Chapter – 2

LITERATURE STUDY

2.1. HISTORY OF TOURISM

Travel and tourism have been important social activities of human beings from time immemorial. The urge to explore new places within one’s own country or outside and seek a change of environment & experience has been experienced from ancient times. Herodotus in the course of his extensive travels visited, amongst other places, the Black Sea, the Aegean Sea, Egypt and Italy. The work reveals that his interests extended from history to geography and the natural environment. Other philosophers, such as Aristotle, travelled extensively and studied nature. In later times, Marco Polo and other explorers left vivid accounts of the new lands they had “discovered”. More recently, explorers such as George Forster, Alexander von Humboldt, James Cook or Charles Darwin travelled to remote lands and described the natural and cultural world of these “new” places. But these travelers were unusual in their preoccupation. Nature travel as a popular pastime was not really developed until the late 19th century with advances in mass travel (Céballos-Lascurain, 1996). In the mid-20th century world travel become possible for the elite leisure class. For the “average man” throughout the centuries, it was wars and soldiering which enabled him to “travel”. The technological revolution in both transport and mass communications now permits ever increasing numbers of people from different parts of the world to travel to previously inaccessible and remote locations. Till the mid 1960s, tourism was considered a “white-goods” industry, i.e. a clean service industry compared to modern industrial production based on oil, coal, iron and steel. Its negative effects, and especially those resulting from the emergence of mass
tourism which produced an uncontrolled spread of mass accommodations and all the attendant environmental havoc at sensitive coasts, began to be severely criticized. Jost Krippendorf was one of the first critics of new tourism in Europe, in his book “Die Landschaftsfresser” (The Landscape Eaters) published in 1975, he has since then continuously pointing out alternative approaches in tourism policies. Nowadays nature-based travel is an increasingly important part of the global tourism industry. In recent years Eco-Tourism has greatly increased in popularity, emerging from the 1980s as a reaction to the excesses of development and mass tourism and in line with greater environmental awareness (Ceballos-Lascurain, 1996).

In 1980, while searching for concrete alternatives to mass tourism, a new term was created: “gentle tourism”, when futurologist Robert Jungk presented his concept of “gentle travel” as opposed to the “hard travel” typical of mass tourism. Robert Jungk’s comparison of hard and gentle travel which was later known as the first effort within tourism studies to visualise the negative effects of tourism and to advocate an alternative concept of gentleness. The designation of “Gentle Tourism” proved to be an ideal term for theory and practice, to develop an awareness of the issue of how to remedy the problems of mass tourism, avoid further mistakes and altogether change tourism for the better. He made an outline comparison of the two concepts as follows:

<table>
<thead>
<tr>
<th>HARD TRAVEL</th>
<th>GENTLE TRAVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mass tourism</td>
<td>Individual travel or travel with the family or friends</td>
</tr>
<tr>
<td>Fixed programme</td>
<td>Spontaneous decision-making</td>
</tr>
<tr>
<td>No time</td>
<td>Plenty of time</td>
</tr>
<tr>
<td>Externally controlled</td>
<td>Internally controlled</td>
</tr>
<tr>
<td>Rapid transport</td>
<td>Suitable (including slow) transport</td>
</tr>
<tr>
<td>Imported lifestyle</td>
<td>Local lifestyle</td>
</tr>
<tr>
<td>Sightseeing</td>
<td>Experience-based</td>
</tr>
<tr>
<td>Comfortable and passive</td>
<td>Exhaustive and active</td>
</tr>
<tr>
<td>Little or no mental preparations</td>
<td>Advance study of the country to be visited</td>
</tr>
<tr>
<td>No foreign language</td>
<td>Learn languages</td>
</tr>
<tr>
<td>Feeling of superiority</td>
<td>Love of learning</td>
</tr>
<tr>
<td>Shopping</td>
<td>Bring presents</td>
</tr>
</tbody>
</table>
2.2. OVERVIEW OF TOURISM

Tourism is one of the world’s most rapidly growing industries. Much of its growth is due to higher disposable incomes, increased leisure time and falling costs of travel. The services become increasingly automated, and as tourists find it easier to get information on places they want to visit, tourism grows. The Tourism is a service industry it comprises of a number of tangible and intangible components. The tangible elements include transport systems - air, rail, road, water and now, space; hospitality services - accommodation, food and beverage, tours, souvenirs; and related services such as banking, insurance and safety and security. The intangible elements include: rest and relaxation, culture, escape, adventure, new and different experiences.

Tourism is considered as an industry of worldwide significance. The tourism related activities help many third world countries for their survival, their stability and growth of the economy. Tourism acts as the second largest foreign exchange earner after oil and petroleum the world over. The social significance of Tourism is equally important. It acts as a potential force by playing positive role in international relations and brings about world peace and understanding through international Tourism. At national level, in a country like India with varied cultural, religious and linguistic groups, this leads to much greater mutual understanding through domestic Tourism.

Towns and cities provide the context for a diverse range of social, cultural and economic activities which the population engages in and where tourism, leisure and economic activities form major service activities. Tourism brings development in terms of infrastructure, connectivity by road and air,
encourages local skills, and helps mobility and better understanding of culture. With these positive benefits, come the negative impacts like ecological disturbances, cultural mix and changes of social structure and physical changes. These tourist places have influence our culture, life and have great impact on our economy.

This new trend has made the tourism job very challenging. The holiday makers want a good rate of return on their investment. They are to be lured with value additions and improved customer service. This also put emphasis on the regular flow of manpower with specific skills at the appropriate levels to match and cater to global standards. The success of the hospitality industry comes from provision of quality rooms, food, service and ambience. There is no doubt that fitness has increasingly become a larger part of everyone’s life and business and leisure travellers alike look to maintain their fitness goals while away from home. Awareness should be created about the environment and education. A collective effort and co-operation with powerful networking are the need of the hour. People should be acting as the watchdogs of the society as far as environmental issues are concerned. Eco-tourists are a growing community and tourism promotions have to adopt such eco-practices which could fit this growing community.

2.3. TOURISM AND ECONOMY:

Employing 260 million people and generating 10.7% of world’s GDP, (WTTO, 2007), Tourism is the largest as well as the fastest industry of the world. Bigger planning and management is in dire need to control the tourism industry, and more important, to protect and conserve the biodiversity of tourist places. The unchecked inflow of a large no. of tourists takes its toll on the local resources. Over time the depreciation aggravates the degradation of the place and various malfunctions creep into the chain of functionality due to various reasons including but not limited to:
• Ill treatment of the locals.
• Unchecked pollution.
• Improper management of crowd.

**Disadvantages of tourism:**

• Cultural destruction
• Environmental destruction
• Marginal employment
• Low benefits
• Development of illegal and/or destructive economic activities
• Seasonal employment
• Outside decision making
• Negative lifestyles
• Diverted and concentrated development
• Little foreign exchange stays in country
• Unstable market

**2.4. TOURISM DEFINITIONS:**

There have been a number of attempts to define tourism since the beginning of the twentieth century. It is defined in a different manner by different people and the most widely accepted definition is the one given by the World Travel Organisation (WTO). This was approved by United Nations Statistical Commission in its twenty-seventh session held from 22 February to 3 March 1993.

“Tourism is the temporary, short term movement of people to destinations outside the places where they normally live and work, and do various types of activities during there stay at these destinations”. *(Tourism Society, 1982)*

The activities include movement for all purpose as well as day visits or excursions.

“Tourism comprises the activities of persons travelling to and staying in places
outside their usual environment for not more than one consecutive year for leisure, business and other purposes”. (World Tourism Organisation)

- The term “usual environment” is intended to exclude trips within the place of residence, trip to the usual place of work or education and daily shopping and other local day-to-day activities.
- The threshold of twelve months is intended to exclude long-term migration.
- For the distance travelled there is no consensus. It varies from 40 kms to at least 160 kms away from home one way for any purpose other than commuting to work.

The main characteristics of tourism as identified from the definition are:

1. Tourism arises from a movement of people to, and their stay in, various destinations.
2. There are two elements in all tourism: the journey to the destination and the stay including activities at the destination.
3. The journey and the stay take place outside the usual place of residence and work, so that tourism gives rise to activities, which are distinct from those of the resident and the working population of the places, through which the tourist travels and in which they stay.
4. The movement to destinations is of temporary, short-term character, with the intention of returning to the usual environment within a few days, weeks or months.
5. Destinations are visited for purposes other than taking up permanent residence or employment remunerated from within the places visited.

As per WTO definition, Tourism can be classified into the following forms:

a. Inbound tourism: Visits to a country by non-resident of that country - he is an inbound tourist for India.

b. Outbound tourism: Visits by the residents of a country to another
country he is an outbound tourist for India.

c. Domestic tourism: It involves travelling by the residents of the given country within their own country - he is a domestic Indian Tourist.

d. Internal tourism: It comprises of domestic tourism and inbound tourism.

e. International tourism: It comprises of inbound tourism and outbound tourism.

2.5. TOURISM:

In the 21st century the global economy will be driven by three major service industries - Technology, Telecommunications and Tourism. Travel and tourism will be one of the world’s highest growth sectors in the current century. Tourism, according to experts is expected to capture the global market and become the largest industry in the world. The statistics and projections point to an era of unprecedented growth of tourism around the world. From 7 million international tourist arrivals in the year 1960 the WTO has estimated that international tourism arrivals worldwide would be 1.5 billion by the year 2020. The World Tourism Organisation, states that about 663 million tourists travelled internationally in 2004 and spent about US$ 453 billion.

The figures indicate that tourism has certainly become a major social phenomenon of the modern society with enormous economic consequences. Its importance as an instrument for economic development and employment generation, particularly in remote and backward areas, which has now been well recognized the world over.

Tourism today is an economic activity: an engine of growth with minimum investment and maximum returns. The existence of a country is very well dependent on its economic strength which is based on the potential and judicious use of the available resources and creation of conducive environment. In the recent years, rapid and spectacular growth of business,
Educational, cultural and sports activities have emerged throughout the world, which require movement, leisure and recreation because of which Tourism is gaining more economic significance. Tourism acts as the second largest foreign exchange earner after oil and petroleum the world over. The social significance of Tourism is equally important. It acts as a potential force by playing positive role in international relations and brings about world peace and understanding through international Tourism. According to the World Travel & Tourism Council, 2004 at the international level in United States 35,602 jobs are created directly and indirectly for each billion dollar spending by the tourist. In India an investment of ` one million in the industry creates 47.9 jobs as compared to 44 by agriculture, 13.8 by transport sector and 0.2 by railways for the same amount. (Planning Commission Report, 2004).

In 2008, Tourism has become a popular global leisure activity there were over 922 million international tourist arrivals, with a growth of 1.9% as compared to 2007. International tourism receipts grew to US$ 944 billion (euro 642 billion) in 2008, corresponding to an increase in real terms of 1.8%. (World Tourism Organization, 2007). In 2000 international travel demand suffered a strong slowdown with growth in international tourism arrivals worldwide falling to 2% during the boreal summer months and 8% during the first four months of 2009. Tourism is vital for many countries, such as Australia, Egypt, Greece and Thailand, and many island nations, such as The Bahamas, Fiji, Maldives and the Seychelles.

The United Nations World Tourism Organization (UNWTO) forecasts that international tourism will continue growing at the average annual rate of 4%, with the advent of e-commerce, tourism products have become one of the most traded items on the internet.
2.5.1. Latest Trends

Growth from 2007 to 2008 was only 3.7% during the first eight months of 2008. The Asian and Pacific markets were affected and Europe stagnated during the boreal summer months, while the Americas performed better, reducing their expansion rate but keeping a 6% growth from January to August 2008. Only the Middle East continued its rapid growth during the same period, reaching a 17% growth as compared to the same period in 2007. (World Tourism Organization, 2007).

Table 2.1 World Tourist Arrival: 1998-2008

<table>
<thead>
<tr>
<th>Year</th>
<th>World Tourist Arrivals</th>
<th>Tourist Arrival to India</th>
<th>Share of India in World Tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>617.4</td>
<td>2.36</td>
<td>0.38%</td>
</tr>
<tr>
<td>1999</td>
<td>641.1</td>
<td>2.48</td>
<td>0.38%</td>
</tr>
<tr>
<td>2000</td>
<td>685.5</td>
<td>2.65</td>
<td>0.39%</td>
</tr>
<tr>
<td>2001</td>
<td>683.8</td>
<td>2.54</td>
<td>0.37%</td>
</tr>
<tr>
<td>2002</td>
<td>702.8</td>
<td>2.38</td>
<td>0.34%</td>
</tr>
<tr>
<td>2003</td>
<td>690.9</td>
<td>2.73</td>
<td>0.39%</td>
</tr>
<tr>
<td>2004</td>
<td>766.0</td>
<td>3.46</td>
<td>0.45%</td>
</tr>
<tr>
<td>2005</td>
<td>808.0</td>
<td>3.92</td>
<td>0.49%</td>
</tr>
<tr>
<td>2006</td>
<td>842.0</td>
<td>4.40</td>
<td>0.52%</td>
</tr>
<tr>
<td>2007</td>
<td>908.0</td>
<td>5.08</td>
<td>0.56%</td>
</tr>
<tr>
<td>2008</td>
<td>924.0</td>
<td>5.45</td>
<td>0.59%</td>
</tr>
</tbody>
</table>


Table 2.2 Most visited countries by International Tourist: 2006-2008

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>France</td>
<td>Europe</td>
<td>79.3 million</td>
<td>81.9 million</td>
<td>78.9 million</td>
</tr>
<tr>
<td>2</td>
<td>United States</td>
<td>North America</td>
<td>58.0 million</td>
<td>56.0 million</td>
<td>51.0 million</td>
</tr>
<tr>
<td>3</td>
<td>Spain</td>
<td>Europe</td>
<td>57.3 million</td>
<td>58.7 million</td>
<td>58.2 million</td>
</tr>
<tr>
<td>4</td>
<td>China</td>
<td>Asia</td>
<td>53.0 million</td>
<td>54.7 million</td>
<td>49.9 million</td>
</tr>
<tr>
<td>5</td>
<td>Italy</td>
<td>Europe</td>
<td>42.7 million</td>
<td>43.7 million</td>
<td>41.1 million</td>
</tr>
<tr>
<td>6</td>
<td>UK</td>
<td>Europe</td>
<td>30.2 million</td>
<td>30.9 million</td>
<td>30.7 million</td>
</tr>
</tbody>
</table>
### Table 2.3 Share of Top Ten Countries and India, in International Tourist Arrivals: 2008

<table>
<thead>
<tr>
<th>Country</th>
<th>Arrivals (in million)</th>
<th>% share</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>81.9</td>
<td>9.07</td>
</tr>
<tr>
<td>Spain</td>
<td>59.2</td>
<td>6.56</td>
</tr>
<tr>
<td>USA</td>
<td>56.0</td>
<td>6.20</td>
</tr>
<tr>
<td>China</td>
<td>54.7</td>
<td>6.06</td>
</tr>
<tr>
<td>Italy</td>
<td>43.7</td>
<td>4.84</td>
</tr>
<tr>
<td>UK</td>
<td>30.7</td>
<td>3.40</td>
</tr>
<tr>
<td>Ukraine</td>
<td>24.4</td>
<td>2.70</td>
</tr>
<tr>
<td>Turkey</td>
<td>23.1</td>
<td>2.56</td>
</tr>
<tr>
<td>Germany</td>
<td>22.2</td>
<td>2.46</td>
</tr>
<tr>
<td>Mexico</td>
<td>21.4</td>
<td>2.37</td>
</tr>
<tr>
<td>Total of top 10 countries</td>
<td>417.3</td>
<td>46.22</td>
</tr>
<tr>
<td>India</td>
<td>5.1</td>
<td>0.56</td>
</tr>
<tr>
<td>Other</td>
<td>480.6</td>
<td>53.22</td>
</tr>
<tr>
<td>World</td>
<td>903.0</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Ministry of Tourism, Government of India. 2008

### Table 2.4 Share of Top Ten Countries and India, in International Tourism Receipts: 2008

<table>
<thead>
<tr>
<th>Country</th>
<th>Tourism Receipts (In Billion US $)</th>
<th>% Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>96.7</td>
<td>11.30</td>
</tr>
<tr>
<td>Spain</td>
<td>57.8</td>
<td>6.75</td>
</tr>
<tr>
<td>France</td>
<td>54.2</td>
<td>6.33</td>
</tr>
<tr>
<td>Italy</td>
<td>42.7</td>
<td>4.99</td>
</tr>
<tr>
<td>China</td>
<td>41.9</td>
<td>4.89</td>
</tr>
<tr>
<td>UK</td>
<td>37.6</td>
<td>4.39</td>
</tr>
<tr>
<td>Germany</td>
<td>36.0</td>
<td>4.21</td>
</tr>
<tr>
<td>Australia</td>
<td>22.2</td>
<td>2.59</td>
</tr>
<tr>
<td>Austria</td>
<td>18.9</td>
<td>2.21</td>
</tr>
<tr>
<td>Turkey</td>
<td>18.5</td>
<td>2.16</td>
</tr>
<tr>
<td>Total of top 10 countries</td>
<td>426.5</td>
<td>49.82</td>
</tr>
<tr>
<td>India</td>
<td>10.7</td>
<td>1.25</td>
</tr>
<tr>
<td>Others</td>
<td>418.8</td>
<td>48.93</td>
</tr>
<tr>
<td>World</td>
<td><strong>856.0</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

The World Travel and Tourism Council (WTTC 2008) in the year 1999 Travel and Tourism generated about 3.5 trillion US dollars of GDP and almost 200 million jobs across the world economy: approximately. World travel and tourism GDP is forecast to increase in real terms at 3% per annum in the decade 2000-2010. During the same period employment in travel and tourism is expected to grow at about 2.6% per annum. World Travel and Tourism Council has summarized some of the highlights concerning worldwide travel and tourism industry as follows:

- The Travel and Tourism Industry contributed 11.7% towards world GDP in 1999;
- Travel and Tourism has emerged strongly from the South-Asian crisis with leisure tourism rising by 4.7% in 1999 and business travel by 4.4%;
- Tourism related spending by international visitors amount to 8% of world exports in 1999 with a further impact by export of Travel and Tourism related goods;
- Travel and Tourism related GDP is forecast to increase at 3% per annum in real terms;
- In the coming years, over 8% of all jobs worldwide will depend upon Travel and Tourism;
- Travel and Tourism will support the creation of over 5.5 million jobs per year over the next decade.

Thus, tourism today is a shining sector and a great economic force. Its status as a major economic activity has been recognized by almost all the nations of the world.

2.6. TOURISM FACT SHEET:

2.6.1. Size: Largest business sector in the world economy – employs 200 million people, generates $3.6 trillion in economic activity, accounts for 8% of jobs worldwide. If tourism were a country, it would have the 2nd
largest economy, surpassed only by U.S.


2.6.3. Importance to developing countries: Tourism is a principal “export” for 83% of developing countries. For the world’s poorest countries, tourism is 2nd most important source of foreign exchange, after oil. (WTTC, 2008).

2.7. THE CONCEPT OF SUSTAINABLE TOURISM:

“Sustainability” was first used in the 19th century in connection with forestry management. It meant that timber cutting per time unit was limited by what would regrow, in both quantitative and qualitative terms. 

In 1987, the World Commission on Environment and Development, in its Brundtland Report, used the idea in its concept of “sustainable development”, defining it as follows: “Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” In 1992, the United Nations Conference on Environment and Development (UNCED) meeting in Rio de Janeiro used the concept underlying the definition in its Agenda 21 to draft a binding guideline for general ecological, social and economic development for more than 150 countries. Subsequently many tourism policy organizations began to use the concept, although varying in their focal points one of them was Tourism Watch, the centre for long-distance tourism it defined sustainability as the “goal to develop a type of tourism which meets economic expectations and environmental requirements, respecting not just the social and physical structure of the destination but also its local population.”
The International Commission to Protect the Alps, an NGO comprising more than 100 associations and organisations from seven Alpine countries, reduced the concept of sustainability to a straightforward formula (CIPRA 1998, p. 377):

“Sustainability = environmentally acceptable, socially compatible, economically sustainable”

The 7th United Nations Conference on Sustainable Development (CSD) held in New York in 1999 specifies the definition derived from Agenda 21 as follows:

“Sustainable tourism is guided by the principles of the Rio statement on environment and development and the recommendations of Agenda 21. It must operate in harmony with the relevant international treaties and declarations. Sustainable tourism must meet criteria of social, cultural, ecological and economic compatibility. Sustainable tourism has a long-term perspective in terms of today’s and future generations, is ethically and socially fair and culturally adapted, ecologically sustainable and economically practical and profitable.”

The Rio Conference of 1992 ensured that the concept of sustainable development would be recognized by all participating states and was made into a binding guideline for future national and international tourism policy. The “sustainability” is difficult to determine in real, clear and quantitative terms. It is more a wish for the future than a solid plan for the present. Its contents need to be redefined from time to time, and futurologists need to learn to account for incalculable variables. The probability of implementation is similarly difficult to predict, since it is difficult to forecast the needs of a generation in view of the existing multiplicity of interests.
2.7.1. Sustainable Tourism: Definitions

A. UN World Tourism Organization:

Sustainable tourism is tourism that leads to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.

Tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. Rather than being a type of product, it is an ethos that underpins all tourism activities.

The objective of sustainable tourism is to retain the economic and social advantages of tourism development while reducing or mitigating any undesirable impacts on the natural, historic, cultural or social environment. This is achieved by balancing the needs of tourists with those of the destination.

B. International Council of Monuments and Sites (ICOMOS):

ICOMOS is an international non-governmental organization of professionals, dedicated to the conservation of the world's historic monuments and sites. Sustainable Tourism refers to a level of tourism activity that can be maintained over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place.

C. United Nations Environment Programme (UNEP):

Sustainable tourism should:

Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity. Respect the socio-cultural authenticity of host communities, conserve
their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.

Sustainable tourism is a style of tourism development that avoids damage to the:

- Environment
- Economy
- Cultures of the locations where it takes place.

2.7.2. Sustainable Tourism Aim’s:

To ensure that development is a positive experience for:

- Local people
- Tourism companies
- Tourists themselves

Features:

- Minimizes environmental impacts using benchmarks.
- Improves contribution to local development.
- Requires lowest possible consumption of non-renewable resources.
- Sustains the well-being of local people.
- Stresses local ownership.
- Supports efforts to conserve the environment.
- Contributes to biodiversity.

2.7.3. Benefits of sustainable tourism over conventional methods of tourism:

- **Its Informative:** Travelers not only learn about the destination, they learn how to help sustain its character while deepening their own travel experiences. Residents learn that the ordinary and familiar may be of interest and value to outsiders.

- **It supports integrity of place:** Destination-savvy travelers seek out businesses that emphasize the character of the locale in terms of
architecture, cuisine, heritage, aesthetics, and ecology. Tourism revenues in turn raise local perceived value of those assets.

- **It benefits residents:** Travel businesses do their best to employ and train local people, buy local supplies, and use local services.

- **It conserves resources:** Environmentally aware travelers favor businesses that minimize pollution, waste, energy consumption, water usage, landscaping chemicals, and unnecessary nighttime lighting.

- **It respects local culture and tradition:** Foreign visitors learn about and observe local etiquette, including using at least a few courtesy words in the local language. Residents learn how to deal with foreign expectations that may differ from their own.

- **It does not abuse its product:** Stakeholders anticipate development pressures and apply limits and management techniques to prevent the "loved to death" syndrome. Businesses cooperate to sustain natural habitats, heritage sites, scenic appeal, and local culture.

- **It strives for quality, not quantity:** Communities measure tourism success not by sheer numbers of visitors, but by length of stay, money spent, and quality of experience.

- **It means great trips:** Satisfied, excited visitors bring new knowledge home and send friends off to experience the same thing - which provides continuing business for the destination.

*Source: National Geographic Online*

### 2.8. SUSTAINABLE TOURISM AND ECOTOURISM:

Sustainable tourism is commonly confused with Ecotourism, the two are however different words.

- Ecotourism became popular in the 1980s as a form of tourism that focused exclusively on wildlife, nature, or exotic cultures.
Sustainable tourism on the other hand is an attempt to improve the impacts of all types of tourism, and this implies seeking ways to build partnerships between tourism companies and local governments or managers.

The term Eco-Tourism refers to a segment within the tourism sector, while the sustainability principles should apply to all types of tourism activities, operations, establishments and projects including conventional and alternative forms. This means maximizing the economic, environmental and social benefits from Eco-Tourism, while avoiding the past shortcomings of tourism and its negative impacts.

2.9. **ECO – TOURISM: Overview**

Ecotourism, responsible tourism, jungle tourism and sustainable development have become prevalent concepts since the late 1980s, and Eco-Tourism has experienced arguably the fastest growth of all sub-sectors in the tourism industry. The popularity represents a change in tourist perceptions, increased environmental awareness, and a desire to explore natural environments. Ecologically orientated thinking can be found in tourism for the first time in 1965. The "Eco-Tourism" is seen as a form of environmentally and socially compatible tourism (Grenier et al. 1993). The social change towards more environmental awareness produced an ecological boom in tourism, and an analogous boom in new linguistic creations such as "alternative", "low-impact" or "rural tourism", which, while serving as variations to Eco-Tourism, are still much less widely used. The existence of naturalist travellers was there, but the word eco tourist is an emerging concept. Consistent with many of the trends of the past two decades, tourism is experiencing a growth in its green sector. At present there is no consensus on the definition of the term eco-tourism (Buckley, 1994; Orams, 1996).
Eco-tourism is a form of tourism inspired primarily by the natural history of an area, including indigenous cultures; the eco-tourists visit relatively undeveloped areas in the spirit of appreciation, participation and sensitivity. The eco-tourists practices a non consumptive use of wildlife and natural resources, contributed to the visited area through labour and financial means aimed at directly benefiting the conservation of the sites and the economic well being of the local residents. The visit should strengthen the eco-tourist's appreciation and dedication to conservation issues in general and to the managed approach by any country or region which commits itself to establishing and maintaining the sites with the participation of local residents, marketing them appropriately, enforcing regulations and using the procedures of the enterprise to find the area's land management as well as community development."

There are three core criteria of Eco-Tourism. Firstly, the primary attraction is nature based (such as flora and fauna and geological features), with cultural features; secondly, on the study and/or appreciation of the resource in its own right as opposed to use of the resource as a venue for other activities; and thirdly, the activities of the tourists and other participants are seen with respect to their impact upon the physical and cultural environment of the destination.

2.9.1. Variations of Eco-tourism

Among numerous definitions and formulations proposed by different scholars, a distinction can be made beyond these core elements between active and passive form of eco-tourism (Orams 1996). The former argues for a more restrictive eco-tourism that involves actions conducive to the improvement of the environment. Active eco-tourism is frequently associated with the trips of relatively long duration, specialized eco-
lodge type accommodation, venues closer to the wilderness end of the spectrum, the provision of minimal facilities and services within these venues, and a high degree of commitment and involvement among the participants. In contrast, the passive definitions require only the activity, which does not result in negative impacts on the physical or cultural environment. It suggests a mode of sustainable tourism, which tolerates the maintenance of the resource status quo. This spectrum of options in eco-tourism is recognized by a growing number of researchers, to differentiate between 'hardcore' and 'dedicated' nature tourists on one hand and 'mainstream' and 'casual' nature tourists on the other. The Queensland Draft on Eco-tourism Strategy distinguishes between self-relict eco-tourism, which involves groups of less than ten persons, using non-motorized transportation during visits for eg. Canoeing or walking, to relatively remote areas. In the second stage there is small group Eco-Tourism where the group size should not exceed fifteen participants. In contrast there is popular eco-tourism, which involves larger number of tourists using mechanized transport to access readily accessible natural areas where a significant level of services is available.

2.9.2. Definition:
However, all have common characteristics such as nature-based tourism, appreciation of nature as the primary motive to participate, fostering
conservation of the natural resource base on which it depends (which translates into protecting and minimizing negative impacts on the environment), providing benefits to local hosts (which translates into economic opportunities), respect for local culture and minimizing social impacts, and promoting environmental education to visitors.


“Environmentally conscious nature-based travel enjoyed by people interested in learning about the nature, history and culture of the area visited, while providing economic and social benefits to host communities by expanding the community’s economic base, and contributing to natural resource conservation through nature interpretation and environmental education.”

The increasing importance of Eco-Tourism has led to numerous attempts at a definition. One is by Elizabeth Boo (1990):

“Ecotourism is environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features - both past and present) that promotes conservation, has low negative visitor impact, and provides for beneficially active socio-economic involvement of local population.”

In 1991, The International Ecotourism Society (TIES), an NGO which calls itself the world’s largest and oldest Eco-Tourism organisation, developed the following definition:

“Ecotourism is responsible travel to natural areas that conserves the environment and sustains the well-being of local people.”

The Ecotourism working group (1995) at the German Federal Ministry of Economic Co-operation and Development in its 116th research report, define the Eco-Tourism as “a type of responsible travelling to places close to nature which aims to minimise negative environmental impact and socio-
There is not a universal definition for Eco-Tourism, its general characteristics as summarized as by WTO (2000) are:

a. All nature-based forms of tourism in which the main motivation of the tourists is the observation and appreciation of nature as well as the traditional cultures prevailing in natural areas.

b. It contains educational and interpretation features.

c. It minimizes negative impacts upon the natural and socio-cultural environment.

d. It supports the protection of natural areas by:

   • generating economic benefits for host communities, organizations and authorities managing natural areas with conservation purposes,
   • providing alternative employment and income opportunities for local communities,
   • increasing awareness towards the conservation of natural and cultural assets, both among locals and tourists.”

The two definitions widely used are:

“Ecotourism is nature based tourism that involves interpretation and education, and is managed to be ecologically sustainable (recognising that the ‘natural environment’ includes cultural components and that ‘ecologically sustainable’ involves an appropriate return to the community and long term conservation of the resource).” (Commonwealth Department of Tourism, 1994)

"Ecotourism is ecologically sustainable tourism with a primary focus on experiencing natural areas that fosters environmental and cultural understanding, appreciation and conservation.” (Ecotourism Association of Australia, 1991)

The following overview helps to summaries and compares the core
aspects of the definitions listed above:

“purposeful travel to natural areas to understand the culture and the natural history of the environment; taking care not to alter the integrity of the ecosystem; producing economic opportunities that make the conservation of the natural resources beneficial to the local people.” – Ecotourism Society

“environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features both past and present) that promotes conservation, has low visitor impact, and provides for beneficially active socio-economic involvement of local populations.” – IUCN Commission on National Parks & Protected Areas

“responsible travel to natural areas that conserves the environment and improves the welfare of local people.” – The International Ecotourism Society

'Ecotourism' (also known as ecological tourism) Ecotourism is a preserving travel to natural areas to appreciate the cultural and natural history of the environment, taking care not to disturb the integrity of the ecosystem, while creating economic opportunities that make conservation and protection of natural resources advantageous to the local people.

The Eco-Tourism can be categorised as tourism programme that is -

"Nature based, Ecologically sustainable, Where education and interpretation is a major constituent and Where local people are benefited.” All this together can be called Eco-Tourism. If a travel does not satisfy any one of these constituents, then it is not called a real Eco-Tourism venture. Source: (eco India tours and travel) www.ecoindia.com

The International Ecotourism Society (TIES) in 1990, states that Ecotourism is "Responsible travel to natural areas that conserves the
environment and improves the well-being of local people."

2.9.3. Elements of Ecotourism:

Ecotourism has 4 elements: a provider, a setting and an experience, and an Ecotourist. Combined, these elements constitute Eco-Tourism.

previous studies have focused on the Ecotourist (Wight 1996), and several studies have highlighted the importance of the Ecotourist to helping define Eco-Tourism. The common elements related to the ecotourist in Eco-Tourism definitions include:

• The experience with the natural environment (Butler, In: Nelson 1994).
• stronger appreciation and closer contact with wildlife, local culture and resource conservation issues (Williams 1992),
• direct enjoyment of some relatively undisturbed phenomenon of nature (Valentine 1992),
• a high level of preparation from participants (Butler, In: Nelson 1994), and contribution to the health and quality of the natural attractions visited (Orams 1995).
• Most Eco-Tourism studies have focused on the experience itself, and the setting in which it occurs (Boo 1990, Valentine 1993, Aylward et al. 1996).
• travel to natural areas (Boyd and Butler 1996, Wight 1993, Orams 1995),
• low-impact on the destination site (Williams 1992, Nelson 1994) and
• fostering environmental principals (Boyd and Butler 1996).

Ecotourism experiences also contribute to a better understanding and appreciation of the culture and natural history of the area visited (Mandziuk 1995, Herath 1996), and of the environment (Nelson 1994).

The setting for Eco-Tourism includes the natural environment, host communities and the equipment involved in the activities. Structures for Eco-Tourism frequently involve rustic accommodations, trails, and basic amenities that tend to foster a stronger appreciation and closer contact
with nature (Williams, 1992). A key factor relating to host communities is whether Eco-Tourism providers are local. Local providers generally benefit host communities more than outside providers by reducing economic leakages. Thus, local providers tend to provide greater expansion of the local economic base (Lindberg, Enriquez, and Sproule 1996).

Tourism can be important to natural resource conservation because part of the income from tourism can be re-invested into maintaining natural areas (Budowski 1977, Mathieson and Wall 1982). In this sense, tourism has enabled rehabilitation of old and creation of new sites, and has fostered administrative and planning controls such as restricted access to sensitive areas that maintain the quality of the environment. Additionally, the physical location of an area is an important factor in tourism demand. Usually rural locations relatively close to metropolitan areas are tourism locations in high demand (Bird and Inman 1969, Mathiesen and Wall 1982).

The Eco-Tourism management strategies are to protect the environment and to provide the tourist with a great Eco-Tourism experience. Ecotourists are motivated by ideas of wilderness, wildlife, parks, learning, nature and physical activity and these ideas should underlie the management of Eco-Tourism (Eagles 1997). Moreover, Eco-Tourism
should be managed toward a more active form so that activities contribute to the health and viability of the environment where they take place (Orams 1995). In many cases, and despite good intentions and attempts to reduce negative effects on the natural environment, tourism has been detrimental to the environment. It results in the damaged vegetation, disruption to wildlife, soil compaction, water quality problems, air and noise pollution, are but a few of the negative environmental effects caused by tourism (Mathieson and Wall 1982). Additionally, protected areas (e.g., national and state parks) have undergone the cumulative and interactive effects of many small-scale, independent, low-intensity tourism developments over the decades (Nelson 1994). Increasing the number of Eco-Tourism activities can pose environmental problems because, despite being non-consumptive and low-impact, people engaging in Ecotourism consume resources and generate waste (Office of Technology Assessment 1993).

A. Economic Factors

Based on Mathieson and Wall (1982), economic factors are those related to economic structure and economic development including the economic base, patterns of investment, and economic leakages. Eco-Tourism can help the stability of local economies by diversifying the economy through the creation of businesses providing tours and catering the tourist. However, the seasonal character of tourism creates economic fluctuations throughout the year that can be detrimental to the stability of the local economy. The existence of personnel skilled in the provision and management of tourism enterprises is key to tourism success. The existence of educational programs is fundamental in training these personnel. Local investment in tourism is important to strengthen the local economy and minimize economic leakages. Economic leakages
occur when profits generated locally are exported (i.e., “leaked”) to another locale.

The marketing and human resources play an important role in the success of Eco-Tourism enterprises (Mandiuz 1995). Following Mandiuz (1995), for individual businesses, cooperative marketing is an affordable way to attract visitors to an area. For regional agencies, strategies based on symbols, images and other regional characteristics can attract visitors by setting the region apart from others.

B. Social Factors

Social factors are related to social structure and organization, including demographic characteristics, availability and quality of social amenities, attitudes toward tourists, and local traditions and culture (Mathiesen and Wall 1982). A friendly and cooperative host community enhances local business opportunities for tourism (Bird and Inman 1969). Focusing on impacts, Fox suggests that social factors are expressed by changes in values, relationships, life styles, quality of life, behavior and creative expressions in the locale (Fox 1977, In: Mathiesen and Wall 1982).

2.9.4. Principles of Eco-Tourism:

The Eco-Tourism should be locally defined and implemented in terms of specific activities and structures, and potential environmental, cultural, and economic effects for the host area (Nelson 1994). Visitor guidelines are key in enhancing appropriate behavior of visitors to both cultural and natural areas. Eco-Tourism guidelines highlight expected behavior of visitors with respect to nature and to the host community and environmentally sensitive and low-impact activities (Mandziuk 1995).

• Involves travel to natural destinations.
• Respects local culture.
• Minimise impact.
• Build environmental and cultural awareness and respect.
• Provide positive experiences for both visitors and hosts.
• Provide direct financial benefits for conservation.
• Provide financial benefits and empowerment for local people.
• Supports human rights and demographic movements
• Raise sensitivity to host countries’ political, environmental and social climate. (Source: The International Ecotourism Society – www.Eco-Tourism.org.)

Figure 2.2 Principle of Eco Tourism

2.9.5. Eco-Tourism: Functional viewpoint:
• Mostly individual or small-scale tourism (tour groups <25 and hotels with <100 beds operated by small and medium sized companies in natural areas concentrates on leading and accommodating small groups in natural areas in an educational manner
• Overall, Eco-Tourism trends suggest that the eco-tourist is no longer representative of a small segment of the population. As Eco-Tourism
becomes more mainstream and the term more widely used, Eco-Tourism is drawing a diverse audience. This opens up many opportunities to develop nature-based tourism for a broad audience.

- Eco tourist: A nature loving person who is travelling or visiting places for pleasure.

Figure 2.3 Eco Tourist

### Defining the Eco-tourist

<table>
<thead>
<tr>
<th>Adventurers</th>
<th>Families</th>
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<tbody>
<tr>
<td>Foreign Visitors</td>
<td>Hunters</td>
</tr>
<tr>
<td>Seniors</td>
<td>Backpackers</td>
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<tr>
<td>Bird Watchers</td>
<td></td>
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#### 2.10. EFFORTS BY INTERNATIONAL AGENCIES:

##### 2.10.1. Québec Declaration On Ecotourism

In the framework of the UN International Year of Ecotourism, 2002, under the aegis of the United Nations Environment Programme (UNEP) and the World Tourism Organization (WTO), over one thousand participants coming from 132 countries, from the public, private and non-governmental sectors met at the World Ecotourism Summit, hosted in Québec City, Canada, by Tourism Québec and the Canadian Tourism Commission, between 19 and 22 May 2002, a series of recommendations were produced in different sectors:

**A. To national, regional and local governments:**

Formulate national, regional and local Eco-Tourism policies and development strategies that are consistent with the overall objectives of sustainable development, and to do so through a wide consultation process with those who are likely to become involved in, affect, or be affected by Eco-Tourism activities.
B. To the private sector:

Conceive, develop and conduct their businesses minimizing negative effects on, and positively contributing to, the conservation of sensitive ecosystems and the environment in general, and directly benefiting and including local and indigenous communities

C. To non-governmental organizations, community-based associations, academic and research institutions:

Provide technical, financial, educational, capacity building and other support to Eco-Tourism destinations, host community organizations, small businesses and the corresponding local authorities in order to ensure that appropriate policies, development and management guidelines, and monitoring mechanisms are being applied towards sustainability.

D. To inter-governmental organizations, international financial institutions and development assistance agencies:

Build capacity for regional, national and local organizations for the formulation and application of Eco-Tourism policies and plans, based on international guidelines.

E. To local and indigenous communities:

Strengthen, nurture and encourage the community’s ability to maintain and use traditional skills, particularly home-based arts and crafts, agricultural produce, traditional housing and landscaping that use local natural resources in a sustainable manner.

F. To the World Summit on Sustainable Development (WSSD):

Recognize the need to apply the principles of sustainable development to tourism, and the exemplary role of Eco-Tourism in generating economic, social and environmental benefits. Integrate the role of tourism, including Eco-Tourism, in the outcomes expected at WSSD Québec City,

2.10.2. Efforts to promote Eco-Tourism:

There has been a constant effort to understand Eco-Tourism, as well as to improve its planning, management and marketing techniques by many Eco-Tourism companies and practitioners, governments and research people throughout the world. Ecotourism activities have been expanding rapidly over the past two decades world-wide and further growth is expected in the future. Recognizing its global importance, the United Nations designated the year 2002 as the International Year of Ecotourism, and its Commission on Sustainable Development requested international agencies, government and the private sector to undertake supportive activities. Source: www.iisd.ca/sd/mountain/sard

The following are the recommendations of the WTO and UNEP for the promotion of Eco tourism globally:

- Governments should encourage the establishment of inter ministerial working groups within the National Tourism and Environment Administrations to co-ordinate activities undertaken by WTO and UNEP at the International level.
- Governments define, strengthen and disseminate as appropriate, a National Strategy and specific programmes for the sustainable development and management of Eco-Tourism.
- National governments provide technical, financial and promotional support for, and facilitate the creation and operation of small and medium size firms in the field of Eco-Tourism where appropriate.
- Multi-stakeholder regulating and monitoring systems be set up regarding Eco-Tourism activities, particularly in what refers to the environmental and socio-cultural sustainability.
National and/or local committees for the Ecotourism be set up involving all the stakeholders relevant to this activity (public tourism and environment authorities at the national and local levels, private sector, NGOs, host communities, etc.), as well as the local media.

Governments and other stakeholder are invited to inform the WTO Secretariat and UNEP of the activities planned for future at the national level. These will be disseminated internationally.

Source: www.data.iucn.org/

2.11. TYPES OF TOURISM

The following are the types of tourism as defined by the World Tourism Organisation:

2.11.1. Adventure Tourism:

Adventure travel is a type of tourism, involving exploration or travel to remote, exotic and possibly hostile areas. Adventure tourism is rapidly growing in popularity, as tourists seek different kinds of vacations. Adventure travel may be any tourist activity, including two of the following three components: a physical activity, a cultural exchange or interaction and engagement with nature.

Types of Adventure Travel

- Accessible tourism
- Disaster Tourism
- Ethno Tourism
- Ghetto Tourism
- Jungle Tourism
- Overland Travel
- Urban Exploration
- Adventure recreation
- Hang Gliding
- Jungle tourism
- Mountain biking
- Mountaineering
- Outdoor education
- Parachuting
- Paragliding
- Rafting


2.11.2. **Agri Tourism:**

Agritourism, as it is defined most broadly, involves any agriculturally-based operation or activity that brings visitors to a farm or ranch. Including buying produce direct from a farm stand, navigating a corn maze, picking fruit, feeding animals, or staying at a farm.

Agritourism is a form of niche tourism that is considered a growth industry in many parts of the world, including Australia, Canada, the United States, and the Philippines.

2.11.3. **Archaeological Tourism:**

Archaeo tourism or Archaeological tourism is an alternative form of cultural tourism, which aims to promote the passion for historical-archaeology and the conservation of historical sites.

Archaeological tourism can include all products associated with public archaeological promotion, including visits to archaeological sites, museums, interpretation centers, reenactment of historical occurrences, the rediscovery of native products, festivals, or theater.

Several countries have for years had programs resembling the main points of Archaeological tourism for economic income, including Egypt, Mexico and Peru.

2.11.4. **Culinary Tourism:**

Culinary Tourism is defined as the pursuit of unique and memorable eating and drinking experiences, according to the International Culinary Tourism Association.

Culinary tourism and agritourism are inextricably linked, as the seeds of cuisine can be found in agriculture.

Culinary Tourism differs from agritourism in that culinary tourism is
considered a subset of cultural tourism (cuisine is a manifestation of culture) whereas agritourism is considered a subset of rural tourism.

2.11.5. Cultural Tourism:

'Cultural tourism' (or culture tourism) is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those peoples, their art, architecture, religion(s), and other elements that helped shape their way of life.

Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres.

It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyle.

2.11.6. Education Tourism:

Educational tourism developed, because of the growing popularity of teaching and learning of knowledge and the enhancing of technical competency outside of the classroom environment. In educational tourism, the main focus of the tour or leisure activity includes visiting another country to learn about the culture, such as in Student Exchange Programs.

2.11.7. Extreme Tourism:

Extreme tourism or shock tourism is a type of niche tourism involving travel to dangerous places (mountains, jungles, deserts, caves, etc.) or participation in dangerous events.

Extreme tourism is a growing business in the countries of the former Soviet Union (Russia, Ukraine, Azerbaijan, etc.) and in South American countries like Peru, Chile and Argentina and mountainous rugged terrain of Northern Pakistan.

2.11.8. Geo-Tourism:

Geo-tourism is "best practice" tourism that sustains, or even enhances, the
geographical character of a place, such as its culture, environment, heritage, and the well-being of its residents. Geo-tourism incorporates sustainability principles, but in addition to the do-no-harm ethic, geo-tourism focuses on the place as a whole.

The idea of enhancement allows for development based on character of place, rather than standardized international branding, and generic architecture, food, and so on.

2.11.9. Heritage Tourism:

Cultural heritage tourism (or just heritage tourism) is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring. Cultural heritage tourism is important for various reasons; it has a positive economic and social impact, it establishes and reinforces identity, it helps preserve the cultural heritage, with culture as an instrument it facilitates harmony and understanding among people, it supports culture and helps renew tourism. Heritage tourism involves visiting historical or industrial sites that may include old canals, railways, battlegrounds, etc.

2.11.10. Medical Tourism:

Medical tourism (also called medical travel, health tourism or global healthcare) is a term initially coined by travel agencies and the mass media to describe the rapidly-growing practice of traveling across international borders to obtain health care. Services typically sought by travelers include elective procedures as well as complex specialized surgeries such as joint replacement (knee/hip), cardiac surgery, dental surgery, and cosmetic surgeries. Over 50 countries have identified medical tourism as a national industry.

2.11.11. Nautical Tourism:

Nautical tourism is an increasingly popular way to combine love of sailing and boating with vacation and holiday activities. The nautical tourism is an enjoyable way to see unique parts of the world, it is also a very profitable
industry. Many tourists who enjoy sailing combine water travel with other activities. Supplying the equipment and accessories for those activities has spawned businesses for these purposes.

2.11.12. **Pop-Culture Tourism:**

Pop-culture tourism is the act of traveling to locations featured in literature, film, music, or any other form of popular entertainment. Pop-culture tourism is in some respects akin to pilgrimage, with its modern equivalents of places of pilgrimage, such as Elvis Presley's Graceland and the grave of Jim Morrison in Père Lachaise Cemetery.

2.11.13. **Poverty Tourism:**

Poverty tourism or poorism, also known as township tourism or slumming, is a type of tourism, in which tourists travel to less developed places to observe people living in poverty. Poorism travel tours are popular in places like India, Ethiopia, and even places that have had natural disasters such as hurricanes and tsunamis.

2.11.14. **Religious Tourism:**

Religious tourism, also commonly referred to as faith tourism, is a form of tourism, whereby people of faith travel individually or in groups for pilgrimage, missionary, or leisure (fellowship) purposes. Religious tourism has many facets which are:

- Pilgrimages
- Missionary travel
- Faith-based cruising
- Faith-based camps

2.11.15. **Rural tourism:**

Any village can be a tourist attraction, and most villagers are very hospitable across the globe. Agriculture is becoming highly mechanized and therefore requires less manual labor. This is causing economic pressure on some villages, leading to an exodus of young people to urban areas. Rural Tourism focuses on participating in a rural lifestyle. It can be a variant of Eco-Tourism.
tourism allows the creation of an alternative source of income in the non-agricultural sector for rural dwellers. The added income from rural tourism can contribute to the revival of lost folk art and handicrafts. It is an ideal and natural method of rural and urban economic exchange.

Relevance in developing nations: Rural tourism is particularly relevant in developing nations wherein farmland has become fragmented due to population growth.

Relevance in developed nations: Rural tourism exists in developed nations in the form of providing accommodation in a scenic location ideal for rest and relaxation.

2.11.16. **War Tourism:**
War tourism is a term the media uses to describe the idea of recreational travel to war zones for purposes of sightseeing. War tourist is also a pejorative term to describe thrill seeking in dangerous and forbidden places. There have been a number of tourists caught up in war torn regions, many who visit active war zones like Israel, Lebanon, Myanmar, Algeria, Colombia and other regions at war.

2.11.17. **Winter Tourism:**
Winter tourism is a kind of tourism where tourists travel in seek of winter sports, e.g skiing, snow boarding etc. Major ski resorts are located in the various European countries (e.g. Austria, Bulgaria, Czech Republic, France, Germany, Iceland, Italy, Norway, Poland, Sweden, Slovakia, Spain, Switzerland), Canada, the United States, Australia, New Zealand, Japan, South Korea, Chile and Argentina.

2.11.18. **Wildlife Tourism:**
Wildlife tourism can be an eco and animal friendly tourism, usually showing animals in their natural habitat. Wildlife tourism is an important part of the tourism industries in many countries including many African and South
American countries, Australia, India, Canada, Indonesia, Malaysia and Maldives among many.

2.11.19. **Safari:**

A safari is an overland journey, usually a trip by tourists to Africa, traditionally for a big-game hunt; today the term often refers to a trip taken not for the purposes of hunting, but to observe and photograph animals and other wildlife. There is a certain theme or style associated with the word, which includes khaki clothing, belted bush jackets, pith helmets or slouch hats, and animal skins.

2.12. **NATIONAL SCENARIO:**

2.12.1. **TOURISM: Overview**

Tourism is a major phenomenon of the modern society with significant socio-economic consequences. Over the years, tourism has emerged as a major segment of Indian economy contributing substantially to the foreign exchange earnings which have increased from ` 4892 crore in 1991-92 to ` 10417 crore in 1996-97. The direct employment in the sector during 1995-96 was about 8.5 million persons, accounting for about 2.4 per cent of the total labor force. An important feature of the tourism sector, which is of particular significance to India, is its contribution to national integration and creation of a harmonious social and cultural environment. Over 100 million domestic tourists visiting different parts of the country every year which results in a better understanding of the people living in the different regions of the country and the geographical, biological and cultural diversity of India. Tourism also encourages respect for, and preservation of, monuments and heritage properties and helps the promotion of art forms, crafts and culture & Eco-Tourism.

The Tourism is recognized as an industrial activity in all over the world, and got more importance in the planning stage of economic development of the
countries. The Tourism industry and tourist expenditure on goods and services always generate employment opportunities; new income earning opportunities produce further income and make expenditures on other sectors of the economy, which creates a multiplier effect. At present, the shares of Tourism and travel economy; and Tourism and travel industry; in the world's Gross Domestic Product are 10.7 per cent and 4.2 per cent respectively. The contributions of the above two sectors in world's employment are 8.0 percent and 3.1 per cent respectively. The shares of Tourism sector to export and receipts are also significant as evident from the fact that the total Tourism export as percentage of total export is 12.15 per cent, and the total receipt stands at 5.2 per cent in the world. The contributions of both travel and Tourism economy; and travel and Tourism industry to Indian economy are below the world averages, but are still significant with 5.3 per cent and 2.5 per cent to Gross Domestic Product and 5.6 per cent and 2.9 per cent to employment respectively. In India, Tourism is regarded as one of major foreign exchange earner and the third largest exports oriented industry. The share of Tourism industry in India in terms total Tourism export to total export is 9.5 per cent and total receipt is 11.8 per cent, which is even higher than the world average receipts. (Source: Report of Planning Commission, GOI, 2008)

The World Travel and Tourism Council (WTTC) has identified India as one of the world's foremost tourist growth center and is expected to achieve the fastest rate of growth after Turkey in the coming decade. It is, therefore, evident that the rate of growth in foreign exchange earnings from tourism is exceptionally high and is expected to become even higher in the coming years. Source: www.en.wikipedia.org/wiki/earthsummit

2.12.2. Tourism Planning In India:
Tourism planning in India started quite late with the first tourism policy being announced by the Government of India in November, 1982 after tourism was recognized as an industry by the Planning Commission of India in June, 1982. A national policy on tourism highlighting the importance of the sector and the objectives of tourism development in the country was presented in the parliament in 1982.

In July, 1986 the Planning Commission of India set up the National Committee on Tourism in order to formulate plans for this sector. The government's initiatives of incorporating a planned tourism sector in India went a long way in boosting Indian tourism. In May, 1992 the National Action Plan for tourism was announced. The objectives of this landmark plan for tourism planning in India were:

- To improve the economy category domestic tourism
- To develop the tourist areas socially and economically
- To preserve the environment and the national heritage
- To encourage international tourism
- To improve in world tourism India's share
- To increase opportunities for employment in this sector

India tourism planning increased with the seventh five year plan India (1985-1989). The various polices advocated by the seventh plan for tourism planning in India are:

- To promote aggressively domestic tourism
- To conduct conferences, trekking, conventions, and winter sports so that various options are available to the foreign tourists.

These polices of the seventh five year plan gave a boost to the tourism planning India. To further encourage tourism planning in India, the eighth five year plan (1992- 1997) mentioned that the private sector should
increase its participation in the sector. The various policies advocated by the eighth plan for tourism planning in India are:

- To develop the tourists places
- To develop winter sports, beach resort, and wildlife tourism
- To restore the projects of national heritage
- To provide in tourists centers economy class accommodation

Tourism planning in India has increased in the last few years as the government and Department of Tourism make continuous efforts to ensure that tourism planning in India takes the tourism sector of the country to greater heights on a sustainable basis. Source: www.books.google.co.in

2.12.3. Government’s effort: Five year plans of Government of India:

Considering the importance of socio-economic aspects in Tourism, the Governments and Private Sector agencies are taking various measures to promote Tourism. In various Annual Plans, the government of India has made outlays focused on creation of basic infrastructure, such as, transportation facilities, civic amenities, accommodation facilities, and human resource development, etc. in the Tourism sector. Marketing and publicity overseas and inside the country continue to receive a large share of the plan outlay of the Ministry of Tourism. The Government of India also provides financial assistance to State Governments and Union of Territories for development of Tourism infrastructure in their respective states under various schemes. The Government has developed a few organizations, such as, Indian Tourism Development Corporation and State Tourism Development Corporations to look after the Tourism developments.

In the tenth five year plan, the Government of India has formed strategies to remove the barriers of growth to leverage private sector investment; to enhance the effectiveness of public sector investment through inter-sectoral convergence and prioritization of Tourism related infrastructure programmes.
in other sectors like special tourist trains, rail and aviation links, rural roads etc; to provide legislative and regulatory support to protect the Tourism industry, consumer and the environment. The tenth five-year plan also has the provision to give, security to travelers by deploying special Tourism police and promote India as a safe destination.

The GOI has given thrust the Tourism sector in the Five-Year plan which have not only galvanized the entire economic structure of the region but have given fresh stimulus to the growth of tourism and attitude to live outwardly.

2.12.3.1 1st Five Year Plan (1951-1956):

In the First Plan, there is neither an allocation for tourism nor is there any mention in the document about tourism.

2.12.3.2 2nd Five year Plan (1956-1961):

The Second Plan refers to tourism but only in relation to a few schemes. The schemes are of two categories, namely:

- For the development of facilities at a limited number of places visited largely by foreign tourists
- Primarily to provide facilities for home tourists of low and middle income groups at a number of places of regional and local importance.

However there is no specific and separate allocation for tourism in the second plan.

2.12.3.3 3rd Five Year Plan (1961-1966):

The third plan programme concentrate largely on the provision of facilities for accommodation and transport. The Plan document also makes an important distinction between Central and State schemes. While schemes in the Central sector provide for facilities, which are important from the point of view of foreign tourism, those in the State Plans are intended mainly for home tourism.
2.12.3.4 4th Five Year Plan (1969-1974):
The Fourth Plan looks at foreign exchange earning and employment generation as the prime objective of tourism development.

2.12.3.5 5th Five Year Plan (1974-1979):
Tourism suffered a setback in respect of resource allocations as well as in terms of broad objectives in the Fifth Plan. The write-up on tourism in this Plan is confined to a few programmes and financial allocations.

2.12.3.6 6th Five Year Plan (1980-1985):
The Sixth Plan marks the beginning of a new thinking on tourism in India. The emphasis also shifts from schemes to strategies and from foreign exchange earnings to wider issues of economic development. The Plan documents refer to:

- Social and economic benefits like promotion of national integration and international understanding;
- Creation of employment;
- Removal of regional imbalances;
- Opening up of new growth centers in the interiors of the country.
- Augmentation of foreign exchange earnings;
- Support to local handicrafts and cultural activities;
- Creation of tax revenues for Government - both Central and State.

2.12.3.7 7th Five Year Plan (1985-1989):
It sets the objectives for tourism sector as follows-

- Faster development of tourism;
- Re-defining of the role of public and private sectors to ensure that the private sector investment is encouraged in developing tourism and the public sector investment is focused mainly on development of support infrastructure.
Exploiting tourism potential to support the local handicraft and other creative arts and to promote national integration.

2.12.3.8 8th Five Year Plan (1992-1997):

- There has been a gradual increase in the Central Plan outlay for tourism over the Plan periods from `1.58 crore in the Second Plan to `272.00 crore in the Eighth Plan.
- As against the Eighth Plan outlay of `272 crore (1991-92 prices), the expenditure during the period has been `490.42 crore (current prices). The entire Plan expenditure of ITDC from the year 1994-95 onwards has been met from internal and extra budgetary resources. Bulk of the expenditure of the Department of Tourism was incurred on tourism publicity.
- The major schemes of the Department of Tourism relate to
  - Promotion and Publicity,
  - Central Assistance for the Development of Tourist Infrastructure,

The Central Government investment for the improvement and creation of tourist facilities is channelized through State/UT Governments on a cost sharing basis. Under this pattern of funding, the Central Department of Tourism meets almost the entire expenditure, except the cost of land and interior decoration in the case of construction projects. In order to finance major projects for development of tourist infrastructure, a new pattern of financing was conceived during the Eighth Plan. Apart from the State and the Central Governments contributing towards the funding of projects, the new scheme, known as Equity scheme, envisaged a major role for the financial institutions. As the State Governments could not formulate bankable projects, the scheme could not, however, make much headway in
The Eighth Plan envisaged a growth of 9% to 10% per annum in international tourist arrivals and about 2.75 million tourist arrivals were anticipated by the end of the Eighth Plan. The target, however, could not be achieved due to various reasons such as armed conflict in the Gulf region, reduction in international outbound traffic during the period, law and order problems and health hazards in some parts of the country. The number of tourists who visited India during the Eighth Plan period increased from 1.78 million in 1991-92 to 2.33 million in 1996-97.

The main emphasis in the Eighth Plan for the ITDC was on consolidation rather than on expansion of accommodation. The Corporation, which earned a net profit of Rs. 3.11 crore in 1991-92 improved the financial performance during the Eighth Plan period and earned a net profit of Rs. 55.8 crore in 1996-97.

The Eighth Plan document makes a special mention that the future expansion of tourism should be achieved mainly by private sector participation. The thrust areas as enumerated in the Plan include development of selected tourist places, diversification from cultural related tourism to holiday and leisure tourism, development of trekking, winter sports, wildlife and beach resort tourism, exploring new source markets, restoration of national heritage projects, launching of national image building, providing inexpensive accommodation in different tourist centres, improving service efficiency in public sector. The Eighth Plan aims at luring the high spending tourists from Europe and USA. It also envisages a 'master plan' to integrate area plans with development of tourism. The document makes a few very significant and valid observations about the future strategies. The issues identified are as follows:

- The future growth of tourism should be achieved mainly through private
initiative.

- The State should confine its role to planning broad strategies for development.
- The strategy for development must be based on cost efficiency and higher productivity.
- The Eight Plan introduces the concept of 'Special Tourism Areas” which will be provided full-fledged infrastructural facilities.
- Tourism marketing and publicity should be properly focused.
- Access to information and proper use of information technologies should be the basis for future development.
- Tourism development programmes for backward areas should be integrated with area development programs.
- To achieve a balanced infrastructural development, all states should be encouraged to formulate Master Plans.

2.12.3.9 9th Five Year Plan (1997 - 2002):

The policy objective in the Ninth Plan was to work towards creating a tourism product that provides the persons travelling to various places a pleasant experience on their trips, through an environment of peace, stability, security and an integrated system of physical infrastructure that does not fail.

- Tourism should become a unifying force nationally and internationally, fostering better understanding through travel.
- It should help to preserve, retain and enrich our world-view and lifestyle, our cultural expressions and heritage in all its manifestations.

It was realized that development of tourism has an important indigenous dimension. The number of middle and lower middle class tourists visiting distant places in the country is on the increase. The captive tourism around
the places of pilgrimage is also increasing fast. There is a need for creating adequate, hygienic, decent, low-cost facilities for such tourists. The measures for ensuring safety, particularly in difficult places of pilgrimage at high altitudes, should be emphasized. Many of these places of captive tourism are in the regions which are economically poor. Development of tourism in these areas, therefore, will accelerate the economic development of these regions.

The diversity of the tourism product in India makes it imperative that the development of tourism has to be a joint effort of all the infrastructural Departments, public sector undertakings, State Governments and the private sector. The approach to tourism development in the Ninth Plan was to have coordinated efforts by the public and private sector and the major thrust will be on selected areas of tourism.

A. The Approach And Thrust In The Ninth Plan

The approach in the Ninth Plan was to concentrate on the development of selected centres and circuits through effective coordination of public and private efforts so as to achieve synergy in the development of this sector. The Government will focus on the development of basic infrastructure such as transport facilities and civic amenities and play a facilitating role in the provision of accommodation and other facilities for all classes of tourists, both domestic and international. The major thrust areas in the Ninth Plan will be:

- Indigenous and Natural Health Tourism
- Rural and Village Tourism
- **Eco – Tourism**
  - Pilgrim Tourism
  - Adventure Tourism
  - Heritage Tourism
• Youth and Senior Citizens Packagers.

People's participation in tourism development including Panchayati Raj institutions, local bodies, non-governmental organizations and enterprising local youth will be encouraged to create public awareness and to achieve a wider spread of tourist facilities. The infrastructure projects which are commercially viable, will be funded by the Govt. under the Equity Scheme except in the North Eastern States and selected hill districts in the country.

In order to give boost to foreign exchange earnings, employment and income generation through tourism activities, Export House Status will be granted to tourism units. ITDC will consolidate its existing activities. The performance of ITDC will be improved through restructuring of the existing properties and improving the quality of service. No project relating to construction of new hotels is envisaged during the Ninth Plan period

B. Tourism Promotion in Himalayan Region:

The ninth plan aims at exploiting the availability of a diverse tourism product offered by this region through schemes to be specially designed for the Himalayan Regions. The development activities were selective and aimed at promoting eco-tourism and adventure tourism.

The Local residents will be encouraged through suitable schemes to provide low-cost, decent guest room facilities for the tourists. The Special emphasis was laid on production of tourist brochures and other literature and on training of local guides.

C. Inter Sectoral Coordination

Availability of basic infrastructural components like airports, railways, roads, waterways etc. is a critical requirement for the development of tourism. The developmental programme of Civil Aviation sector particularly that of Airports Authority of India, would promote tourism.

The water transport systems like cruises, catamarans, hydroplanes etc. were
developed in the private sector and the necessary berthing facilities at the respective ports.

**D. Manpower**

Availability of trained manpower is essential for the development of a service sector like tourism. At present, there are 20 Institutes of Hotel Management and Catering Technology and 13 Foodcraft Institutions functioning in the country. In the ninth plan the government aims at establishing new institutes at places where demand of trained man power exceeds the availability. Development of training facilities will be encouraged in the private sector and the Government will gradually withdraw from providing budgetary support for the setting up and running of training institutes.

The Ninth Plan policy framework on tourism introduces a few new elements of policy. It emphasizes the importance of looking at infrastructure development for domestic tourism and the role played by the respective states. The new policy has placed tourism as a central input in the economic development process because of its role in resource generation and employment. The Government of India has embarked on a major policy of economic reforms and liberalization and moved away from the rigorous of quantitative controls of planned economic regime. The Ninth Plan has established effective coordination with all the relevant agencies so as to achieve synergy in the development of tourism. The development activities during the Plan have given necessary emphasis to environment protection and cultural preservation. The thrust areas during Ninth Plan period are:

- Infrastructure development;
- Product development and diversification including development of mega tourism resort;
- Entrepreneurship development and promotion of self employment
opportunities.

- Enhancement of tourist facilitation;
- Human resource development;
- Promotion and marketing;
- Environmental protection and cultural preservation;
- Provision of incentives;
- Monitoring and Evolution;
- Strengthening of Organization;

2.12.3.10 10th Five Year Plan (2002-2007):

During the 10th Five Year Plan 2002-07, an attempt was made to position tourism as a major contributor of economic growth, and harness its direct and multiplier effects for employment and poverty eradication in an environmentally sustainable manner. Various schemes and activities taken up during the 10th Plan period aimed at enhancing the employment potential within the tourism sector as well as at fostering economic integration through developing linkages with other sectors. The 10th Five Year Plan had a distinct shift from the approach adopted in the earlier plans. During the plan period, emphasis was laid on:

(i) Positioning and maintaining tourism development as a National priority activity.

(ii) Enhancing and maintaining the competitiveness of India as a tourist destination

(iii) Improving India’s existing tourism products and expanding these to meet new market requirements

(iv) Creation of world class infrastructure

(v) Developing sustained and effective market plans and programmes

(vi) Special thrust to rural and small segment tourism
(vii) Attention to civilization issues and issues pertaining to civic administration, good governance and also to social and cultural values

Keeping in view the broad priorities for development of tourism during the 10th Plan 2002-07 as above, the broad fields of development taken up during the plan were as under:

A. Integrated Development of Tourism Circuits

It was observed at the beginning of the 10th Plan that the Central Financial Assistance to the States had not been able to create a major impact in terms of creation of world-class tourism infrastructure. The infrastructure schemes being Centrally Sponsored had to depend on the contribution of the State Governments and many times there had been delays in release of this contribution. Therefore, in order to provide quick and substantial impact, the revised scheme was taken up to identify key tourism circuits in the country on an annual basis, and develop them to international standards, with the objective of providing all infrastructure facilities required by the tourists within these circuits.

B. Product/Infrastructure and Destination Development

In the 9th Plan, destination development had tended to be was with inadequate prioritization, therefore during the 10th plan period, limited destinations in the States / UT’s were identified on yearly basis for integrated intensive development. The strategy followed, was development of the region of influence of attraction and not only the immediate environs of the site. It was ensured that all development work was based on professionally prepared master plans.

Efforts were made to see that the master planning approach included all stakeholders in the planning process – all levels of government and administration, various government agencies and departments, the local
community, elected representatives, and members of the tourism industry or related industries. Destinations were carefully selected in consultation with the State Governments, based on the tourism potential. The activities taken up under Product Development and strategies followed were as follows:

- Priority was given to promote **Rural & Eco-Tourism as the primary tourism product** to spread tourism and its socio-economic benefits to rural areas and its new geographic regions.
- A sum of `50 lakh was made available for each project, and activities like improving the environment, hygiene, infrastructure etc. were assisted, implemented by convergence committee headed by district collector.

Ministry of Tourism ensured convergence of resources and expertise through coordinated action with States/UTs and private sector. In the tenth five year plan, the Government of India has formed the following strategies:

- To remove the barriers of growth to leverage private sector investment:
  To enhance the effectiveness of public sector investment through inter-sectoral convergence and prioritization of Tourism related infrastructure programmes in other sectors like special tourist trains, rail and aviation links, rural roads etc;
- To provide legislative and regulatory support to protect the tourism industry, consumer and the environment.
- The tenth five-year plan has the provision to give security to travelers by deploying special Tourism police and promote India as a safe destination.

### C. Human Resource Development

Tourism being an employment oriented sector, it is estimated that the hotel and the catering sector provide more than 10% of the total employment
generated by the tourism industry. At present there are 24 Institutes of Hotel Management, and 11 Food Craft Institutes. The IHMs conduct diploma courses, post graduate diploma courses, craft and certificate courses. The FCIs conduct diploma courses in cookery, food and beverage services, housekeeping, etc.

In order to harness the resources and provide a central thrust, the Ministry of Tourism has established the National Council for Hotel Management and Catering Technology and the main objectives were to prescribe educational and other qualifications for staff in the institutions; to give certification and accreditation, and to standardize the courses.

D. Marketing And Promotion

One of the reasons for India is still lagging behind in this highly competitive market is the lack of adequate budgetary support for promotion and marketing as compared to some of the competing destinations, including those in India’s neighborhood. The Indian tourism product is promoted primarily by the Ministry of Tourism with the help of 5 regional offices and 16 sub-regional offices under them, with the involvement of the State Governments. The Indian tourism product is promoted and marketed overseas through the Tourist Offices at 13 locations world over, directly by the Ministry.

E. Domestic Promotion

During the 10th Plan period, a need was felt to bring tourism in the mainstream of our national development. The efforts took into account new technology and means of communication like those based on Information Technology tools as well as conventional tools like brochures, advertisements, and telephone based information, face to face communication etc. The unique features of the domestic campaign were:

1. Creating high standard facilitation centres at all leading gateways, both
railheads and airports.

2. Launching a tourism awareness campaign involving all service providers such as taxi drivers, guides etc.

3. Intensification of guides training.

4. Creating a unique brand for Indian tourism which is vibrant and based on sustainable development.

5. Using the digital technology to create the unique experiences of Indian tourism on the internet.

6. Using travel writers and photographers of regional languages to write about the other regions.

F. Fairs, Festivals and Craft Melas

The variety of fairs and festivals are a powerful tool for showcasing the Indian culture for the tourists. These events are keenly awaited and viewed with interest and curiosity by domestic and foreign tourists. Such events have been supported in the past and were given support during the 10th Plan. However, as a matter of policy not more than two events from each State were supported in a year.

G. Hospitality

The overseas guests on arrival in India were looked after and escorted to various places of tourist interest. They, in turn helped disseminating information about India in their home markets.

H. Publicity

The Ministry has been adopting conventional publicity measures like printing and distributions of Brochures, folders, maps, information booklets etc in the past plans. During the 10th Plan, this was continued with a qualitative improvement and with more focus on IT and with electronic media. The help of professional public relation agency was taken for the image building exercise.
I. Market Research and Perspective Plans

A comprehensive statistical research programme is an essential input for sustainable development of tourism. Lack of information about different aspects of tourism is one of the major reasons for the sector not getting its due place in the national development plans of several countries. Infrastructure development and marketing of tourism have to be based on research findings and analysis. Without quantitative information on the demand characteristics, profiles of tourists along with the statistics of availability of existing infrastructural facilities at various tourist destinations, it is not possible to plan effectively for tourism development and promotion. During the 10th Five Year Plan, 20-Year Perspective Plans for all the States/UTs were prepared with the objective of development of tourism in an integrated way. These plans focused on the development of important tourist areas falling in the respective States in a coherent manner by dovetailing the funds and resources at the command of the State and clearly identifying the requirement for infrastructure development. The Ministry also undertook a number of research studies to provide inputs to policy makers for planning and policy formulation.

A few of the studies undertaken during the 10th Plan were:

(i) Impact of Civil Aviation Policies on Tourism
(ii) Foreign Tourist Expanses on Handicrafts
(iii) Domestic Tourism Survey
(iv) International Passengers Survey
(v) Cruise Tourism – Potential & Strategy
(vi) Kerala’s Approach to Tourism Development
(vii) Manpower Requirements in Hotel Industry and Tour/Travel Sector

An important study conducted by the Ministry during the 10th Plan was Development of Tourism Satellite Account for India giving the economic
benefits of tourism in India like tourism’s share to GDP and employment. As part of its efforts to develop tourism infrastructure in the country in a systematic manner which is sustainable, a number of Detailed Project Reports (DPRs) were also prepared by the Ministry for the Destinations/circuits short listed during the 10th Plan.

J. Capital/Interest Subsidy for Hotels

Till the 8th Plan, there was a scheme for providing interest subsidy for hotels up to 3 star category in the non-metropolitan areas. This scheme helped in meeting the accommodation demand of the middle income tourists to a large extent. However, administration of the scheme came in for criticism as the hotels had to approach the Ministry every time it had to claim the interest subsidy. During the 10th plan, the interest subsidy scheme was replaced by the capital subsidy scheme. However, this scheme of interest subsidy continued for the old projects sanctioned in the past. The capital grants up to 10% of the total principal loan taken from designated financial institutions upto ` 25 lakh for 1-star hotels, ` 50 lakhs for 2-star hotels and ` 75 lakhs for 3-star and heritage basic category hotels, were given to encourage setting up of budget hotels in the country.

K. Information Technology

Information Technology was given a major thrust in the 10th Plan. Assistance was provided to the States to use IT in promotion and facilitation of tourism. IT was used as a major tool to promote Indian Tourism products in the country and abroad. The goals were to position India distinctively in the global tourism map using emerging technologies and new approaches in attention management to power India Tourism.

L. Achievements During The 10th Five Year Plan 2002-07:
Literature Study

Table 2.5 Foreign Tourist Arrivals to India (In Millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Arrivals</th>
<th>%change over previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>2.38</td>
<td>(-) 6.0</td>
</tr>
<tr>
<td>2003</td>
<td>2.73</td>
<td>(+) 14.3</td>
</tr>
<tr>
<td>2004</td>
<td>3.46</td>
<td>(+) 26.8</td>
</tr>
<tr>
<td>2005</td>
<td>3.92</td>
<td>(+) 13.2</td>
</tr>
<tr>
<td>2006</td>
<td>4.51</td>
<td>(+) 15.0</td>
</tr>
</tbody>
</table>

Growth in 5 years i.e. 2006 over 2001: 78% (end of 9th plan to end of 10th plan)

Source: 10th Five year plan GOI, India

Table 2.6 India’s share in world arrivals

<table>
<thead>
<tr>
<th>Year</th>
<th>World Arrivals (In Millions)</th>
<th>Arrivals in India (In Millions)</th>
<th>Share of India in World Arrivals (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>702.8</td>
<td>2.38</td>
<td>0.34</td>
</tr>
<tr>
<td>2003</td>
<td>690.9</td>
<td>2.73</td>
<td>0.39</td>
</tr>
<tr>
<td>2004</td>
<td>766.0</td>
<td>3.46</td>
<td>0.45</td>
</tr>
<tr>
<td>2005</td>
<td>808.0</td>
<td>3.92</td>
<td>0.49</td>
</tr>
<tr>
<td>2006</td>
<td>844.0</td>
<td>4.51</td>
<td>0.53</td>
</tr>
</tbody>
</table>

India’s share in world arrivals increased to 0.53% in 2006 from 0.37% in 2001

Source: 10th Five year plan GOI, India

Table 2.7 Foreign Exchange Earnings by India From Tourism

<table>
<thead>
<tr>
<th>Year</th>
<th>Foreign Exchange Earnings (In US$ Million)</th>
<th>%change over previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>2923</td>
<td>(-) 3.9</td>
</tr>
<tr>
<td>2003</td>
<td>3533</td>
<td>(+) 20.9</td>
</tr>
<tr>
<td>2004</td>
<td>4769</td>
<td>(+) 35.0</td>
</tr>
<tr>
<td>2005</td>
<td>5731</td>
<td>(+) 20.2</td>
</tr>
<tr>
<td>2006</td>
<td>6768</td>
<td>(+) 18.1</td>
</tr>
</tbody>
</table>

Growth in 5 years i.e. 2006 over 2001: 122% (end of 9th plan to end of 10th plan)

Source: 10th Five year plan GOI, India

Table 2.8 India’s share in world Foreign Exchange Earnings (In Billion US$)

<table>
<thead>
<tr>
<th>Year</th>
<th>World Earnings</th>
<th>Earnings by India</th>
<th>Share of India in World Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>482.3</td>
<td>2.9</td>
<td>0.62</td>
</tr>
<tr>
<td>2003</td>
<td>524.2</td>
<td>3.5</td>
<td>0.69</td>
</tr>
<tr>
<td>2004</td>
<td>633.0</td>
<td>4.8</td>
<td>0.76</td>
</tr>
<tr>
<td>2005</td>
<td>682.0</td>
<td>5.7</td>
<td>0.84</td>
</tr>
<tr>
<td>2006</td>
<td>752.0</td>
<td>6.8</td>
<td>0.90</td>
</tr>
</tbody>
</table>

India’s share in world earnings increased to 0.90% in 2006 from the level of 0.66% in 2001 (end of 9th plan to end of 10th plan)

Source: 10th Five year plan GOI, India

Table 2.9 India’s rank in Arrivals and Earnings

<table>
<thead>
<tr>
<th>Year</th>
<th>In World Arrivals</th>
<th>In World Earnings</th>
</tr>
</thead>
</table>

Planning for the Ecotourism in the Hill Region: A Case Study Pragpur, Himachal Pradesh
Table 2.10 Foreign Exchange Earnings per tourist arrival-India & World

<table>
<thead>
<tr>
<th>Year</th>
<th>Foreign Exchange earnings per tourist (In US $)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>India</td>
</tr>
<tr>
<td>2002</td>
<td>1228</td>
</tr>
<tr>
<td>2003</td>
<td>1294</td>
</tr>
<tr>
<td>2004</td>
<td>1378</td>
</tr>
<tr>
<td>2005</td>
<td>1462</td>
</tr>
<tr>
<td>2006</td>
<td>1501</td>
</tr>
</tbody>
</table>

Source: 10th Five year plan GOI, India

Table 2.11 Domestic Tourist Visits in India

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic Tourist Visits (In Millions)</th>
<th>%change over previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>269.6</td>
<td>14.0</td>
</tr>
<tr>
<td>2003</td>
<td>309.0</td>
<td>14.6</td>
</tr>
<tr>
<td>2004</td>
<td>366.2</td>
<td>18.5</td>
</tr>
<tr>
<td>2005</td>
<td>382.1</td>
<td>4.3</td>
</tr>
<tr>
<td>2006</td>
<td>432.0</td>
<td>13.0</td>
</tr>
</tbody>
</table>

Growth in 5 years i.e. 2006 over 2001 : 82.9% (end of 9th plan to end of 10th plan)

Source: 10th Five year plan GOI, India

Table 2.12 Share of Tourism Sector in India in GDP of the Nation

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Share of Tourism in GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002-03</td>
<td>5.83%</td>
</tr>
<tr>
<td>2003-04</td>
<td>5.90%</td>
</tr>
</tbody>
</table>

Source: 10th Five year plan GOI, India

Table 2.13 Employment Generation through Tourism in India

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Employment in Tourism Sector (In Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002-03*</td>
<td>38.6</td>
</tr>
<tr>
<td>2003-04**</td>
<td>41.8</td>
</tr>
<tr>
<td>2004-05**</td>
<td>44.7</td>
</tr>
<tr>
<td>2005-06**</td>
<td>47.8</td>
</tr>
<tr>
<td>2006-07**</td>
<td>51.1</td>
</tr>
</tbody>
</table>

*: TSA Figure **: Estimated

Source: 10th Five year plan GOI, India

During the 10th Five Year Plan, a doubled pronged strategy of upgrading the tourism infrastructure and vigorous marketing under the banner of ‘Incredible India’ campaign was followed to position India as a global...
brand. The following four-point journey was sought to be achieved to a large extent among the target tourists and in source markets:

i. From non-awareness to awareness

ii. From awareness to interest

iii. From interest to desire, and

iv. From desire to final action i.e. booking a holiday.

v. The efforts made during the 10th plan are now resulting into India registering a growth of 78% in foreign tourist arrivals and a growth of 122% in foreign exchange earnings in 5 years time.

Share of India in world arrivals, which was just 0.37% in 2001, is likely to be 0.53% in 2006. It has been estimated that about 12.5 million additional jobs have been created in the tourism sectors during the 10th Five Year Plan.

2.12.3.11 11th Five Year Plan (2007-2012):

The document states that the Tourism will be maintained as a National Priority for which effective linkages and close coordination among various departments and ministries of government will be established, by planning and implementing a professionally managed and integrated communication strategy to increase awareness about tourism and its social and economic impact on the society. The State governments would be encouraged to set up land banks and streamline procedure and practices to facilitate investment in the tourism sector. The Tourism resources in the country have the potential to generate significantly higher levels of demand from the domestic and international markets. To achieve this GOI has set the following measures to be taken:

- Positioning and maintaining tourism development as a national priority activity.

- Enhancing and maintaining the competitiveness of India as a tourist
• Improving India’s existing tourism products further and expanding these to meet new market requirements.

• Creation of world-class infrastructure.

• Developing strategies for sustained and effective marketing plans and programmes.

• Developing human resources and capacity building of service providers.

Source: www.planningcommission.nic.in

The Working Group on Tourism for the 11th Five Year Plan 2007-12, set up by the Planning Commission (constitution at Appendix-V), felt that keeping in view all variables in the environment, the product opportunities, the market scenario, the Indian planning and national objectives, following quantifiable goals may be set for the 11th Plan for Indian tourism:

A. International Tourism

• Visitation: Achieve international visitor levels of 10 million in 2011, at the end of 11th Plan.

• Source Markets

Diversify principal source markets to include countries such as South Africa, Israel, Spain, China, Japan, S. Korea, Australia, Brazil, Argentina, etc. which offer high growth potential and from where present level of inbound tourist is below par. Concentrate on countries like South Africa, Mauritius, Kenya, Malaysia, Fiji, etc with a large Indian Diasporas for greater visitations from those countries. Similarly target the PIOs and NRIs elsewhere to create greater resonance in them to visit the country of their origin and discover their roots. Target the ‘Baby Boomers’ group in Europe and North America by creating in them the desire to discover one of the oldest civilization of the world and to enjoy the plurality of cultural enjoyments which this country has to offer.
• **Revenues**

Maintain and increase per capita spending of international visitors. Attract higher quality tourists, increasing per head spending, resulting in higher revenues. Concentrate on cruise tourism, MICE sector which are considered to be higher revenue generating sectors of tourism.

• **Seasonality**

Reduce the seasonality in international tourist arrivals by targeting markets such as Australia, Spain, etc. It should be ensured that the drop in arrivals during “lean season” is not more than 15% of the annual average.

• **Average Length of Stay**

Maintain and initiate measures to ensure that the duration of stay is sustained, if not extended.

• **Purpose of Visit**

Retain focus on Leisure Travelers. Promote business related travel, including MICE market by promoting Convention Centres of international standards in major cities or at major tourist centres.

• **Expenditure**

Prepare strategies to increase per capita expenditure on shopping and other non-accommodation, non-transportation heads, to match international benchmark of 30%.

**B. Domestic Tourism**

• **Visitation**

a) Achieve a level of 760 million for domestic tourist visits by the year 2011, the end of 11th Plan at an annual average growth of 12%.

b) Complement international travel with domestic travel in order that the seasonality is eliminated.

c) Promote greater dispersal of domestic visitations in order to spread the benefits of tourism to all areas.
Accommodation Units

a) Increase approved quality accommodation units from the current level of about 100,000 rooms to at least 200,000 rooms by 2011, to meet the increased requirement of tourism.

b) Set up hotels on the surplus land with Airport Authority of India near International Airports as per the international practices.

c) Promote development of budget hotels at the surplus Railway Land at specified Railway Stations.

d) Create land banks in the States and encourage Single Window facility for the investors in tourism projects.

e) In order to achieve all these objectives, the Working Group felt that it was necessary that the momentum generated in tourism sector during the 10th Plan period is sustained, so that the full potential of the sector, as a major engine of economic growth, is realized, and the benefits of associated development reach all segments of the society.

f) The recommendations of the Group was to adopt and apply sustainable practices and principles, and identify and resolve the constraints.

h) The Working Group also felt it necessary that beside development of world class infrastructure and launching aggressive marketing campaigns, access & connectivity to India need be improved; new forms of tourism like rural tourism, cultural tourism, adventure tourism, cruise tourism, MICE tourism and medical tourism are taken up with renewed zeal & efforts;

i) India is made a full year destination rather than a Oct.-March destination by diminishing the seasonality factor and promoting the Himalayas and the beaches during summers and the coastal regions during the monsoons; and
India’s competitiveness as a preferred destination is enhanced with rationalization of taxes, liberalization of visa regime, improvement of airports, removing barriers to travel, enhancing tourist safety & security, improving signages, etc.

To achieve all these, the following six key strategic objectives need to be kept in view:

- **Positioning and maintaining tourism development as a national priority activity;**
  
  a) **Provide effective** linkages and close coordination between various Departments and Ministries of Government;

  b) Plan and implement a professionally managed integrated communications strategy to increase awareness about tourism and its social and economic impact on the society.

  ii. Enhancing and maintaining the competitiveness of India as a tourist destination;

  c) **Take effective steps for easier & faster availability of visas;**

  d) Increasing air connectivity and seat capacity from major overseas markets;

  e) Improving facilities and quality of services at international and major domestic airports;

  f) **Rationalization of taxes;**

  g) Removing restrictions like RAP/PAP/ILP.

- **Improving India’s existing tourism products further and expanding these to meet new market requirements;**

  a) Develop sustainable beach, coastal and cruise tourism;

  b) Package and market India’s wide variety of traditional cuisines;

  c) Encourage adventure and rural tourism;

  d) Develop and promote round-the-year tourism;
e) Pursue the Medical Tourism vigorously;
f) Take advantage of MICE segment;

- Creation of world class infrastructure;
  a) Identify travel circuits for development as international standard destinations;
  b) Construction and improvement of highways for good connectivity with tourist destinations;
  c) Introduction of special tourist trains, establishment of budget hotels on surplus land available with Railways and Airport Authority of India;

- Developing strategies for sustained and effective marketing plans and programmes;
  a) Maintain and develop the India tourism brand position established with the ‘Incredible India’ campaign;
  b) Evolve and maintain a system of market research activities in India’s major source markets to continuously receive, analyze and respond to information on pricing, security issues, health, safety and quality of tourism services & products etc.;
  c) Make use of the various technological tools, including the internet, for advertising for greater and wider impact. Further, encourage ecommerce portals to extend effective marketing support to small and medium enterprises and also offer competitive packages.

- Developing Human Resources and capacity Building of Service Providers
  a) The Working Group on Tourism, therefore, felt that in view of the multi-faceted aspects of tourism, Sub-groups may be constituted consisting of experts in different fields to deliberate on identified key segments in a focused manner, and come up with recommendations for accelerating the growth rate in the tourism sector.
  b) Accordingly, 9 Sub-groups on the following subjects were constituted by
the Working Group:

i. Product Development and Domestic Tourism;

ii. HRD and Capacity Building;

iii. Development of Infrastructure and Destination Management;

iv. Publicity and Marketing;

v. Access and Connectivity and related issues;

vi. Taxation, Incentives and Concessions;

vii. Heritage and Culture Tourism;

viii. Monitoring, Research & Statistics;

ix. Sustainable Tourism, Eco-Tourism, Wild life Tourism and Adventure Tourism.

The reports of the Sub-Groups were considered by the Working Group in its second meeting, and subject-wise final recommendations of the Working Group are made in the following chapters with proposed outlays.

C. Eco–Tourism In Eleventh Five Year Plan

India is a region of the world’s greatest bio-diversity, with a variety of unique natural locales, and is therefore perfect for development as eco-tourism destination. The need is to identify focal locations for Eco-Tourism like the Himalayas, North-Eastern States, Western Ghats, Jharkhand, Andaman & Nicobar Islands, and Lakshadweep. There is a need to make Eco-Tourism a grass root, community based movement through awareness, education and training of the local community as guides and interpreters.

India has the greatest variety of fauna in the world that has not been exploited to its full potential for tourism. Wildlife Sanctuaries and National Parks need be made an integral part of the India tourism’s product. Promoting mountain based adventure activities in the Himalayas, creating the ‘Himalayas’ as the brand and icon of Indian adventure tourism, and; promoting river rafting as a unique tourism product.
In view of immense potential for nature and adventure tourism in India, it was promoted vigorously during the 11th plan, particularly because the peak time for adventure tourism is during the so called ‘lean months’ of cultural tourism, which can make India a round the year destination. The adventure and wildlife tour operators operate in far-flung regions of the country, a more equitable distribution of the economic benefits of tourism is ensured beside integrating those remote areas into the national mainstream.

The following are the recommendations of the 11th Five Year Plan:

a) Creating awareness globally about the immense eco-tourism/adventure tourism potential in our country. Considering that the major chunk of Himalayas is in India, the perception world over that Himalayas means Nepal has to be changed.

b) A marketing and promotion strategy needs to be undertaken and can include:
   - Road shows to show case eco-tourism/ adventure possibilities in India
   - Promotional films and advertising through electronic media.
   - Detailed brochures / maps can be placed at the disposal of our overseas tourist offices
   - Familiarization trips for our officers overseas for eco-tourism / adventure tours in India.

c) There is an urgent need for a National Policy on adventure tourism and there is need to revive an already existing national eco-tourism policy. Greater synergy between the Centre and the Himalayan states can lead to a national policy, which would help the industry tremendously.

d) Uniform rules throughout India, especially with regard to safety
and ecological guidelines, would go a long way in boosting this sector.

e) The biodiversity found in our national parks is truly incredible. It is recommended that the Ministry of Tourism work in tandem with the State Ministries of Environment and Forests in twenty-five of our most popular National Parks.

f) Government run mountaineering institutes like The Nehru Institute of Mountaineering (Uttarkand) and The Himalayan Mountaineering Institute, Darjeeling can offer adventure guide courses.

g) Safe adventure tourism requires excellent adventure equipment and as of today, this has to be imported.

h) The Ministry of Tourism recognized adventure tour operators should be allowed every year to import duty-free equipment up to 20 per cent of their annual turnover.

i) Allowing the use of satellite phones and global positioning system (GPS) will go a long way in ensuring that safety standards in India are at par with international standards.

j) The Government needs to simplify procedures urgently to give a boost mountaineering segment of adventure tourism. The condition of a minimum of four persons travelling together in remote areas like Arunachal Pradesh, Ladakh etc should be done away with so long as they travel with Government approved operators.

k) For all sectors of the Industry such as tour operators, hoteliers, airlines, transporters, lodge owners etc., a detailed environmental pledge has been formulated and is contained in the Environment & Eco tourism handbook published by the Ministry of Tourism.

l) It is suggested that all State Governments and the Ministry
should encourage the different stakeholders to sign this pledge and thus, offer a commitment.

m) For all diverse topographical regions in India from mountains, beaches, forests, deserts, fragile areas etc., suggested building guidelines need to be drawn up which are in harmony with their immediate environment, like using local materials and reflecting the local culture.

n) It is suggested that carrying capacity studies be undertaken for popular trekking trails, national parks, rivers, etc so that a low environmental impact is maintained and sustainable practices are in place by the Industry.

o) ‘Honey pot areas’ need to have pressure relieved by opening closed areas and by publicising lesser-known regions so that traffic is dissipated from popular zones.

p) It is suggested that we create a Tourism and Environmental law weekend course for all stakeholders as well as Government to know their Rights and Duties as a citizen, specially as all operations will impact on nature, environment and built heritage cultures etc.

q) There is a requirement to have trained nature guides, naturalists, mountain trek leaders, etc who have safety and environmental knowledge. Such courses could be initiated at tourism institutes, vocational study institutes as well as outdoor training institutes.

r) Effective steps at the State level be carried out for garbage disposal through Municipal bodies, use of incinerators to be re-looked at, and NGO models like Kovalam Zero Waste to be studied.

s) Industry to partner State Governments and NGOs to keep cities
and towns clean in conjunction with local authorities.

2.13 REVIEW OF TOURISM POLICIES IN INDIA:

Tourism was recognized as an industry by 1986 and became eligible for several incentives and facilities including tax subsidies, priorities in the sanctioning of loans by the state financial institutions and preferences in providing electricity and water connections. In July 1991, tourism was also declared as a priority sector for foreign investment, in order to take advantage of the liberalized economic regime and the development taking place around the world. Recognizing its importance as an instrument for economic development, a comprehensive tourism policy, highlighting the objectives of tourism development in the country, was promulgated by the Government during 1982. A National Strategy for Tourism Development was evolved in 1996, which advocated the strengthening of an institutional set-up in human resource development by setting up of an Advisory Board of Tourism Industry and Trade. Tourism was granted "Export House" status in 1998. Hotels, travel agents, tour operators and tourist transport operators were eligible for such recognition and entitling them to various incentives. Source: www.unep.org

2.13.1 National Tourism Policy (1982):

A National Policy on Tourism was formulated in 1982 by focusing on the development of travel circuits and assigning the responsibility of promoting international tourism to the central government and domestic tourism to the state governments. The policy envisaged the conversion of the many attractions of India for tourism into a reality through well planned, well defined and fully integrated national programmes. It specified the responsibility for tourism development as a common endeavor of all the agencies vitally concerned with tourism at Central and state levels including public and private sector enterprises, airlines, railways and transport
systems, municipal and local bodies as well as cultural and educational institutions. It provided an action plan based on a travel circuit concept to maximize the benefits of tourism. The plan proposed to achieve intensive development of selected circuits, dispel the tendency of concentration in a few urban centres, encourage the diversification of tourist attractions and opening up of economically backward areas which hold much tourist attraction. Manpower development and training were also given due weightage to ensure efficient services and effective management of tourist facilities:

The objective of this Policy is to develop tourism in a manner that it:

- Becomes a unifying force nationally and internationally fostering better understanding;
- Helps preserving Indian heritage and culture and projecting the same to the world;
- Brings socio-economic benefits in terms of employment, income generation, revenue generation, foreign exchange, etc;
- Gives direction and opportunity to the youth of the country to understand the aspirations and viewpoint of others and help in greater national integration;
- Offers opportunities to the youth of country, not only for employment but also for taking up activities for nation-building and character-building like sports, adventure, etc.

2.13.2 National Action Plan For Tourism:

A National Action Plan for Tourism was drawn up in May 1992 and it included a set of strategies for achieving a phenomenal growth in tourist arrivals, foreign exchange earnings and employment generation through tourists. The National Action Plan for Tourism, published in May 1992, and tabled in the Lok Sabha on 5 May 1992 with the following objectives as
central concerns of the Ministry:

- Socio-economic development of areas;
- Increasing employment opportunities;
- Developing domestic tourism for the budget category;
- Preserving national heritage and environment;
- Development of international tourism;
- Diversification of the tourism product;
- Increase in India's share in world tourism (from the present 0.4% to 1% during next 5 years)

As per the Action Plan, foreign exchange earnings are estimated to increase from ` 10,000 crores in 1992 to ` 24,000 crores by 2000 A.D. Simultaneously, the Plan aims at increasing employment in tourism to 28 million from the present 14 million. Hotel accommodation is to be increased from 44,400 rooms to 1, 20,000 by 3 years. Other provisions in the Action Plan include a discontinuance of subsidies to star hotels, encouraging foreign investment in tourism and the setting up of a convention city for developing convention tourism.

2.13.3 National Tourism Policy (2002):

Ministry of Tourism has come up with a forward looking tourism policy after intensive deliberation over its draft format with state governments, industry associations and all the stakeholders. The policy aims to evolve a framework which is government led, private sector driven and community welfare oriented.

The new policy 2002 has broadly addressed most of Confederation of Indian Industry (CII) recommendations. In addition to that, the policy has stressed on the following:

- Carrying capacity of every tourist site not to be ignored;
• Special thrust to rural tourism and tourism in small settlements so as to encourage flourishing of local art and craft;

• On the domestic tourism front special attention would be given to pilgrimage tourism;

• Special attraction of tourists for the Yoga, Siddha etc. as well as for the Indian cuisine would be made use of and effectively encouraged;

• Travel industry would be persuaded to evolve and adopt voluntarily a Code of Ethics and its infringement would be firmly dealt with by Tour and Travel Associations;

• States would be advised to earmark a section of the state police to act as tourist police and special training would be imparted to it;

The New Tourism Policy provides thrust on the development of new tourist product like rural tourism, eco-tourism, health tourism, cruise tourism, cultural tourism, heritage tourism and event tourism.

2.13.3.1 Role of the Department of Tourism:

• Promote the application of policy and guidelines related to Eco-Tourism: Policy and guidelines have been developed at national level and agreed to by State Governments. State Governments are being advised to undertake suitable specific measures in respect of Eco-Tourism.

• Advise the Ministry of Environment and the State Governments on initiating compulsory and voluntary regulations regarding Eco-Tourism activities.

• Undertake specific programmes for national parks and sanctuaries, from national and state level committees for the co-ordination of activities in the framework of the calendar year, as advised by WTO.

2.13.3.2 Tourist circuit:
• A route on which at least three major tourist destinations are located in a manner that none of these are in the same town, village or city.

• It should have well defined entry and exit points.

• The objective of having a tourist circuit is to increase the total number of visits to all the destinations on the circuit on one hand and to provide to the tourist the attraction of all the destinations located on the circuit.

2.13.3.3 Identification of the Circuit

• The Circuit to be taken up will be identified by the Ministry of Tourism at the beginning of each year, in consultation with the State Government.

• While selecting the Circuit, the tourism potential of the places included would be borne in mind.

• It will be ensured that a circuit is identified for each State/UT in the full Plan period.

• A circuit could be limited to a State or it could be a regional circuit covering more than a State/UT. The identification of the project, the implementation agency, and the mode of channelization of funds would be done in consultation with the State Government/UT Administration.

• The Ministry of Tourism would bear 100% of the project cost based on the project plan and estimates submitted, excluding the items which are the exclusive responsibility of the State Governments.

• The maximum amount that could be sanctioned under this scheme would be Rs. 8.00 crores.

2.13.3.4 Scheme for Integrated Development of Tourist Circuits:

• Under this Central Financial Assistance scheme the Ministry of Tourism Government of India has been extending assistance to States for development of tourism infrastructure.
• The objective of the scheme is to identify tourist circuits in the country on an annual basis, and develop them to international standards.
• The aim is to provide all infrastructure facilities required by the tourists within these circuits.
• The Ministry of Tourism aim at convergence of resources and expertise through coordinated action with States/UTs and private sector.

2.13.3.5 Funding Pattern:
All activities agreed to by the Ministry of Tourism will be funded on 100% basis i.e. 100% of the capital cost would be borne by the Ministry of Tourism, Government of India, subject to the ceiling of Rs. 8 crores (except, for refurbishment of Monuments where CFA would be 66%). However the State/UT Governments will be fully responsible for the following components of the project:
   a) Making the land available for development.
   b) Implementation of rehabilitation package, where shifting of dwelling or commercial units is required. However the Government of India would provide assistance for construction of Tourist reception centers including shopping complexes to house the displaced shops.
   c) Maintenance and management of the assets created.
   d) Any other item decided by the High Power Committee.
   e) External infrastructure, like water supply, Electricity and Roads.

2.13.3.6 Monitoring Committee
A State level monitoring committee would be set up under the Chairmanship of the respective Secretary (Tourism) of the State Government. The Committee would comprise a nominee of the Ministry of Tourism of Government India, and a nominee of the executing agency.

2.14 REVIEW OF TOURISM IN HP:
Himachal Pradesh being one of the famous tourist destinations has attracted many scholars to undertake their researches but there is a lack of enough literature available on Tourism & Eco-Tourism in Himachal Pradesh as tourism being one of the newest disciplines in the academics.

Kapoor (1976), has studied tourism as an Instrument of Economic Development with special reference to Himachal Pradesh. The main objective of this study was to analyse the role of tourism industry in the overall economic development of the state and formulation of the strategy for the promotion of tourism. He has concluded in this study that tourism in Himachal Pradesh as a distinct product presents a vast potential. This is perhaps one of the industries whose development ensures the simultaneous development with a number of other related industries. The authorities associated with this trade throughout the world are now adopting new techniques for promotion of tourism. Singh (1978), studied the Economic Potential of Tourism in Himachal Pradesh with special reference to Shimla. The main objective of this study was to analyse the various economic aspects of tourism with regard to employment and income generation. The data has been collected through both primary as well as secondary sources. The findings of this study are that there is an unexplored area of tourism in Himachal Pradesh. There is enough scope and vast potential for the tourism development due its natural resources, which can help to generate employment and income as well as foreign exchange. Chand Amar (1982), conducted a study of the Economic Potential of Tourism in Himachal Pradesh with special reference to Kullu & Manali. The main objectives of this study were to discuss the various facilities available to the tourists and to know the difficulties faced by these tourists during their stay. For this purpose the primary as well as secondary sources of information have been used. It is concluded from this study that the tourism industry must adopt
proper planning, co-ordination, entrepreneurship and legislation to develop tourism and attract more and more tourists towards to this valley. Tourism can be developed at best if it is formed as an integral part of the overall development.

*Kanwar Pamela (1982)* has conducted a study on urban history of Shimla. She has studied the history of Shimla from 1882 to 1947. In her study she had described the establishment of old heritage buildings at Shimla. *Singh Kedar (1982)* has conducted a study on villages in North India from Maurya to Gupta period. In his study he had described the old villages of Himachal Pradesh. *Thakur L.S. (1984)* has conducted detail study of temple architecture of Himachal Pradesh. This is one of the informative studies conducted on heritage of Himachal Pradesh. *Gautam, N. (1987)* has conducted a study on problems and prospects of tourism in Shimla. In her study she has pointes out the problems of traffic and congestion in Shimla. She also pointes out the growth of heritage tourism in Shimla. *Singh and Raj (1987)* conducted a study on tourism in Kullu valley in Himachal Pradesh and made an attempt to examine the problems and prospects of tourism in the valley. They opine that Kullu valley alone has an intake of about 60 per cent tourists of the state. About 33 per cent are academicians and about 40 per cent other tourists visit the valley for sightseeing trekking, photography, fishing, skiing, mountaineering and other entertainment activities.

The higher fares and inadequate public transport facilities were noted to create inconvenience to the tourists in their local movements. They also believed that valley lacks cheaper hotels and has inadequate accommodation. Importantly, it has been shown that about sixty per cent tourists suffer from language problem at the remote centres because of illiteracy in the hinterland of the valley.
The income effects of tourism have also been studied by Archer (1989), Hugo (1992) and Wagner (1997). Archer (1989) enlists the factors affecting the extent of income multiplier effect caused by the tourist expenditure. The principle factors governing the magnitude of effected outlined by him are: the initial value of tourist expenditure; the size of the economy; the value added in the first round; the linkages between tourism establishments and other sectors of the economy. The leakages occur in the forms of imports, savings and supply constraints.

Singh, Mian Goverdhan (1989) has written a book on Himachal Pradesh. This book can be considered as one of the best efforts on history and culture of Himachal Pradesh. Tyagi Archana (1989) has made an attempt to study the development and potential of tourism in Himachal Pradesh. The main objective of her study was to critically examine the performance and development of tourism and to identify tourism potential in the state. To achieve this objective the data has been collected by both primary as well as from secondary sources. The findings of this study reveal that Himachal is endowed with all the ingredients, which make a state a tourist state. Besides all the tourists' attractions, this state could not achieve the name and fame.

Bhakuni (1989) used the random sampling method for studying the profile of the tourists visiting the state. Samples from four destinations: Shimla, Kullu-Manali, Chamba-Dalhousie, and Dharamshala were taken during summers. Directorate of Economics and Statistics, Government of Himachal Pradesh (GoHP, 1990) used the census methods for collection of data on tourists. Major focus of GoHP was enumeration of tourists visiting the state. Therefore, actual arrivals in the hotels and guesthouses, as per the guest registers, were obtained. Profile of the tourists was studied only during a limited period in summers. Going by these two studies (Bhakuni, 1989 and GoHP, 1990) the following features of tourists visiting the state were noticed.


- The tourist's arrivals (excluding pilgrims) in the state are concentrated in four major destinations, Shimla, Kullu Manali, Dharamshala and Dalhousie.

- 77 per cent of the tourists visiting Himachal Pradesh are domestic tourist. Of this, sixty one per cent of domestic tourist fall in the age group of 26-40 years, whereas 16 per cent in the age group of 13-25.

- 64 per cent of domestic tourists are male while the overall male -female ratio of tourist was noted to be 59.41.

- 56 per cent of the tourists visiting the state are industrialists and businessmen. It is followed by government servants (28%) and students (5%). Further, 82 per cent of the domestic tourists are from Northern India, followed by 10 per cent from Eastern, 7 per cent from Western and only 1 per cent from South India.

- Income wise, while 65 per cent of the international tourists are from upper and upper middle-income groups, only 25 per cent of the domestic tourists are from this group. A majority of the domestic tourists are from middle and lower middle segments.

- Among the foreign tourists, United Kingdom ranks high (15%), followed by the USA (11%) of the total foreign tourists. Other major tourist originating countries are Austria, France, Germany, Italy, Canada and Malaysia.

- Manali is the most popular destination with an average minimum stay of 3 days. It is followed by Shimla.

- As per the Economic Survey (E&S, 2001), total number of tourists visiting the state over the past few years increased from 38.93 lakhs in 1997 to 44.43 Lakhs in 1999.

_Bhatt Rajesh (1989)_ also conducted study on H.P.T.D.C. _Singh (1989)_ in his study
highlighted the impact of tourism in income and employment generation. He found that 1441 jobs had been created in Manali because of tourism. Out of them 676 were in accommodation sector, 265 in trekking business, 160 in transport and only 60 in handicraft and souvenir trade. Hardly 10 per cent of the jobs were taken up by the natives of the valley. The average Kuluvian seemed to be contended with horticulture or agricultural pursuits and finds ordinary jobs in tourist services socially inhibiting.

Sharma B.R. (1990) in his study, “A critical appraisal of tourist” facilities in and around Shimla" focuses on the existing facilities to the tourists during peak and off season and the difficulties faced by the tourists during their stay at Shimla. The study also emphasizes the steps to be taken to ease these difficulties to make Shimla a better hill station so that it can attract a greater number of tourists every year. The study reveals that despite all the diverse attractions of Shimla, as well as the state as a whole, it does not attract due share in tourists. The reasons behind it are the lack of proper transport connections and other physical facilities and the disturbance in neighbouring states. To attract the maximum tourist traffic to the state as well as to Shimla, he suggested better transport facilities and construction of small helipads at different places.

Bansal S.K. (1990) work on Kangra Fort describes the impact of Turkish Sultans on Kangra Fort. Saxena, B.R. (1999) has conducted study on fairs and festivals of Himachal Pradesh. His study has focused on fairs and festivals of Rampur Bushehar and surrounding areas. He also makes a socio-economic and cultural analysis of fairs and festivals of Himachal Pradesh. Thakur, D. (1991) has conducted his study on the tourism in Himachal Pradesh. In his study he has taken a case study of Shimla.
town where he has described Shimla as a tourist destination, present trends and future perspectives. *Mahajan, A. (1992)* has conducted a study on tourism in Kangra valley with its developmental potential and problems. He is of the opinion that Kangra is blessed with immense tourist potential but the problem is related to marketing. And moreover, he also pointed out the poor accessibility of destinations. In his study he has listed various cultural and heritage resources of Kangra valley including Pragpur & Masroor Temple. *Kumar Raj (1992)* has conducted study on tourism in Himachal Pradesh with a case of Kullu-Manali and Mandi. In his study he presents details of various cultural and heritage resources. He also pointed out the problem of marketing, facilities at the destinations. *Kumar Ajit (1992), Kumar Rajeev (1993)* has conducted their studies on the hotel workers in Shimla. *Nadda and Sharma (2000)* noted that tourism traffic in Himachal Pradesh has increased at a compound growth rate of 10.02 per cent per annum. This is mainly domestic tourism. Of the total tourists, about 61 per cent visited for entertainment and sightseeing, 13.78 per cent came for business/meetings, 10.39 per cent for pilgrimage and 6.83 per cent for socio-religious festivals. More than 50 per cent of total tourists visit the state in summer for entertainment and sightseeing.

On an average, Indian tourists stay for 3.5 days and their average expenditure worked out to be `627 while corresponding figure for foreign tourist was 5.1 days and `712. They also found the multiplier effect of tourism on income and employment. In 1995-96, tourism (trade, hotel and restraints) contributed `350.46 lakhs towards the State Domestic Product, indicating a growth of 43.70 per cent per annum over 1980-81 in the State. At the country level, foreign exchange earning from tourism increased from `189.60 crores in 1976-77 to `
Dharmaratne et.al. (2000) studied the potential of tourism in the financing of protected areas. They are of the view that tourism can act as an economic tool for raising funds for the protected areas; hence we should promote tourism in these areas. The fund generated by tourism can be used for the betterment of the particular protected area.

Batta (2001) studied the environment policy for sustainable development of tourism industry in Himachal Pradesh. In his study he has taken the example of Kufri-Chail area of Himachal Pradesh. This is a detailed study of the concerned area. He reached to the conclusion that tourism generally uses environmental resources without making any contribution to its well-being. It is also true that tourism has enough potential for the resource generation.

Charles (2001) discussed in detail the role of development and tourism on drug trade with special reference to Himachal Pradesh, mainly Manali. He reported that, tourism naturally turns an important industry for income generation to the local people. He further discusses that due to lack of management skills, the local people either lease out their land to outsiders or build their own hotels. The exposure of people to the luxuries that money can buy has lead them to adopt ways that are not legal. One of the lucrative method, a few local people have adopted is catering to tourist demand for drugs of their choice. He also reported that in remote areas local people have begun to cultivate Cannabis, which is bought by middlemen and sold to dealers in certain pockets.

Gardner et. al. (2002) studied the tourism development and it’s impact on the Kullu-Manali area. They undertook a research project on a range of resource management issues conducted over a period of ten years in the
area. They concluded that the accelerated growth of tourism in Kullu District of Himachal Pradesh over the past decade has had substantial impact on the local society, economy and environment. The rapid growth which occurred in the early-to-mid 1990's has not continued, that the current level of tourism may not be sustainable, and that the physical and cultural attractions of the area are compromised by some of the impacts of tourism. The Kullu district contains spectacular mountain scenery and a fascinating cultural heritage with deep historical roots. For centuries it has attracted visitors and has catered to travellers and traders. From the beginning of the 1990's, violent conflict in Kashmir, upgrading of NH 21, improvement in communication, effective marketing and growth of the Indian economy all have contributed to a very rapid growth in tourist visitations and supporting infrastructure which has occurred with both positive and negative effects.

Batta (2003) has studied the potential of tourism for financing the conservation area in Kufri-Chail-Naldehra areas of Himachal Pradesh. The author opines that the tourism industry, which uses the environmental resources almost free of cost should be a party to the cost sharing process for the conservation of these resources. But the real difficulty lies in the fact that while the prices of common utilities like water, power, irrigation and services are determined by the market forces the recreation benefits like scenery, forests, heritage and biodiversity being public goods, are not market, making it difficult to put a price on them. Using the Contingent Valuation Method, the author administered surveys on three groups of people, namely, the tourists, industry representatives, and resident communities. The study identifies the values that the stakeholders attach to the environmental
resources in the area.

2.15 TOURISM POLICIES OF THE STATE:

Himachal is bestowed with unique features in its climate, its rich natural and man-made heritage, which projects Himachal as one of the top five tourist destinations in the country, both for domestic as well as international visitors. Around 60 lakh tourists visit the State every year, as much as its actual population. However much of the tourism related activities are concentrated in the four major hill stations of Shimla, Manali, Dharamshala and Dalhousie. Due to this the bulk of the tourist does not visit the ‘country side’ forests and sanctuaries which are indeed a paradise for the discerning lot.

2.15.1 Tourism Policy 1992

Himachal Pradesh has taken the lead in the country in formulating a comprehensive Tourism Policy in 1992. In the Indian Constitution, tourism is a state subject, the Directive Principles of State Policy Article where States have right to develop their own policies, programmes and plans. The Himachal Pradesh Government considers Tourism to be multidimensional industry that has significant implications on other sectors of the economy. It places a very high priority to tourism so that it can become an input to rapid overall economic development. The aim of the Government sector will be an overall development of tourism industry. This objective will primarily be achieved through the mechanism of private enterprise and initiative. At the same time government will have to play an important role by constant interaction with tourism trade, visitors and the people of the State. Considering all other factors special concession may be granted to citizen of Himachal Pradesh at all levels. To achieve these aims the development of tourism will go on planned basis, pin pointing specific aspect of the sector. By creating infrastructure facilities, like accommodation, transportation,
catering, wayside, amenities, tourism clusters, package utilitiees, publicity, promotion of art and crafts, adventure and culture, Heritage & Ecotourism etc. started in big way with the help of master plans.

In 1993, a new Tourism Policy 'Tourism incentives 93' was adopted promise tourism activities like adventure sports, amusements, health, environment, culture, heritage tourism and entertainment and business tourism in the state.

Presently, tourism incentives are available on almost all the mentioned activities. Another major feature of this policy was to draw up a comprehensive plan for boosting tourism in the tribal areas of the state. This plan is working in well direction but lot to be done to achieve the fixed target. To achieve this state of Himachal Pradesh has formulate a Eco-Tourism Policy 2005.

2.15.2 Eco-Tourism Policy 2005:

The Eco-Tourism Policy aims to bring the wilderness of Himachal closer to the tourist visiting the State and at the same time attempts to put in place adequate safeguards and systems leading to the preservation of these natural resources by involving the local communities. The definition of Eco-Tourism “All nature based forms of Tourism in which the main motivation of the tourist is the observation and appreciation of nature as well as the traditional culture prevailing in natural areas to conserves the environment and sustains the well being of local people”.

The broad objectives of the Eco-Tourism Policy 2005 are:

A. Create appreciation, education and awareness of natural heritage of Himachal Pradesh. The State will emerge as a resource center and a leading destination with reference to eco-tourism for the entire country and the Greater Himalayan Region.

B. Enunciate mechanisms for partnerships in Eco-Tourism both with the
local communities as well as private enterprise committed to the goals of Eco-Tourism.

C. Identify and promote activities in tandem with the principles of community-based Eco-Tourism with the benefits accruing to the local community in terms of income as well as employment generation.

D. Ensure safeguards from environment point of view to effectively regulate the Eco-Tourism activities in forest area.

E. To create a cadre of personnel within and outside the Forest Deptt. Who are sensitive to the tenets of eco-tourism and can act as resource persons to further its cause.

F. To actively coordinate with the Tourism, Fisheries, Handicrafts, Culture, YSS, HMI (Himalayan Mountaineering Institute) and other related Deptts.

G. To actively promote the concept of homesteads in rural areas connected with eco-tourism so that the income accrues to the local people.

H. To implement CBET (Community Based Eco-Tourism) concepts with the involvement of local communities, voluntary organizations, staff of the HP Forest Department and other departments.

I. To undertake sustainable public-private partnerships with regard to Government properties in the field of eco-tourism with the permission of the Govt. of HP.

J. To decongest the over-loaded tourist places, so that the benefits of tourism are spread to rural areas. It will work in tandem with the Rural Tourism Scheme of the Department of Tourism.

Source: www.himachaltourism.nic.in

The Eco-Tourism minimizes negative impacts upon the natural and socio-cultural environment. It supports the protection of natural areas by

- generating economic benefits for host communities, organizations and
authorities managing natural areas with conservation purposes

- providing alternative employment and income opportunities for local communities,
- Increasing awareness towards the conservation of natural and cultural assets, both among locals and tourists. Source: www.himachaltourism.nic.in

2.15.3 Himachal Tourism - A SWOT Analysis

2.15.3.1 Strengths:
- One of the rare places in the world offering five distinct seasons, thus having potential to attract tourist inflow round the year.
- Political and Social stability.
- Recognized as a peaceful and hospitable State.
- Salubrious climate;
- Pollution free environment;
- Offers a rare conglomerate of eco-tourism, pilgrimage, adventure, culture, heritage, leisure, wilderness etc.;
- Fairly good infrastructure;
- High literacy;
- Rich history and heritage that has something to offer to all.
- Its Buddhist monasteries, which are of thousand years of old, ancient temples, churches and cemeteries;
- Special package of incentives for setting up of tourism units;
- Strong political will to promote tourism;

2.15.3.2 Weaknesses:
- Negligible air and rail link in the State;
- Inadequate flow of foreign tourists;
- Non-disbursal of tourists round the year, putting severe strains on civic infrastructure during the peak season;
Literature Study

- Lack of trained tourist guides at important tourist places and historical tourist sites;
- Saturation at the established tourists destinations;
- No new major tourists destination has come up recently;
- Lack of adequate parking places at important tourist places;
- Poor marketing of the State abroad and inadequate marketing within the country;
- Very little budget;
- Problem of land acquisition;
- Problem of conversion of forest land;

2.15.3.3 Opportunities:

- Strong potential for activity based tourism such as white water rafting, Para-gilding, trekking, mountaineering, water sports, mountain biking, Car Rallies etc.;
- A strong base for heritage tourism to attract persons from all walks of society and religious beliefs;
- To develop an ideal destination for nature lovers by promoting eco-tourism;
- Create synergy between heritage and pilgrimage tourism;
- Development of wetlands of the State to attract nature lovers especially bird watchers;
- Promote the State as an open university and learning centre in mythology, anthropology and ornithology etc.;
- Position it as an ideal destination for the film industry;
- Himachal has something to offer to persons of all ages, groups, beliefs and interests. There is unlimited scope for development of varied tourist packages;
• Himachal can become one of the leading adventure destinations in the world;

• Promote wilderness tourism for lovers and seekers of nature, peace and quiet.

• Create new destinations in yet unexplored but beautiful areas. This would also ease the burden on established tourist destinations.

2.15.3.4 Threats:

• Tremendous strain leading to collapse, at times, of civic amenities at leading tourist destinations during the season;

• Haphazard growth & construction threatening the environment, especially at the leading tourist destinations;

• An alarming growth of concrete structures creating a disharmony with the local environment;

• Unscrupulous commercialization of tourism could erode the social and cultural values;

• Aggressive competition amongst the leading tourists States and a strong promotion of tourism by other States;

• Lack of coordinated strategy by the different Government Departments;

• A large increase in volume and limited increase in value;

• Poor garbage/waste disposal posing threat to the environment.

2.16 CONCLUSION:

It is concluded that there is gap in researches on Ecotourism & Nature based tourism

1. There is dearth of studies on Ecotourism & Nature based tourism

2. Role of various stakeholders and community has been ignored in development and planning process.

3. Studies have seen tourism as an important economic activity.
4. It is felt in various studies that tourism can be answer to various upcoming problems like unemployment etc.

5. Mass tourism is responsible for ill impacts of tourism.

6. Tourism has severe impacts on traditional pattern of economic order within local communities.

7. Adverse effects of mass tourism have lead to the development of alternative forms of tourism.

8. There is need of developing tourism on sustainable basis.

9. The goal of sustainable development, that is attaining economic development while protecting natural environment, will remain unachievable if proper attention is not paid for the recognition of negative aspects and the need to manage them. Eco-Tourism has often been cited as a framework within which such issues can be considered.

10. For the development of tourism on sustainable basis we have to take local community and other stakeholders into consideration.

11. Sustainable tourism infrastructure maintains the ecology and environment of the area and plan for future development in a systematic way.