of manpower for the tourism industry of Northern Konkan Region of Maharashtra.

In addition to this inadequate facilities and infrastructure has a direct impact on the manpower aspects of the Northern Konkan Region of Maharashtra. Several research been carried out to study the manpower aspects, tourism has been a service industry, the skill and trained manpower becomes a critical aspects for the development and sustenance of tourism industry.

*Introduction:*

Planning of human resources is nothing but planning the manpower which would be utilized in the Organisation. It is a process which comprises of choosing the apt size of the team, placing
them in the apt position, in the apt context of time, and asking them to complete the apt assignments in order to achieve the organizational goals. Manpower Planning has vital status in industries. Manpower Planning has to be carried out in a systematic way. The steps to do so are mentioned below:

1. Manpower inventory Analysis
2. Forecasting manpower needs
3. Development of employment programmes
4. Designing manpower training programmes

Process of Manpower Planning
Manpower inventory Analysis – The first part which forebingers forecasting knowing the present status of manpower, has to be known to be analysed.

For analysis the facts and figures required are mentioned below

- Organizational type
- Number of departmental units
- Number of employees in these work units
- The manager focuses on of the above mentioned factors, for forecasting.

2. Forecasting manpower needs- Once the factors responsible for manpower forecasting is known, planning is carried out to estimate the desired human resource in several divisions. The human resource predicting methods for companies are given as under:

i. Estimates by Professional’s: It comprises of drawing a conclusion with the help of inspections by professionals.

ii. Examining tendencies: The human resource requirement can be estimated by analyzing the formal tendencies. Another method is by using index numbers.

iii. Analyzing Work Load: It depends on the burden of the task in a single unit. Analysis of Work Force: Due allowances is mandatory for knowing net manpower requirements.

iv. Alternate methods: Various Mathematical models, like budgeting, planning analysis, regression analysis, analysis of new venture with the help information technology to prognosticate the requirement.
2. Development of employment programmes- Once the gap between current inventory with future forecast is known, the employment programmes planned and developed, which includes recruitment and selection procedures along with detailed placement plans

3. Designing manpower training programmes- Based on extent of diversifying, plans for expansion, improvement techniques etc. The developmental sessions speak about the various strategies for growth and improvement of mechanization.

It also improves on the skills, capabilities and knowledge of the employees.

_Benefits of Manpower Planning:_

Manpower planning is necessary for every organisation because of the following reasons:

**To meet up requirements of the organization:** An employee full-fledged with appropriate skill, knowledge and experience is a basic requirement of every organization. This need of the manpower in an organization can be met through an effective planning of human resource. This effective planning is a tool to analyze the exact number of requirement and it also gives an idea for completing the needs.

**Counterbalance insecurity and change:** An employee full-fledged with appropriate skill, knowledge and experience is a basic requirement of every organization. This need of the manpower in an organization can be met through an effective planning of human resource. This effective planning is a tool to analyses the exact number of requirement and it also gives an idea for completing the needs.

**Keeping manpower requirements in check:** The effective planning gives and brief idea about the number of shortfalls and extras available in the organization. Having too many employees or inadequate is not a good sign for a successful organization. As both the situations could prove costly for the organization. In case of inadequate employees number of employees other than human resource cannot be used to the fullest. And in case of excessive number of employees the human resource is not utilized to the fullest. Hence effective planning is a remedy for both the problems. Hence, effective human resource planning is a tool to maintain organizational equilibrium.
**Keeping manpower in the right proportion:** Every organisation needs to ensure right number of employees are there at any given point of time. Many stages like manpower leaves, new join in, some retire, some need to be transferred. Hence, finding replacements and keeping them ready for recruitment is crucial stage. The mantra at this stage is not too many and not too few. Just the right balance for the organisation to function effectively.

**Fulfilling organizational growth need:** Organisations needs to grow after a certain stage. When growing through mergers, acquisitions, diversification apt manpower is needed to help support the organisation to navigate through it efficiently. Manpower planning helps to know the future needs of the organisation is kept in mind especially the needed skill, knowledge and expertise.

**Training and Development of Manpower:** Organisational environment changes very rapidly. Employees need to update to accommodate such changes. Training and development forms the basis of such updates and meeting the future standards of the organisation. Providing training to employees on regular basis keeps them updated and prepared for the task which they need to fulfil. Training also ensures that time of the employees is saved in the form of trial and error which they would be spending in devising a best possible way of doing things. Development is basically done for senior level employees. They need to be groomed for the senior level positions in the organisation. This is seen to be useful in filling up senior positions and ensuring that the organisation doesn’t go headless for a long time and a channelized succession planning is achieved which is a higher form of manpower planning of the organisation.

**Employee need fulfilment:** Every individual is motivated by a need. Satisfying employee need at various level will help him/her being retained. Promotions, salary/perks/benefits, etc. could be the various needs to the employees. Planning helps to be better prepared to meet such goals with ease.

**Manpower Management in Tourism**

**Requirement:**

- It is evaluated the available accommodations in the hotel industry across the nation is approximately more than 1 million. Out of this the graded hotels covers more than 6%.
• It is hypothecated that the number of accommodation will be more than 2 million and more than 6 million in the upcoming years and 5 years down the line.

• The top grade hotels provides earning source to more than 160 localities for 100 rooms. Similarly more than 120 localities for 100 rooms and more than 57 in the non-organised.

• The tourism and travel sector arranges for employment for more than 7 lac employees nationwide.

• The recruitment was estimated to grow to more than 3 million until 2015 but this has still not been achieved hence the gap between demand and supply still exists.

• The non-graded hotels provides employment to the unskilled labors.

**Availability:**

- Assuming that there are 18000 graduates from the recognized Hotel Management Institutes in India
- The industry requirement in one year’s growth is around 15600 x 1.8 = 28080 jobs
- There is a shortage of trained manpower of about 12480.
- However shortage of Management trainees of 10% of the workforce
- 12480 x 10% = 1248 employees in the management category
- Shortage of employees in the management category is 1248

**Gap:** In light of the above data it can be derived that the availability of manpower in the tourism industry is very high and the industry is still not able to bridge the gap between the industry demand and supply. Thus it becomes essential to take necessary steps to bridge this gap.

**Steps to reduce the gap:**

One of the crucial challenge seen prevalent in the human potential development sector in tourism is the less number of truly certified and competent human resource. Specifically, at the first hierarchy level that faces a key hindrance for the cumulative growth of travel industry. In addition to this, a lack of skilled along with the expertise instructor in hospitality developmental institutes, along with this lack of adequate training amenities as per the requirement of the
market inefficient plans, and massive deficit among the capability and requirement of the market. Lack of updated syllabus makes it difficult for the students in gaining competitive edge in global arena. Keeping in view the above mentioned challenges the Ministry of Tourism should take the relevant steps to overcome those issues.

**Contribution to the economy**

India has generated Rs. 1564 billion revenue towards its economy (total demand) through T&T in 2014. India ranks 22nd in global tourism market.

The provisional statistical data of 2013 states that there was an increase of 8.9% in the number of foreign tourist the numbers have risen from 5.78 million to 6.29 million. India ranks at 38th position globally with respect to arrival of foreign tourist. About 1,036.35 million tourist visit the states and Union Territories, comparatively there was an increase of 16.5% in 2013.

According to Travel & Tourism Competitiveness Report India stands at 65th position out of the total of 144 countries. In terms of maintaining/containing costs, India was seen ranking in the top 20 nations beating more than 140 nations. It suggests that India ranks 39th position and has efficient air transport, and ranks 42nd position in roadways due to poor infrastructure. Comparing to the international standards India has very few hotel rooms per ATM. India ranks 16th international tourist arrivals and 7th in terms of tourism receipts during 2012 as stated by UNWTO World Tourism.

With the consultation and collaboration with the stakeholders together with numerous central ministries groups, state governments, UT’s and representatives from the public and private sector and National policy is designed by the ministry of Tourism for its growth and advertising the tourism industry associated with medicines has hypothetical a growth of more than 29% per year to reach about Rs. 95 billion by 2015.

**Classification of Tourism:**

The UN classifies three forms of tourism
1. Internal tourism: Residents of the given nation tending to travel within their nation's own boundary.

2. National tourism: Non-citizens travel within the periphery of the nation and


**1.4 Research Objectives:**

1. To study the importance of Northern Konkan tourism as an employment sector.

2. To study the manpower aspects of Northern Konkan Tourism the impact on Travel agents and tour operators.

3. To study the manpower aspects of the top twenty five 2 Star and 3 Star (Lodging and Boarding hotels) of Northern Konkan and its impact on North Konkan Tourism.

4. To identify the role of manpower aspects in Northern Konkan Tourism industry on the Northern Konkan Area.
1.5 Scope of Research:

This study attempts comprehending the effects of Employability skills and performance on growth of tourism sector especially in Konkan areas of Maharashtra, with special reference to Owners and tour operators functionality to maintain and improve the functions of Tourism main aspects that are Services.
Introduction:

Figure 9: Map of Maharashtra

Tourism profile of Maharashtra

Maharashtra has recognized tourism as a major thrust area for economic growth in the state because Sahyadri Mountain is the backbone of Maharashtra. Maharashtra is a land of rich culture, tradition and festivals and is a major trade and tourist destination of India. This is drawing the attention of large number of visitors from various corners of the world year by year. Maharashtra is the pioneer to be bestowed with the title the District of Tourism. This paved a platform for the growth of tourism industry.

Some memorials have also made their place in the World Heritage Sites list approved by UNESCO. The sight-seeing spots like the Caves of Ajanta-Ellora situated at Aurangabad and the Caves of Elephanta situated at Mumbai. Those sites are point of attraction of the Maharashtra
tourism sector. The apex government gives a financial backing of more than Rs. 45 crores for the development or/and promotion of these destinations. The Central Government has also sanctioned more than Rs. 20 crores for the development of nature – based tourism. The infrastructure are also taking a leap for the development.

**Tourism Potential in Maharashtra**

Maharashtra ranks on the third position as far its size and inhabitants number with respect to our nation. It is situated on the Western Coastline of the country which runs more the 700 kms where the Konkan region is blessed with nature’s scenic beauty of beaches, hills which stands erect with all its might. The region of Vidharbha due to its deciduous trees, is a shelter for varieties of birds and animal species. Hence, all the provinces of the state has a caliber of being an attractive tourism destination with its own unique identity. The flora and the fauna are not only the characters drawing the attention of the visitors but Maharahtra being a land of freedom fighters and saints. The state is blessed with the ancient memorial caves/grottos and castles/forts santo santorium which attracts the tourist and devotees and makes the state as one of an efficient tourist destination.

**Tourism Trends In Maharashtra**

The footfalls of the visitors of Maharashtra was approximately twice of the original value since last 10 years. The revenue also showed a hike of 200% which was calculated not less than 40 lacs in the year 1991 and was calculated more than 82 lacs in the year 2001. The overall statistics reveal that the tourism from all the different parts of the country, as well as across the globe who entered Maharashtra generated a revenue more than Rs. 100 million in a single year of mid-2009 to mid-2010. From the entire statistics it can be derived that the inbound tourism in Maharashtra state was estimated to be 98% approximately working out to be more than Rs. 100 million. The overall figure of overseas tourist in the state at the same timeframe was more than Rs.200 million. The overseas visitors in Maharashtra contributed more than 1.5 % of the overall number for the period of January 2010. They most visited destination is Juhu beach in Mumbai. About 11 percent of the total number of domestic tourists visited to the states during in the
month of January 2010. As a result there is rapid increase in number of domestic and foreign tourist in the state.

**Tourism Profile of Konkan**

Figure 10: Map of Maharashtra showing Konkan belt

![Map of Maharashtra showing Konkan belt](image)

**PROGRESS OF TOURISM IN KONKAN**

Maharashtra is one of the minting hub, and a backbone of Indian financial stature. The State has gained its own importance due to different emerging industries. Being blessed the natures’ beauty and other fascinating things tourism has become one of the prime sector of the State. Penetrating in the depth of its anatomy the Western part is more flourished with the nature’s blessing. This Western part is called Konkan. Which stretches its length from Raigad to Sindhudurg. As rightly said it is a blessed off-spring of Nature.

Its shoreline and cascades adds value to its beauty. Being a patriotic and land of diversified religions the shrines and the castles makes the state as efficient tourist platform. Those features which adds value to its beauty are elaborated.
Shorelines:
Maharashtra is blessed with a long shoreline. Some of those shoreline have not been yet been touched by visitors. While some of the shorelines are buzzing with the visitors.

Castles:
Reflects the dedication and devotion of the favourite dynasty of the land Raja Shiv Chatrapati. He established Maharashtra and led it to the path of Glory. These architectural ruin stand a test of time to speak about the Glorious phase of Maharashtra.

Shrines:
Being a cosmopolitan land it is a birth place of different Rishis Munis and saints which give this state a spiritual importance. The shrines of the favourite deity Lord Ganesh and his 8 incarnations attracts the devotees to seek his blessings.

Cascades:
Being densely populated with the trees the State is a high monsoon prone region. The cascades making their way between the valleys and finally mingling with the sweet rivers. This attracts the tourist and makes the State as a famous tourist destination.
Thane, is also known as "Shri Sthanak", this is the north-eastern belt of Mumbai, situated at the start of the Thane Creek, of Maharashtra. Thane is spread over approximate area of about 147 square kms and at a height of approx 7 meters above the level of sea. It is flanked by the Yeoor Hills and the Parsik Hills. Thane is also nicknamed as the ‘Lake City’ it has about 30 lakes within its region. The Masunda Talao (TalaoPali) is the most beautiful lake one. Another popular lake of the Thane is the Upvan Lake it is surrounded by the Yeoor Hills on one side and the Neelkanth Heights on the other.

History speaks about Thane being ruled by many starting from Portuguese, then under the Marathas and then the final battalion was passed to the British. A famous Greek geographer
Ptolemy (135-150AD), has mentioned about ‘Chersonesus’ in his work. Research, has proved that Thane is located there at present times.

The Portuguese invaded Thane in 1530 and it was under their reigned till 1739 ie, for 200 yrs. at the time of Portuguese empire Thane was named as Thane. At that time Thane was named ‘Cacabe de Tana’. Bassein and Thane were captured by the Marathas till 1784 which was later on ruled by British. Thane was christened as city Tana. The headquarters were situated in this city and the administration was under the vigilance of district collector. Thane Municipal Corporation incepted in the year 1863 with a census of 9000 localities’. Thane is not only infused with Maharashtrian culture, however people with diverse background are inhabitants as is located very close to the capital city. Thane is blessed with scenic lakes and mesmerizing hills.

Mumbaikars prefer Thane as the destination for their family, however couples and group prefer to visit Thane in the month of February, March, November, and December. Overall 15 tourist destinations entails this tourist destination, local attractions can be explored in half of a day as per the tourist convenience, besides this all the sightseeing spots consumes 2 to 3 days.

TOURIST PLACES AT THANE:

a) Kelva Beach

Kelva beach stands as one of the largest and important attractions in the purlieu of Thane district in Maharashtra extending up to 7 km on shoreline of Arabian Sea. Suru trees, Kelva fort and Sheetladevi temple adds to its scenic beauty which makes Kelva beach as a weekend tourist destination.

b) Thane Creek

Thane Creek a protuberant bird protection site governed by Indian Bird Conversation Department in Maharashtra consists of more than 200 types of very exotic birds. These birds are migratory birds like flamingos migrating in the winter days. These birds are very colourful and its adds value to the tourist destinations.

c) Upvan Lake
Upvan Lake is along the way towards Pokhran-II area. It is one of the largest lake in thane fenced by the Yeoor hills.

d) MasundaTalao (TalaoPali)

MasundaTalao or the TalaoPali stands as central charms of Thane. The beautiful lake of Maharashtra is idyllic for sporting events like boating and water-scooter rides. The ancient Kopineshwar temple of Lord Shiva is erected on banks of the lake.

e) Naneghat Hills

Malshej region of thane topographically stands on height of 8.2 m above the sea level contributes Naneghat hills to its tourist attraction. Caves bearing the historic significance inscribed in Brahmi language with rock cut water cisterns adds value to the beauty of Naneghat hills.

f) Ganeshpuri:

‘Gurudev Sidha Peeth’ of Ganeshpuri accompanies the Samadhi of Bhagwan Nityanand. Being prime learning centre of Siddha Yoga in India. The natural hot springs makes it a renowned tourist destination

g) Kashi-Mira

Kashi-Mira destination in Thane. Kashi-Mira denotes Kashi and Mira refers to the villages situated in Taluka Thane, zig-zag road and the amidst verdant hill is the unique way to reach the villages which are very close to each other.

h) Bassein Fort

Vasai village of Thane District is a prominent tourist destination due to its eminent Bassein Fort. Prior to reign of Portuguese the fort belonged to Arab Sultanate of Cambay. The fort was headquarters of the Portuguese in early 1400. It was seized by the Marathas in 1739 and later was captured by the British.

i) Titwala Ganesh Mandir
Thane is not only occupied with beaches and the forts, but owns a Maha Ganesh temple which is sacred place for lot of devotees. The temple of Lord Ganesh is situated at Titwala also has vital Rukhmini Temple in its vicinity.

**j) Sudhagad Fort or Bhorapgad Fort or Bhoraigad Fort stands as** the principal destinations of Thane in Maharashtra. Sudhagad Fort. The fort was under the sovereign of the British in 1818. Prior to this it was under the statute of Marathas and Pantsachivas. Sudhagad Fort comprises a temple of a patron goddess Bhoraidevi. Two lakes, a house, a big granary, some catacombs are the chunks of the massive fort. Sudhagad Fort is a prevalent trekking spot of Maharashtra

**k) Jawahar Palace**

Jawahar Palace or the Jai Vilas Palace a popular hill station at thane was a dwelling place of tribal king belonging Munke family. Antiquity and unique architectural style are distinguished features of the palace.

**l) Yeur Hills**

The famous Sanjay Gandhi national park is spread on the Yeur hills. It is situated on the northern side of thane district and a dwelling of 12 animal species and 78 species of birds
Situated on the south-western side of Maharashtra lies the Raigad region of Konkan. Spread over 7,148 sq km Raigad is covered with luscious dense forests spread along with the Western Ghats of Sahyadri range.
2,851 feet above sea level Raigad is flanked by Mumbai Harbour on one side, Thane, Pune city on another side, Ratnagiri and by the famous Arabian Sea. Raigad derives its name from the mountain Rairi located along the district headquarters. Gandhar and Kal are the main rivers flowing through the mountains of the Sahyadri range.

Interesting piece of history is attached to Raigad, Chhatrapati Shivaji Maharaj (1656) in a battle with Chandra Rao More won Raigad and established it as the capital of the Maratha Kingdom.

Isle of Gharapuri aka Elephanta, features the Hindu and Buddhist grottos/caves are major fascination for many tourists. Boratyachi Nal and the beautiful Lingana and Raylingi mountains are adventure sites of Raigad. Varied and ethnic custom of Raigad is conceded on though folk arts like keertans, bhajans, koli dance literally means Fisherman’s dance and local folk-drama focusing on Vedic literature.

Sion Panvel Expressway is the gateway of Mumbai-Raigad connectivity. State transport buses from Mumbai, Kolhapur, Pune and Mahabaleshwar are available for Raigad. Chhatrapati Shivaji International Airport the airport at a proximity of 140 km. Humidity is seen in summers. Winter being the best season to visit Raigad.

**Tourist Places at Raigad**

a) **Mahad**

Mahad is a popular destination located on the banks of the river Savitri. In commemoration of the great work by Dr. Babasaheb Ambedkar a Kranti Stambh is built in Chowdhar Lake. The basilica of Lord Ganesha is one of the ‘Ashta Vinayak’ shrines is present in Mahad. A holy pond and Gomukh, and an eternal lamp, burning continuously since 1892 AD are prominent features of this place.

b) **Jagadishwar Temple**

25 km north of Mahad is the Jagadishwar Temple where Shivaji would pray every day to Lord Jagadishwar. This temple has a dome emphasizing on the likeness of the Mughal architecture.
Idol of Jagadishwar adorns the interiors and an idol of Nandi in its exteriors. Cemetery of Shivaji and his dog.

c) Raigad Fort

The iconic fort of Raigad is a monument of Hindavi Swarajya and the capital of Maratha sovereign. This fort being maintained and developed by Chhatrapati Shivaji Maharaj. Located 2700 ft. above sea level on an irregularly planed rock, making it impregnable from all three sides. The ropeway provided can be used to reach the fort.

Raigad Ropeway was constructed in 1996. Cemetery of Shivaji and his loyal dog are seen here. Balekilla, provide the stunning views of Sahyadris and the Bhatghar Lake. It also provides a panoramic view of forts in its vicinity.

Shivaji Maharaj administered his kingdom from Raj Bhawan. Raj Bhavan is a piece of Architectural brilliance of Maratha era. Dual platforms with wooden columns supporting it on four sides are seen at Raj Bhavan. Royal bath, modern toilet with drainage system and an underground cellar are the features if this place.

d) Gangasagar Lake

The Gangasagar Lake is a non-natural lake positioned in Pachad, set up at the regime of Raja Chhatrapati Shivaji. The lake consists of water from river Ganges and was a remarkable feature during Shivaji’s coronation. This lake adjacent Queen’s Chamber is surrounded with snow clad peaks. The lake is an important source of water supply for the villages at the vicinity and the resorts at the top.

e) Raigad Museum

The lower position of Raigad Fort comprises of Museum shaped with the proponents of the Maratha history like Shri Ninadji Bedekar and Shri Babasaheb Purandare. It prominently comprises of the snapshots of various fort of Raja Shivaji’s Realm including artifacts, farmer’s and weapons used in ancient times. The fort tries to reveal the factual spirit of Maratha.

f) Jijamata Palace
In the memory of Jijabai the palace of Raigad is devoted to the mother of Raja Shiv Chhatrapati. The palace reminds high values and spirits of the mother. She was said to be greatness of Raja Shivaji reflects the teachings of his mother Jijabai. The eminent structure in this palace is the samadhi of Jijabai. This palace stands far away from its original structure and magnificence in present times due to its, devastation at the British regime. The remnants of this palace are now under the fortification of Archaeological Survey of India.

g) Alibaug

Alibaug an 300 years old city and the capital of admiral Kanoji Angre was established at the end of 17th century during Shivaji’s regime. It was a dwelling place and cementry of Jewish Synagogue. The first place in Konkan region to have Portugese and Maratha sea fort on opposite banks is Alibaug. The name Ali for Alibaug comes from the wealthy Muslim Ali. An owner of many plantations hence the name Alibaug was given to the city. The office of district collector of Raigad is located at Alibaug. To fight against the mighty naval power of siddhis Raja Shivaji built the fort “Kolaba” faced many battles between Kanoji Angre and the Portugese. The fort is reachable at time of lowtide due to 1Km land which gets submerged at the time of high tide. The fresh water well in the middle of sea water is remarkable feature of the fort.

Organisational Process - Components of Tourism Industry:

Introduction:

Hotel Industry: The Hospitality industry is undergoing constant development. The hotel and tourism industry are two facets of the same coin i.e. service industry. Both these industries are co-related with each other. The development of the means of travel and frequency with which people move has promoted the restaurants and other eateries in India.

The primary cause for the need of accommodation reflects the growth of the industry. The development of IT services is chiefly responsible for this industry. As it becomes very comfortable and convenient to the visitor to book the accommodation of the preferred location. The bullish market opens up the new doors to draw the attention of the shareholders overseas.
The economic year 2008 – 09 is a catastrophe for the travel and tourism sector in India when the industrial capital of the country had faced human induced activities’ which resulted into a downfall of the industries development, As mentioned earlier hotel and travel agency are two facets of the same coin. The hospitality industry also experienced the deterioration in the income and the profits in a metropolitan of the nation.

The scenario of hospitality industry after FDI

The administration allowed 100% in this industry in case the following criteria are met:

1. The IT related services should be compensated at least 3% of the assets.

2. The advertising and promotion charges should be not less than 3% of the generated income after induction of tax.

3. The administration payment in addition with the monetary benefits for motivation should be at least 10% of the income before deduction of the tax.

Classification of Hotels: As per the policies of MOT, Indian hotels are classified on the basis of quality, infrastructure and manpower aspects. The hotels are classified as:

1. Star Rating of Hotels based in India: These are the luxury class of hotels. This category includes i) 5* ii) Deluxe iii) 4 * iv) 3 * v) 2 * vi) 1*.

2. Heritage Rated Hotels: These hotels are divided in sub-categories: a) Heritage Grand, b) Heritage Classic iii) Heritage hotels

The class of 2 * hotels consists of very neat, cost-efficient, value for money hotels

The class of 3* hotels consists of high class facilities, with much more gadgets to add to a comfortable set-up on a medium based level which has been personalized to meet the customer needs.
In case of 2 star hotels the room size are smaller and only 25% of rooms need be Air-conditioned whereas for all other categories 100 % rooms need be Air-conditioned. The room size is also different for this category of hotels. Percentage of Supervisory staff and skilled staff should be 20 % in 2 star hotel and 40% in 3 star hotels. The supervisory or the skilled staff may have training or skill certification.

Tour Operator – The tour operator is a person who organizes for means of travel, lodging, visiting places, showbiz and other tourist need fulfilling services for both foreign and domestic tourists.

Qualification of Tour Operator: Acknowledgement as a recognized Inbound Tour Operator will be fixed by the MOT, Central authority of India (New Delhi). This will be observed for the first for five years. After carrying out a survey and scrutinizing the work gathered of people will be awarded recognitions as Inbound Tour Operator. This committee will include a Regional Director (from the respective state affected) and a member of IATO. Minimum of four qualified individuals are required to gain the appreciation. Among these four individuals at least one should be a certified in the same industry. The credentials of that individuals should be acknowledged by the administration involved in academic.

Infrastructure: The least carpet area for the workstation should be minimum 13.94 sq. mtrs. (Exceptions: At higher altitudes it is 9.29 sq. mtrs.). The workplace should not be in a cluttered and unclean environment. It should have all modern amenities. There should be ample area for welcoming guest. Washrooms should be close by and hygienic. These workplaces are very small in size.

Travel Agents:

Definition: An individual responsible for scheduling the journey through flight, train, cruiseliners, is termed as travel agent. S/He also may take care of production the travel documents. S/He is also responsible for organizing the facility of staying, outings, fun-trips and several such activities.

Recognition: The eligibility status of travel agent for obtaining a new or an renewing appreciation is mentioned below:
i) The proper recommended format of the proposal is to be designed for obtaining the appreciation/ restoration or extending the approval is required. The succumb copy of this recommended format should be given along with the necessary credentials.

ii) The India the least asset value should more than Rs. 2 lacs. For starting a business of Travel Agents. While in the undeveloped parts of India the least asset value should be more than Rs. 49,000/- This asset value should be certified by the Government auditor.

iii) Any individual enrolled in the business of travel agents is a legalized person through IATA. If he/she is not recognized by IATA he/she should be working as a marketing/service agents in airways which is affiliated with IATA.

iv) The travel agent who is engaged in this business should be in this profession for at least 365 days prior to the submission of proposal.

v) The eligibility criteria for the workplace depends on the location and the topography of that location. It is mentioned that the workplace should cover an area of minimum more than 149 sq. feet for the whole of India except in the mountainous terrain where 100 sq. ft of workplace is permissible. In addition to this the workplace should be accompanied with the necessary amenities required for the service. The workplace should have a urinal (to maintain hygiene).

vi) The travel agent should hold an experience under the supervision of the owner of individual or official authorized person well skilled experienced and educated. The authorized individual should be expert enough in the stuffs like reservation, conveyance, lodging and housing amenities the monetary exchange, export duties, and tourism and travel related services.

In addition to this more weightage should be allocated to proficient language skills and the international languages, including English.

The organisation should have at least 4 educated employees, of which minimum one should be certified /graduate in T&T from authorized university or sanctioned by AICTE. In addition to this the owner of the organisation should be qualified on the above mentioned parameter.

The at least two other official authorities can be given discount in the academic qualification if these two employees are expertise in airways and cruiselines and the agencies which are into
maintaining public relations hospitality other organisations related to travel and tourism. In
option to this the individual have atleast 3 years of experience in the organisation which is
recognised by IATA or atleast couple of years of exposure in the agencies associated with travel
and tourism recognized by MOT.

The agencies situated in N.Eastern regions and secluded interiors should employ atleast couple
of staff who are certified/graduates from the institutions or reputed university permitted by
AICTE.

The proprietor of the firm can be one of the employees among the certified employees.

vi) The travel agent should submit his income tax in every financial year.

viii) For the heritage preservation he travel agent should recruit local guide authorized by MOT,
GOI and the guides should have approval from GOI or the apex court of India. The travel agent
should hire those guides who are approved by the administration.

ix) For vendoring out the services associated with the tourism industry the travel agents should
appoint specific organisations. (Ministry of Tourism, Government of India -Revised with effect
from 18th July 2011)

Localities:

Definition: Localities are people living together in an open interface. These social groups have
their own specific needs, goals, ideology, and thinking. They are exposed to similar kind of
conditions hence, they tend to groupthink and form a strong personality which is distinct from
the outsiders of this group.

Various factors perspectives of localities and how tourism affects them was studied like whether
Tourism development making the community overcrowded. Tourism development makes the
community stronger. Tourism develops new skill training, for learning new ideas in the
community. Tourism helps create new markets for local products, and it broadens horizons of the
local economy. Tourism industry ensures good quality tourism experiences for future visitors.

Students of Hospitality and Travel Industry.
Students play an important role to establish the labour force or human resource for travel and tourism industry. More the backing to the students from the threshold to right to the end the stronger is the labour force. The motivation in the form of monetary as well as an opportunity to update their theoretical and practical knowledge will help in the improvement of the industry. Students’ expectation like availability of the industry focused quality research journals and all the facilities in the infrastructure will excellent quality manpower to the industry.

1.7 Hypothesis of the Study:

Following hypotheses have been formulated for the purpose of the study:

**Ho₁**: Gap exists between supply and demand of certified and trained manpower for Tourism Industry in North Konkan of Maharashtra region.

**Hₐ₁**: Gap does not exist between supply and demand of certified and trained manpower for Tourism Industry in North Konkan of Maharashtra region.

Study shows that the hotel industry in terms of service quality, as an extremely individual class, crucial to the satisfaction of the client. It is therefore imperious for managers in hotel industry to apply the servqual model for the measurement of service quality in their own hotel company, in order to satisfy the expectations of the guests and ensuring a position in growing global tourist market. The result of the quantitative presentation of servqual instrument shows that this model provides managers useful information for the assessment of expectations and perception of hotel guests, aiming to learn about gaps in individual service quality dimensions. This article clarifies the servqual model as not only provider to the managers with a clear picture of the quality of the provided service, but also helps in discovering the needs, as well as expectations of the guests. It can be said that it helps managers in setting the standards for the provision of services in the hospitality industry.

[Source: Ravindra Verma (2010)]
Research has showed the utility of communication medium in travel industry. Even more, it helped in increasing morale of the staff morale, effectiveness of managerial skills, productivity and profitability of tourism organizations. The research has proven that since the use of information technology in tourism sector is increasing, the success of tourism organization sand destinations in the coming years would be seen by a combination of effective administration, promotion and calculated utility of communication medium.

Aspects like Operation in Hotel Management, Hotel Management and Advertising, Hotel Food and Beverage Facilities, Housekeeping Operations, Housekeeping and Homeland Security, Hotel Administration. Demand for trained manpower in this industry is huge. Star hotels required trained staff for its departments. Being a service industry, the right attitude is most important in a hotel. The employees must have an outward-bound and agreeable personality, volume for hard work and a penchant for intermingling with people. The ability to keep the circumstances under control during any disaster, punishment, promise and keenness is a must. [Source: S.K. Singh (2010)]

The human resource engaged in T & T is approximately 72 million throughout the world. The outlays per year of the tourism business account for approximately US$ 3 trillion which contributes to approx. about 3.8% of the GDP across the world from tourism only. The industry will sustain its degree of progress until 2014. It is hypothecated that this sector will enroll more than 83 million human assets throughout the world. [Source: (WTTC)]

Travel industry is a booming industry where the foreign tourism will maintain its degree of progress not less than 3% per annum [Source: World Tourism Organization (UNWTO)]

One of the crucial challenge seen prevalent in the human potential development sector in tourism is the less number of truly certified and competent human resource. Specifically, at the first hierarchy level that faces a key hindrance for the cumulative growth of travel industry. In addition to this, a lack of skilled along with the expertise instructor in hospitality developmental institutes, along with this lack of adequate training amenities as per the requirement of the market inefficient plans, and massive deficit among the capability and requirement of the market. Lack of updated syllabus makes it difficult for the students in gaining competitive edge in global
arena. Keeping in view the above mentioned challenges the Ministry of Tourism should take the relevant steps to overcome those issues.

\textbf{H_02:} The seats available with Universities/Certified Govt. run agencies/other such institutes which train manpower for tourism is very less than what is actually required.

\textbf{H_A2:} The seats available with Universities/Certified Govt. run agencies/other such institutes which train manpower for tourism is sufficient in number than what is actually required.

Several attempts were carried out by the researchers’ business tycoons and strategy planners to outline the features and characteristics of tourism industry. Inspite of several attempts by different people yet tourism cannot be defined universally. Therefore, it can be concluded that tourism has the innate issues to get a universal definition. Diversity of this sector, involving many activities that may overlap and may encompass as a part tourism industry. For example, Lucas (2004) has mentioned in her studies the correlation between hotel industry and T&T sector. This correlation is based on the features like lodging and boarding, cuisines and sight-seeing. All of these features cannot be separated but need to be used as one.

Most of the features are common between tourism and hotels. They behave in similar fashion and are in close preview of each other. Hence, trying to keep them separate and marking a line of difference is not really possible. As they both are very close to each other and depend completely on each other. So this becomes a crucial step in working.

Trying to channelize everything simultaneously to seize the multiplicity of the industry it becomes mandatory to hold all the features responsible for the development of this industry. For e.g. The catering services, lodging and boarding other services of this gamut.

A regulatory body formed to evaluate the skills is formed at London. As the efficient skilled employees becomes very important parameter for the development of the catering sector which in turn contributes to the growth of the tourism sector as a whole and shaping the industry. However, such regulatory bodies are not present in India. Hence, the educational institutions which are capable to produce skilled labour are inadequate. The human resources required for the industry does not meet up the required target.
The concept of how to manage travel agency familiarizes one with numerous concepts, like promotion and marketing of new tourism and travel destinations, events and regulations of travel agency, supporting and advertising and supervisory laws governing tourism business in India. Deals with diverse issues of marketing in tourism and tourism related fields including employment in airlines and hotel and other relatively peripheral but considerably important areas. An invaluable guide for students as now marketing plays a significant role in the rapidly growing industry of travel and tourism. [Source: L.K. Singh (2008)]

The economic importance of tourism in the national economy which can be appreciated with reference to its contribution in employment generations. Tourism can be visualized as an important factor in activating the idle resources of the nation. Here the authors try to explain tourism an export industry. They conducted a number of research studies with respect to the various aspects of tourism in India. They also analyze the recent trends in tourism marketing in India. The study finds that, in recent years attention has been shifted from product destination to potential destination visitor. Here the study suggests that there is lack of facilities for teaching tourism as a field of study. So it is necessary to develop different types of management courses in tourism. [Source: G.S. Batia and A.S. Chawla (1998)]

\( H_{03}: \) Facilities of Infrastructure and Manpower skill at these tourist places are lesser than expected.

\( H_{A3}: \) Facilities of Infrastructure and Manpower skill at these tourist places are sufficient than expected.

Number of rooms’ forms the base of any hotel. It is the main source of income for any hotel. Therefore it is also very essential to study the number of rooms available for the allotment. It can be observed that almost 58% hotels have 20 to 50 rooms while 39% hotels have 50 to 100 rooms in their hotel and very few hotels (3%) have less than 20 rooms in their hotels. Almost all the hotels taken for study have all the rooms as AC rooms. This means the tourists basically visiting Thane and Raigad as a one-day tourist spot or a two prefer to occupy
AC rooms for their accommodation. Making it a norm among all the hoteliers of 2* and 3* rating hotels to possess such rooms and make it feasible for the tourist to make their stay rather comfortable.

**Staff availability:** The 97% hotel owners agrees that the staff is available for catering the needs of AC. Even this difference is significantly more than that of those who don’t have staff available to cater the needs of AC rooms since p-value for the binomial test is less than that of 0.05.

**Staff: room ratio**

In India the ratio for the room and the manpower is 1:1 .i.e. for every one accommodation one attendant is associated. The research highlight their opinion to maintain this ratio is a challenge for India. The Researchers also evaluate that focusing on the in the Indian Arcade and the nations principles/values the facilities adequate facilities. It is challenging for our nation to cope up with the ratio from the Western Nations. The researcher also mentions that the business tycoons will have to analyse the quality of the amenities and the methods used to deliver the effective hospitality services and calculate the exact ratios. It is also perceived that the benchmark of the proportion for the hotels which come under 5* fragment should persist 1:1.5 looking at this factor globally the hotels under those fragments bear a proportion of 1: 0.5 which is not possible in a nation like India. Guests, who visit hotels in the West expect a certain amount of coldness from hotel staff. On the other hand, Eastern hospitality is renowned for its warmth, Andrews adds. [Source: Dheera Majumder, Hospitality Biz India.com, Tuesday, (March 31, 2009)]

Social, economic and environmentally friendly dimensions of tourism in Manali were studied. Witnessing a substantial increase of 270 per cent in tourist arrivals in Manali from last three decades. Authors publicized that Manali was experiencing co-friendly complications like acute scarcity of water, congested roads, heavy traffic, unnecessary garbage, unintended growth and illegal structures and hygiene problems. They also inspected several variables like tourist season, expenditure pattern, tourism taxes, accommodation, transport and carrying capacity of town which were essential for tourism industry in Manali. Besides this they recommended different short and long term strategies for lodging, transport, water, sewage, energy and finance. The
paper suggested that careful steps must be taken by the state government to avoid crowded tourism and create healthy eco-tourism in Manali. [Source: Singh and Mishra (2004)]

The influence caused by tourism on the eco-system of Mussoorie (a hill station) was studied and evaluated. It showed that disorganized and dispersed development of tourism infrastructure due to ever increasing demand for lodges, hotels and other essential basic facilities lead to the environment degradation. The authors also mentioned that the tourism industry in Mussoorie has reached its saturation point and there is a need to develop some nearby places like Dhanolti and Park Estate for the development of tourism. [Source: Madan Mohan (2000)]

Importance of tourism for job generation was studied. India falls to be third largest in tourism service industry. The other sectors being that of readymade apparels and gems/jewelry. Authors recommended five point strategy namely very strong sustained policies, involvement of private sector, aviation of liberalization, and investment inhuman resource development to achieve persistent growth rate in tourism industry in India. [Source: Anbalagan, Selvam and Amudha (2005)]

Research on external tourism and how it positively impacts the Indian economy was studied. India has huge potential for tourism but problems like shortage of airline seats, unavailability of rooms in hotels, and lack of professional proficiency to handle tourists hampers foreign tourists in choosing India as tourist destination. Furthermore tour operators overseas deter from even talking about India because of poor conditions of the infrastructure facilities. The paper also emphasized that though India had insufficient tourism infrastructure up till now foreign tourists still like to visit India because of its rich culture. These foreign tourists directly aided the financial status of the remote interior areas as they accommodate the lodging and boarding at the vicinity of the tourist destination. [Source: Sud (2006)]

Studying combining employment of employees and the hospitality and tourism fields. The traditional assessment of employment relations by incorporating new topics like the role of customers and the effect of gender at work. It explores issues of permanency and alteration which is sector specific, by inspecting the industry by workplace extent and sub-sector. This
study also consider present-day issues such as shortage of skills, turnover of labour and training, alterations in employment protection law in different parts of the hospitality industry. [Source: Rosemary Lucas (2004)]

Studied on the development stage of tourism industry in India focusing on the study of the hospitality side of the Industry canvasses a wide-ranging outline of the industry of hospitality. She considered various personnel’s involved in hospitality industry and try to explain their role effectively. Here the importance of hospitality industry in the development of tourism was studied with Indian context. She used sample survey method for the study. Primary data are collected by questionnaire cum interview schedule. Secondary data from published and unpublished reports of Govt. and other agencies were used for the study. It is further reported that the hospitality industry should be increased to cope with the demand for it in the modern world. [Source: Leela Shelley (1991)]

The study of practical job related skills as well as the common and technical knowledge that are compulsory for the personnel in hotel industry. The client behaviour is discussed in detail, i.e., how the buying decisions of tourists are influenced. According to him personal selling is more important in hospitality industry. He explains the various strategies for personal selling in hotel industry. He also covers the organizational frame work of hotel industry in the modern world. [Source: Dennis L Foster (1992)]

Analyzing the various activities performed in the operations of hospitality industry. The study considers that the people are the most important assets of the hotels. In this study it was analyzed that it is also hotel’s responsibility to provide a fair and meaningful work environment for its employees. Another aspect to be considered in this study is the maintenance of high standard of ethics is important not only to meaningful work environment but also to guests of the hotel. The study has given more important to the people and the working environment in the hotel industry. He suggests various methods and techniques to develop skill and motivation of the managers and employees. Collecting data from the diverse stakeholders like from managers, the employees, the tourists, etc. [Source: Dennis. L. Foster (1993)]
The study proceeds the method of relating the quality processes to training and marks a clear cut situation for the importance of evaluation. Today’s business world is concerned with data and result. Evaluation is most important in this context. The study includes studies on industry management, pros and cons of various performance tools and many other important topics related with evaluation. It covers the ways for transferring skills from the training session to the job. It also contains much key information with regard to retention of employees. Case studies based approach were used in the study. [Source: Nancy M Dixon titled (1995)]

The fresh developments of the tourist market based in Malaysia has showed an urgent need to supply sufficient numbers of skilled manpower in the hotel sector. It discusses recent developments and incentives and initiatives by the Government as well as the private sector to come together develop a feasible strategy to meet this huge demand. It describes the involvement of government agencies in using training as an effort towards legitimate teaching at all levels which is a benchmark for all employers. These results, in quality standards that are seen to be improving, along with job opportunities are wider, and, it hopes, for a stable highly mobile manpower achievement. [Source: Alistair Goldsmith, Mohd Salehuddin Mohd Zahari, (1994)]

A study conducted to discover the tactical experiments for development in the hospitality industry in India. In the budding phase of tourism industry both at Indian and international firms come across novel challenges which need to be focused. The most important tasks are in the parts of human resources with special reference to skill and knowledge base), obtaining land, skill dissemination as a strategic instrument and accepting the subtleness of new age tourists. [Source: Vinnie Jauhari, (2012)]
\( H_{0A} \): North Konkan Tourism has direct impact on the manpower aspects of North Konkan of Maharashtra.

\( H_{A4} \): North Konkan Tourism does not impact the manpower aspects of North Konkan of Maharashtra.

Highlights the major issues like increasing rate of crime, overcrowding, overloaded infrastructure, pollution and degradation of environmental etc. faced by the third world countries on account of tourism. He states that the third world countries achieved very fast rate of growth in tourism at the cost of socio-economic and environmental degradation. The author was of the opinion that the third world countries must follow proper tourism planning after consulting localities and tourism related investment and profits be used for the benefit of local community. The study proposes that localities must be involved actively in designing alternative tourism strategies to reduce negative impacts and increase positive effects of tourism during unfavorable circumstances. [Source: Brohman (1996)]

The induction and other developmental options should be given to the localities/the village authorities on the challenges of localities and the travel industry. The administration should implant an efficient training and provide an option to earn his livelihood through travel and tourism industry. In addition to this the state government should provide an option for jobs for the sons of the soil. The administration at the state level and the village authorities should entertain the views of the localities in drafting the strategy. Major emphasis should be on Training and development of the adjoining as well as existing employee in the research areas of Northern Konkan.

This research bring out the significance of the development of rural tourism. Especially how it can be used as a medium for the financial development of localities. The authors observed that rural tourism could be developed easily with active participation from the local government and the people. They named several factors like tourism package, leadership, local governments support, funds, strategic planning, coordination between local people, and technological assistance for tourism promotion etc. which were required for rural tourism development. They
also viewed that rural tourism provided income and employment opportunities to local people in rural areas having unutilized huge natural resources. [Source: Wilson and John (2001)]

The research stressed that tourism has tremendous possibilities of earning foreign exchange and contributing towards nation’s financial development. Catering to the need of tourism industry, many more hotels, resorts, recreation facilities, transportation amenities another auxiliary services were required. This unexpected development of tourism infrastructure lead to several problems like crowding, overpopulation and pollution etc. Authors have proposed a tourism management plan including standard for resort development, style and structural location, planning for sewage and conservation of open spaces to be implemented by every country for justifiable development of tourism industry.  
[Source: Kumar and Chandersekar (2004)]

That tourism in Goa lead to land price rises, increasing consumption level, fast unplanned development, drug abuse and rampant prostitution arousal. Local people also felt susceptible and tainted by inappropriate behavior of the tourists. The study also showed that the profits from tourism were not used for the development of the local people in Goa. The author suggested that strategies must be articulated by the state government to manage tourism trade. [Source: Noronha (1999)]

This study attempted to represent religious sites as an important source of income for many countries. He pronounced that income generated by religious places could be used for renovation and conservation of those particular sites and other religious places. The paper emphasized that world famous most religious sites were not able to accommodate large number of visitors at one time which lead to several accidental damages, noise pollution, overpopulation, mugging incidents and parking lot problems. He wanted detached planning for those who visit for religious purpose and for those who visit only as sightseers. [Source: Woodward (2004)]

Common management practices in the hotel industry characteristically include work amplification, high labour turnover, lack of training and poor career prospects, and casual terms and conditions of employment. It is seen that primary effects on managerial decision-making in
the hotel industry are no different from the primary effects affecting decision-making in other sectors elsewhere.

Bollywood as an operative tool for promotion of Indian tourism industry worldwide. They stressed that Bollywood produces 27 per cent of total global film production and the actual reach of Bollywood was 188 million audiences in Indian subcontinent, 20 million Non-Residential Indians, and large number of non-Indians in other countries. Additionally, different countries summoned Indian film industry for film shooting at their country location because it generated revenue as well as employment for local communities. The study suggested that India should also present itself as favorable destination for film shooting. [Source: Rao and Sikha (2005)]

The economic gains of pilgrimage tourism in Subrimala to the localities. The paper emphasizes that the number of pilgrims stayed Subrimala temple was almost equivalent to the population of Kerala state. The author discovered that during pilgrimage season, economic activities including minor trade, lodge and dormitory facilities, food and tea shops, transport etc. took place in Subrimala provides number of socio-economic benefit to the region. During pilgrimage season, the standard of living of families of localities based on food eating habits, their clothing and their saving pattern improved. The author recommended that a development committee including officials from Gram Panchayat and local people must be formed for development of long as well as short term plans to gain maximum benefits from pilgrimage season. [Source: Libison and Muralledharan (2008)]

The tourism industry provides employment for millions of humans. In spite of global recessions, innumerable terrorist attacks and other disasters this industry is likely to remain unchanged. Elasticity of this type helps tourism maintain position of a major global employer in both developed as well as emerging economies. The significant role played by tourism workers cannot be exaggerated. Mediocre or poor performer gives rise to an inconspicuous service experience or like a one to which customers would not like to return enthusiastically. The complicated link between the competence and presentation of staff and service distribution is a key concern for human resources management. [Source: Darren Lee-Ross, Josephine Pryce (2010)]
The study determines that the employees should be given proper training to develop their skill in doing the job. They must be given fair wages and salaries to make them ready to do the work allotted to them within the restricted time. For this they must be given some sort of fringe benefits like free food, accommodation, etc. A well-managed organization should also consider the working environment of the employees. The employees can work better in good and safe working environment.

Emphasizes on the service sector and its importance in shaping Indian economy. Within the broader frame of Service sector tourism and hospitality play an important role in generating employment as well as generating foreign exchange. The GDP grows providing a platform for growth of other industries too. Between 2011 and 2019 travel and tourism industry is expected to grow by 8.2%. Hence India will now rank third in Travel and tourism industry. He also emphasizes strongly on the trained and motivated staff and its impact on revenue. India still lacks this kind of manpower. [Source: Dr. Sunil Karve (2010)]

Indian Industries especially at managerial level supply of proficient and providing skilled human resource. Situation in Tourism and Hospitality industry is not a merry scenario. Standard HR practices, unclear career path, and unattractive salary as well as lack of attractive Government incentives cause dissatisfaction among the youth. Coursework too is not updated and hence not being able to meet international standards. It is time these issues are tackled on time and with care. [Source: Amsterdam (2008)]

1.8 Importance of the Study

The present study would bring greater nuances in the study of Tourism sector in Konkan Areas of Maharashtra, by understanding the relationship of Trained Manpower demand and supply and its impact on Tourism in Northern Konkan Belt. It would help to develop a thematic model of the level relationship of training, employability skills and employment in Konkan Belt as a prime tourist spot in Maharashtra.