Chapter 7

FINDINGS AND SUGGESTIONS

Contents

7.1 Findings of First Objective

7.2 Findings of Second Objective

7.2.1 Findings of Data Collected from Foreign Tourists

7.2.2 Findings of Data Collected from Tour Operators

7.3 Findings of Data Collected from Indian Tourists

7.4 Findings of Fourth Objective

7.5 Findings of Fifth Objective

7.6 Findings of Sixth Objective
Chapter 7

FINDINGS AND SUGGESTIONS

7.1 Findings of First Objective

The first objective as stated by the researcher was to study the factors influencing the destination attractiveness for international tourists in India and Singapore. In line to meet the same, the first step followed was to review the various literatures available related to the concept of attractiveness. An exhaustive list of 90 factors affecting destination attractiveness was prepared. The personnel in the ministry of tourism are the policy framers and the academicians know the theoretical background only. Therefore the researcher thought it appropriate to get the preliminary questionnaire filled by foreign tourists, as the issue in the research is related to their choice and perception. The questionnaire was filled by 10 tourists each from Delhi and Singapore. After analysis, 56 variables identified based on favourable responses of at least 60% respondents were finalized. Thereafter the researcher compiled the 56 variables under 11 attributes that have been used to facilitate the analysis of further objectives.

7.2 Findings of Second Objective

The second objective of the researcher was to study and compare the destination competitiveness for international tourists in India and Singapore. The findings of this objective are based on both primary and secondary data sources. The secondary data was collected from the official website of Ministry of tourism, Government of India, Singapore Tourism Board, Travel and Tourism Competitiveness Index (TTCI) issued by World Economic Forum, Statistical figures at UNWTO website and various articles in journals.

For the purpose of primary data two types of structured questionnaires were drafted.

7.2.1 Findings of Data Collected from Foreign Tourists

The second questionnaire pertains to the foreign tourists of nationality other than India and Singapore who have visited both the destinations after 2005. The data after having been collected from 500 such respondents was analyzed using independent sample t-test to check the difference in the perception of foreign tourists collectively and the difference in the perception on gender basis. ANOVA was also applied to check the difference in the perception of foreign tourists pertaining to different age groups.
The findings of the first questionnaire which also coincide with the secondary data reveal the following results of the 56 variables covering 11 attributes of destination competitiveness of India and Singapore.

(i) **Safety and Security** – This attribute includes seven variables relating to issue of safety and security of foreign tourists. It is found that foreign tourists’ perception for safety and security issues are significantly better for Singapore as compared to India. Moreover, when analyzed on gender basis it is found that there is no significant difference in the perception of males and females regarding this attribute in India as well as Singapore. When analyzed on age group basis the foreign tourists’ perception is same for India. However, in Singapore respondents of age group of less than 25 years are more satisfied with ‘handling of tourist grievances’ and ‘discipline’ and for rest of the variables there is no significant difference. These findings also coincide with the TTCI, 2011, as of the 14 pillars of the report, on the 3rd pillar of safety and security Singapore secures 13th position whereas India is poorly placed on 78th position. Singapore is a very safe place as strict rules and regulations are being observed by the officials. Crimes like smuggling, eve-teasing, sexual abuse and possession of drugs are strictly punishable whereas India is lacking on safety grounds as there are frequent communal riots, indiscipline and rape cases of foreign tourists.

(ii) **Maintenance and Cleanliness** - In this attribute, five variables are considered, on all of which there is a significant difference in the opinion of foreign tourists visiting India and Singapore. Singapore is considered a cleaner, hygienic and pollution free country than India. When analyzed on gender basis, it is found that in India males are more satisfied for the variable of ‘air, water and noise pollution whereas both male and female respondents have the same perception regarding other variables.

Similarly, the male respondents are found to be more satisfied with the availability of ‘healthy and hygienic food’ and ‘healthy ambience’ in Singapore and for the remaining variables there is no significant difference in their perception. Similarly, no significant difference is found in the perception of foreign tourists belonging to different age groups regarding all the variables of this attribute of Indian tourism. As far as Singapore is concerned the youngsters i.e. tourists belonging to the age groups of less than 25 years are found to be more satisfied with availability of clean drinking water than the respondents of other higher age groups. This finding is also supported by the secondary data as on the pillar
of health and hygiene of TTCI index, 2011 Singapore bags 55th position and India is on the 112th position. As per the secondary data India’s two cities- Ludhiana and Kanpur are placed under top 10 polluted cities of the world whereas Singapore’s National Environment Agency (NEA) continuously works for improving and sustaining a clean and green environment in Singapore.

(iii) Information and Communication- This attribute of destination competitiveness considers four variables. The foreign tourists again find Singapore a better destination than India in terms of modern information and communication technology. On all these variables except for the variable of ‘communication with local people’ the difference is relatively significant and is in favor of Singapore as revealed by the higher mean values of Singapore in comparison to India. These findings also coincide with the TTCI index 2011 in which on the pillar of ICT infrastructure Singapore is strongly placed on the 20th position and India is on the 111th position. There is also no difference in the perception of male and female foreign tourists regarding this attribute of both the destinations. In case of India respondents of age group of less than 25 years are more satisfied with ‘communication with local people’. In case of Singapore the foreign tourists of age groups of less than 25 years are found to be more satisfied with ‘communication with local people’ and ‘visa formalities’. Singaporeans use Singlish i.e. English mixed with other languages, to communicate and India recognizes English as an official language therefore there is less communication problem in both the destinations for foreign tourists. The CIA World Factbook estimates a teledensity of 155.799 in Singapore which means that there are more telephones than persons in Singapore whereas this mobile teledensity is 74.15 in case of India.

(iv) Infrastructure - This attribute considers six variables and the foreign tourists are found to be altogether more satisfied with the infrastructure of Singapore in comparison to India. Moreover, both male and female respondents also have the same perception regarding all the variables of the attribute of infrastructure of both the destinations. However, in India respondents of age group of less than 25 years are more satisfied with ‘airport facilities’, ‘road transport, rail transport of India and respondents of age group of above 40 years are found to be more satisfied with ‘connectivity to local tourists’ spots’. In case of Singapore respondents of age group of less than 25 years are found to be more satisfied with
‘infrastructure at tourist spots’. The opinion of the respondents of primary data matches with the TTCI, 2011. For the pillars of ground infrastructure, air transport infrastructure and tourism infrastructure Singapore strongly bags 2\textsuperscript{nd}, 14\textsuperscript{th}, 33\textsuperscript{rd} ranks respectively and India has 43\textsuperscript{rd}, 39\textsuperscript{th} and 89\textsuperscript{th} positions respectively. Singapore’s Changi Airport has been ranked the 2\textsuperscript{nd} best in the world with 42 million arrivals and departures annually and Indira Gandhi International Airport, Delhi is ranked 6\textsuperscript{th} in the world with 34 million arrivals and departures annually.

(v) Prices- Singapore is found to be an expensive destination by foreign tourists for all the seven variables of the prices attribute in comparison to India. After analyzing the foreign tourist’s perception on gender basis it is being revealed that in case of India there is no significant difference in the perception of male and female respondents regarding the variable of ‘price of general commodities’, ‘fees for tourists spots’ and ‘tour packages for neighboring countries’. For the remaining four variables the male respondents are found to be more satisfied than female respondents. However, in case of Singapore there is no significant difference in the perception of foreign tourists on gender basis. Moreover, there is no significant difference in the perception of foreign tourists belonging to different age groups regarding all the variables of the attribute of prices of both India and Singapore. The findings of primary data show an edge in price competitiveness of India over Singapore are also supported by the TTCI 2011 where India’s rank on the pillar of price competitiveness is 28\textsuperscript{th} and Singapore has 29\textsuperscript{th} rank. Although India is the 4\textsuperscript{th} least expensive nation of the world, yet it is being criticized for charging higher fees by foreign tourists at tourists’ spots. Singapore on the other hand is the 6\textsuperscript{th} most expensive destination globally in the year 2012.

(vi) Facilities- This attribute includes four variables. As perceived by foreign tourist’s except for medical facilities Singapore scores better than India on the remaining variables. When analyzed on gender basis the respondents are found to be of the same opinion for both the destinations. In case of India, there is no significant difference in the perception of foreign tourists belonging to different age groups. However, in case of Singapore difference in the perception based on age group is found. The foreign tourists belonging to the age groups of 25-40 years are more satisfied with ‘banking and financial system’ whereas respondents of above 40 years are found to be more satisfied with ‘availability of desired food’ in Singapore.
The primary data findings are supported by published sources. Singapore’s banks are well ranked in the world. According to Global Finance Magazine, Singapore’s 3 banks are ranked in the global top 50. Gleneagles Hospital, Singapore is the second best hospital globally for medical tourism as per 2012 statistics. India’s 5 banks are among top 300 banks globally and Fortis Hospital, Bangalore is rated 1st in the list of world’s best hospital for medical tourism.

(vii) Attractions: This attribute covers ten variables and the finding based on the primary data convey that except for the variables of ‘International art and exhibitions’ and ‘potential to be international destination’ for all other variables of this attribute significant difference is found in the perception of foreign tourists. The mean score reveal the better position of Singapore regarding the variables of ‘shopper’s paradise’, ‘climate and weather’, ‘games and activities’, ‘nightlife’ and ‘overall infrastructure’. On the other hand, India is found to have an edge over Singapore as far as variables of ‘festivals’, ‘historical monuments’ and ‘multi-cultural heritage are concerned. Interestingly, it is found that foreign tourists consider that both India and Singapore have equal potential to become international destinations. There is also no difference in the perception of both male and female respondents regarding all the variables of attractions attribute of India. However, when the same is checked for Singapore then except for the variable of international art exhibitions and potential to be international destination the male & female respondents are found to be of the same view. In India, for the variable of ‘shopper paradise’ respondents belonging to age group of less than 25 years are found to be more satisfied whereas for the variables of ‘nightlife’ and ‘overall infrastructure’ respondents belonging to age group of above 40 years show higher satisfaction level. In case of Singapore except for variable of ‘multi cultural heritage’ where respondents belonging to age group of less than 25 year showed higher satisfaction level, for all other variables there was insignificant difference in the perception of respondents of different age groups regarding attraction attribute of Singapore. The secondary data available at TTCI 2011 also support the same view. On the pillar of natural resources India is strongly placed on the 08th position whereas Singapore scores 96th rank and on the pillar of cultural resources India has 24th rank whereas Singapore has 30th ranking.

(viii) Behavior of Country Residents- This attribute considers six variables in all. The behavior of government officials, taxi/auto rickshaw drivers, level of education of service
providers is found to be much better in case of Singapore and the society is also found to be more open and friendly. Regarding the variable of ‘general hospitality’, there is insignificant difference in the perception of respondents. Moreover, no significant difference is found in the perception of respondents on gender basis regarding all the variables of this attribute for both the destinations. When analyzed on age group basis, in case of India except for the variable of ‘behavior of taxi/ auto rickshaw drivers’, respondents belonging to age group of above 40 are found to be comparatively more satisfied. However, respondents belonging to different age groups carry same perception regarding all the variables of this attribute for Singapore.

(ix) Factors Affecting Purpose of Visit- Three variables are included in this attribute, for all of which significant difference in the perception of foreign tourists is found. However, India scores better on ‘natural resources’ whereas Singapore scores better for ‘tourism infrastructure’ and ‘accessibility to tourist’s spots’. While analyzing on gender basis in case of India and Singapore the male and female respondents also have the same viewpoint for all the variables of the attribute of factors affecting the purpose of visit. The analysis on age basis depicts that in case of India, respondents above 40 years of age show higher satisfaction for the variables of ‘natural resources’ and ‘accessibility to tourists’ spots whereas no significant difference is found in the perception of respondents belonging to different age groups regarding the ‘tourism infrastructure’ variable of India. In case of Singapore the respondents belonging to different age groups have the common perception regarding the different variables of the attribute of purpose of visit.

(x) Other Factors- The effect of three variables was clubbed in the attribute of other factors on all of which the difference in the perception of foreign tourists is found to be significant. The study reveals that India is found to be more corrupt, terrorism prone and full of beggars and cheats in comparison to Singapore. There is no significant difference in the perception of respondents for all the three variables when they are analyzed on gender basis or belonging to different age groups for both the destinations. As per the Corruption Perception Index of 2011, Singapore is the 5th least corrupted country whereas India is ranked 95th in such list implying that it is a highly corrupted nation of the world. There is widespread begging and cheating in India at various tourists’ spots whereas there is minimal begging and cheating in Singapore. Moreover frequent terrorist attacks are also observed in India.
xi) There is significant difference in the perception of foreign tourists regarding the overall experience of both the destinations. Singapore is found to be more enjoyable and satisfying. The perception of respondents for India on gender basis is same whereas there is significant difference found on gender basis for Singapore. Females are more satisfied in comparison to males. However, there is no difference in the perception of the respondents on age category basis for both the destinations.

xii) Although the gap between the perceived and experienced services of both destinations is positive yet the analysis reveals that there is a significant difference in the perception of foreign tourists as experienced services are better than perceived services in Singapore in comparison to India. However there was no significant difference in the level of gap between the perceived and experienced services of foreign tourists for both the destinations when analyzed on gender and age group basis.

xiii) Majority of the respondents wants to revisit both the destinations and would even recommend both the destinations to their family and friends.

xiv) In India the respondents were contacted particularly in Delhi only, therefore the landmarks quoted by them include- TajMahal, Red Fort, India Gate and Fatehpur Sikri as there is likeliness that a foreign tourist in Delhi must have visited Agra. In case of Singapore Sentosa, Night safari, Marina Bay, Orchid Road are more frequently visited landmarks.

7.2.2 Findings of Data Collected from Tour Operators

The findings of the third questionnaire pertaining to tour operators reveal the following:

i) In India, ‘spiritual’, ‘medical’, ‘adventure and wildlife’ and ‘cultural and heritage’ tourism is mostly preferred by the foreign tourists in the opinion of Indian tour operators.

ii) In the opinion of tour operators of Singapore, their country is particularly preferred for ‘eco-tourism’, ‘adventure and wildlife tourism’ and ‘educational tourism’.

iii) There is a significant difference in the perception of tour operators of both the destinations regarding all the attributes of destination competitiveness of India and Singapore. In case of safety and security, maintenance and cleanliness, infrastructure, man made attractions, facilities at tourists spots and behavior of local residents
Singapore has better standing in comparison to India in the opinion of tour operators whereas for the attribute of natural resources and information and communication India’s position is better than Singapore.

iv) The price attribute which consisted of six variables was particularly taken in detail as tour operators can best tell the price issues. The findings highlight that there is a significant difference in the perception of tour operators of both the destinations. It is also found that for prices of food, local transportation fare, prices of shopping goods and food and other commodity prices at tourist’s spots are found to be more reasonable in India as compared to Singapore. However, the prices of accommodation and air fare are more reasonable in Singapore than in India.

v) The tour operators of both the destinations reveal that Singapore and India are not equally preferred international destinations in Asia-Pacific region rather Singapore is a more preferred destination in comparison to India.

7.3 Findings of Data Collected from Indian Tourists

The third objective of the research was to study Indian tourists’ perception of Singapore as an international tourist destination as India is the 4th largest tourist generating market for Singapore. The findings reveal that Natural attractions are significantly better in India followed by general price level. For rest of the attributes viz. safety and security, maintenance and cleanliness, behavior of country residents, infrastructure, tourism facilities, man-made attractions and information and communication technology India is lacking far behind than Singapore. The opinion of Indian tourists thus coincides with the view of foreign tourists.

7.4 Findings of fourth Objective

The fourth objective of the research study was to carry out a SWOT analysis of tourism industry of India and Singapore. The following section discusses the SWOT Analysis of tourism industry of India and Singapore which is based on primary data filled by foreign tourists, opinion of tour operators and the Indian foreign tourists’ perception about Singapore. Besides this rigorous personal interview with foreign tourists and secondary data pertaining to competitiveness of both the destinations are the sound foundations on which SWOT analysis is based.
# SWOT Analysis of Indian Tourism Industry

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weakness</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Prices</td>
<td>• Safety and Security</td>
</tr>
<tr>
<td>• Facilities</td>
<td>• Maintenance and Cleanliness</td>
</tr>
<tr>
<td>- Medical facilities</td>
<td>• Information and Communication</td>
</tr>
<tr>
<td>• Attractions</td>
<td>• Infrastructure</td>
</tr>
<tr>
<td>- Festivals</td>
<td>• Facilities</td>
</tr>
<tr>
<td>- Historical monuments</td>
<td>- Banking and Financial System</td>
</tr>
<tr>
<td>- International art exhibitions</td>
<td>- Accommodation Quality</td>
</tr>
<tr>
<td>- Multi-cultural heritage</td>
<td>- Availability of desired food</td>
</tr>
<tr>
<td>• Purpose of visit</td>
<td>• Attractions</td>
</tr>
<tr>
<td>- Natural resources</td>
<td>- Shopper’s Paradise</td>
</tr>
<tr>
<td></td>
<td>- Climate and Weather</td>
</tr>
<tr>
<td></td>
<td>- Games and Activities</td>
</tr>
<tr>
<td></td>
<td>- Nightlife</td>
</tr>
<tr>
<td></td>
<td>- Potential to be international destination</td>
</tr>
<tr>
<td></td>
<td>• Behavior of Country residents</td>
</tr>
<tr>
<td></td>
<td>• Purpose of visit</td>
</tr>
<tr>
<td></td>
<td>- Tourism Infrastructure</td>
</tr>
<tr>
<td></td>
<td>- Accessibility to tourist spots</td>
</tr>
<tr>
<td></td>
<td>• Other Factors</td>
</tr>
<tr>
<td></td>
<td>- Corruption</td>
</tr>
<tr>
<td></td>
<td>- Terrorism</td>
</tr>
<tr>
<td></td>
<td>- Begging and Cheating</td>
</tr>
<tr>
<td><strong>Opportunities</strong></td>
<td><strong>Threats</strong></td>
</tr>
<tr>
<td>• Shift of the global foreign tourists arrivals from developed economies</td>
<td>• Lack of Man made attractions gives an edge to the competitors.</td>
</tr>
<tr>
<td></td>
<td>• Continuous decline in the global and Asia-Pacific Ranking</td>
</tr>
<tr>
<td></td>
<td>• Frequent Communal Riots</td>
</tr>
<tr>
<td></td>
<td>• Frequent devaluation of Rupee</td>
</tr>
<tr>
<td></td>
<td>• Continuous threat of terrorists attacks</td>
</tr>
</tbody>
</table>

- Natural resources
- Infrastructure
- Facilities
  - Banking and Financial System
  - Accommodation Quality
  - Availability of desired food
- Attractions
  - Shopper’s Paradise
  - Climate and Weather
  - Games and Activities
  - Nightlife
  - Potential to be international destination
- Behavior of Country residents
- Purpose of visit
  - Tourism Infrastructure
  - Accessibility to tourist spots
- Other Factors
  - Corruption
  - Terrorism
  - Begging and Cheating
- Lack of Man made attractions gives an edge to the competitors.
- Continuous decline in the global and Asia-Pacific Ranking
- Frequent Communal Riots
- Frequent devaluation of Rupee
- Continuous threat of terrorists attacks
## SWOT Analysis of Singapore Tourism Industry

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weakness</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Safety and Security</td>
<td>• Prices</td>
</tr>
<tr>
<td>• Maintenance and Cleanliness</td>
<td>• Facilities</td>
</tr>
<tr>
<td>• Information and Communication</td>
<td>- Medical facilities</td>
</tr>
<tr>
<td>• Infrastructure</td>
<td>• Attractions</td>
</tr>
<tr>
<td>• Facilities</td>
<td>- Festivals</td>
</tr>
<tr>
<td>- Banking and Financial System</td>
<td>- Historical monuments</td>
</tr>
<tr>
<td>- Accommodation Quality</td>
<td>- International art exhibitions</td>
</tr>
<tr>
<td>• Attractions</td>
<td>- Multi-cultural heritage</td>
</tr>
<tr>
<td>- Shopper’s Paradise</td>
<td>• Purpose of visit</td>
</tr>
<tr>
<td>- Climate and Weather</td>
<td>- Natural Resources</td>
</tr>
<tr>
<td>- Games and Activities</td>
<td></td>
</tr>
<tr>
<td>- Nightlife</td>
<td></td>
</tr>
<tr>
<td>- Potential to be international destination</td>
<td></td>
</tr>
<tr>
<td>• Behavior of Country Residents</td>
<td></td>
</tr>
<tr>
<td>• Purpose of visit</td>
<td></td>
</tr>
<tr>
<td>- Tourism Infrastructure</td>
<td></td>
</tr>
<tr>
<td>- Accessibility to tourist spots</td>
<td></td>
</tr>
<tr>
<td>• Other factors</td>
<td></td>
</tr>
<tr>
<td>- Low Corruption</td>
<td></td>
</tr>
<tr>
<td>- Terrorism</td>
<td></td>
</tr>
<tr>
<td>- No begging and cheating</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Shift of the global foreign tourists arrivals from developed economies to emerging economies</td>
<td>• Fierce competition at global level to maintain ranking</td>
</tr>
<tr>
<td>• Strengthening of Singapore Dollar</td>
<td>• Over dependence on manmade attractions</td>
</tr>
<tr>
<td></td>
<td>• Lack of natural attractions</td>
</tr>
</tbody>
</table>
7.5 Findings of Fifth Objective

The fifth objective of the researcher was an attempt to develop a model for promoting and marketing India as a global tourist spot:

Figure 7.1
MODEL FOR DEVELOPMENT OF TOURISM IN INDIA
Model for Development of Tourism in India

In India, Ministry of Tourism, Government of India is responsible for promotion of India as an International tourist destination, development of tourism infrastructure & facilities in the country and performing regulatory functions in the field of tourism. For the aforesaid purposes the researcher suggests the following model to the Ministry of Tourism, Government of India encompassing the below mentioned missions:

A) **Principle Mission**

It consists of three sub missions

1. Development Mission
2. Marketing Mission
3. Sustainable Mission

1. **Development Mission**

The development mission involves the aspect of increasing the competitiveness of India. A competitiveness model is hereby suggested for the development of tourism industry of India that enhances its global ranking. India has vast potential to become a favored international destination but there are certain hindrances acting as a speed breaker in its pace. The researcher suggests that the destination competitiveness can have two scenarios- the desired scenario or the effective destination competitiveness. The other is viewed as the undesired scenario or the ruined destination competitiveness. Ministry of Tourism, Government of India has to lay special efforts and thereby undergo a revolutionary change so that they are in a position to avert the situation and enter the era of favorable circumstances. This way Indian economy can better attract more foreign tourists, increase its foreign exchange earnings and thereby reap up the periphery benefits. A diagrammatic presentation of the destination competitiveness model is made as under in figure 7.2.

2. **Marketing Mission**

A Marketing Model has been suggested by the researcher as depicted in figure 7.3. The modern principle of creating demand even when there is no need aptly applies in tourism context. It is generally a leisure activity. The Government of India should formulate adequate marketing strategies for arousing awareness of Indian tourism. The researcher
hereby suggests a following marketing model named ‘Marketing India’. Moreover separate department named ‘Marketing of Inbound Tourism’ should be formed with enormous authority and free hand for inculcating promotional marketing strategies to invite foreign tourists. Extensive marketing research must be carried rigorously in order to understand the expectations of foreign tourists to visit a destination. The issues under the model can be incorporated within its existing official website to make it more informative for the foreign tourists. The below mentioned changes should be incorporated in the official website of Ministry of tourism’s promotional campaign ‘Incredible India’ (http://www.incredibleindia.org/) as new links so that the foreign tourists are in a better position to make fruitful visit to India:

1. What to do- This link should cater to the purpose of visit of the foreign tourist as they visit India for –spiritual, eco, rural, medical, adventure and wildlife, cultural and heritage, education tourism.

2. Discover Indian heritage- As India has a total 30 UNESCO World heritage sites so this link should particularly be made for designing the tour as per geographic preference or a link for customized tour should be provided for tailor made tour as per the tourist’s choice.

3. Stay Aware- This link should provide information regarding the latest events and festivals, tickets, weather forecast.

4. Organize your trip- The useful links regarding airways, railways hotel reservations, restaurants and tour operators should be added as well.

5. Tourist account- This link will give a feeling of personal touch to the foreign tourist and should ask for comments, their grievances as well as their handling and any survey conducted by the ministry of tourism.

6. Beyond India- The link should help the foreign tourist to get know-how of trips to the neighboring countries. Indian tourism department should work out on integrated tours in collaboration with adjacent countries.

7. Promotional Campaigns- This link should inform the foreign tourist regarding the promotional campaigns initiated by the Ministry of Tourism, Government of India both at domestic as well as international front. But at international level there should be specific promotional campaigns for the priority countries (which are in the list of top 10 tourist generating markets for India) and for the emerging markets.
3. **Sustainable Mission**

The terms sustainable and sustainability are used to describe many different approaches towards improving our way of life. Sustainability is an attempt to merge ecology and economy into one system. It means to renew resources at a rate equal to or greater than the rate at which they are consumed, to create a prosperous and flourishing world. But at the same time it also guards our actions in making sure we don’t deplete our natural resources. To develop the tourism industry of India I hereby suggest a sustainable model which encompasses not only ecological sustainability but also economic and social sustainability.

![Figure 7.4 Sustainable Model](image)

The three approaches of tourism are discussed as under:

1) **Economic Sustainability**

From the point of view of Indian Tourism Industry, Economic Sustainability is the most relevant concept. The ministry of tourism, government of India should initiate strategies and policies which involve the optimum utilization of existing tourism resources which lead to development of tourism industry in India. If the government prioritizes the travel and tourism industry, initiates measures for safety of foreign tourists, develop the
tourism infrastructure and on the same time keep the cost incurred on the aforesaid activities to the minimum then economic sustainability can be achieved.

2) **Social Sustainability**

In the context of Indian Tourism Industry, social sustainability occurs when the formal and informal tourism processes actively support the capacity of current and future generations to create healthy and congenial environment. The burden of development of tourism cannot be totally put on the government. The common man should also lend its support for the same so that our future generations can also enjoy the benefits reaped by tourism industry.

3) **Ecological Sustainability**

In the tourism sector, our efforts should be to tackle the environmental hazards and not let the environment to deteriorate further and also ensure that the health, diversity and productivity of the environment is enhanced which in turns gives a boost to our tourism industry.

The ministry of tourism should therefore integrate all these approaches of sustainability in order to ensure a healthy and flourishing Indian Tourism Industry.

**B) Intersecting Mission**

The intersecting mission revolves around three sub missions which are as follows:

1. National regulatory authority for the tour operators and its effective implementation: Although Indian Association of Tour Operators (IATO), an apex national body of tour operators is operating in India which grants membership to tour operators who observe high standards of professional ethics and offer personalized services to their clients, yet it is not compulsory for a tour operator to get registered under IATO. The government in this regard can make it mandatory for the tour operators to get them registered under IATO and ban the unregistered ones. Moreover government should spread awareness among international tourists to use the services of registered tour operator only.

2. National rating system for different types of available accommodations facilities: The first ever norms of hotels classification were issued in 1955. It was only in May, 2003 that after much deliberation the Department of Tourism renewed them. Although the five star hotels and four star hotels in India have been able to maintain
some standards, yet some of them do not figure on the global map. Therefore, the researcher suggests that an integrated rating system of the accommodation facilities should be developed which match the global standards.

3. Integrated national strategy for developing the human resource in the tourism sector:
   The researcher suggests that the national regulatory authority for service providers should also be assigned the responsibility of providing for the training of the professionals involved in the tourism industry.

   If the model as a whole as suggested by the researcher is adopted by the Ministry of Tourism, Government of India then it can certainly bring revolutionary positive change in the Indian tourism industry and enhance its global rankings in terms of foreign tourist arrivals and rankings assigned by World Economic Forum i.e. TTCI.

7.6 Findings of Sixth Objective: Suggestions to Ministry of Tourism (MoT) and Service Providers to Fulfill Expectations of International Tourists Visiting India

1. To provide for effective marketing and advertisement of India as a global tourist destination through promotional campaigns that project India as a whole and not merely a combination of states.

2. Proper Transportation Facilities: Families in different strata need facilities like bus, cars, and trains to approach their favorite destinations. People prefer going by trains or planes to major distances. Sufficient transport facilities exist and additional facilities can be made for the same based on requirements. India's transportation system is also in need of a serious overhaul. Although, cars and trucks traverse India's roads, laws for operating vehicles are widely ignored. Often the result is pure chaos, as cars, trucks, bicycles and rickshaws drive into opposing traffic rules and ignore traffic lights. Fatal car and truck accidents are not uncommon. For a tourist visiting India, the experience of traveling along India's lawless roads can induce cardiac arrest. Due to overcrowding and poor maintenance, India’s extensive railway system is also not preferred. Frequently the trains are so crowded that people do not hesitate to take the risk to sit on the roofs of moving trains or hang out of the windows. Rarely can any adventurous tourist find traveling on India's trains exciting, whereas the majority of tourists might find using railways highly inconvenient.
needs to enforce its traffic laws and reduce railway overcrowding so that visiting tourists will have an easier time traveling from place to place.

3. Proper Accommodation Facility: While an international tourist is in India he needs to be provided with good quality accommodation at reasonable prices in nearby localities of tourist spots.

4. The educational nature of heritage sites should not be forgotten. Theatres showing educational videos about the heritage site and its history should be available and cost should be included in tour costs.

5. Food and Restaurants: Food and restaurants are required at tourist sites. The restaurants should be able to serve a variety of global cuisines to suit all tastes and also have stress for local food. Restaurants should be able to supply mineral water to the health conscious tourist of the day.

6. Adequate and hygienic toilet, bathroom and urinal facilities are required at heritage sites. These facilities also need maintenance and cleanliness.

7. Primary HealthCare: Every tourist spot should be equipped with a primary healthcare centres to provide first aid and amenities to minimize stress and fatigue relief.

8. Handicraft and Local Crafts Sales Facilities: A tour is probably a time when the tourist is brought close to local handicrafts and local craftsmen. Adequate space for having shops to sell Indian handicrafts, garments and traditional items must be provided.

9. Amusement Parks and Secondary Entertainment Facilities: Now days the tourists want to enjoy more and that too by spending least of their time. This opportunity can be availed by the ministry of tourism by building good amusement parks and shopping complexes near the famous tourist spots. It will not only promote tourism but also lead to employment generation for a large number of people.

10. Bank and ATM Facilities: Banks and ATMs are a must near any tourist locations. Nationalized banks can be directed to provide ATM facilities nearby heritage/tourist sites.

11. Persons performing unclean acts must be fined. Indian tourism department should frame surveillance and penal code that should authorize the specific persons at
respective tourist spots to impose and collect penalties and fines from those who are damaging the tourist spots or creating unclean environment.

12. Incentive to Explore the Heritage: The government of India is recommended to design such tourism packages which cover a large number of tourist spots at discounted prices. It will provide an incentive to the tourists to visit more tourist places in a single visit to India. It will help in flourishing the tourism industry.

13. Another issue with an adverse effect on India's tourism is its widespread environmental pollution. The air we breathe in throughout India is not only bad but very bad. The reason behind this is that there is no check on the emissions and law enforcement to prevent gross polluters. During most of the days, the air in big cities such as Mumbai is so polluted that it results in causing various problems like watery eyes and coughing. As a result respiratory infections are common, especially among sensitive individuals or those who already have allergies. Additionally, air pollution has also begun to show its hazards on prominent tourist landmarks, such as Agra's Taj Mahal. In recent years, toxic air has damaged the ancient marble of the monument, jeopardizing its beauty and requiring significant repair. Measures should therefore be initiated for strict enforcement of provisions of Environmental Protection Act and the latest amendments made therein.

14. Due to increasingly growing population forests have been cleared to make room for more housing and development. Though it has provided space to man but has lead to a loss of habitat for many of India's famed fauna, such as Bengal tigers, Asian elephants and Indian ring neck parrots. If India does not make greater efforts to reduce this loss of habitat then enjoying safari like encounters with the animals made famous in Rudyard Kipling's 'Jungle Book' can only be accomplished in dreams. Thus there is a strict need for India to protect its forests and animals who inhabit them and thus prevent ecotourism.

15. India's government should be cognizant of the different types of tourists that may want to visit India- ecotourists, history buffs or those seeking meditative retreats. This West's intrigue with Indian culture should be kept in mind by the Government of India and they should take advantage by including yoga, ayurvedic medicine, Hinduism and meditation, and marketing itself accordingly. Private and government
sector should collaborate to improve and modernize India's infrastructure. Not only will this increase tourism, but it will also increase foreign investment.

16. Coastal Development: Development of coastlines and management of water resources will give a new impetus to tourism, tremendous boost to the development of flora and fauna and multiply our domestic and export income through seafood, fisheries and a variety of flora. This can be done with the expert guidance of consultants, hoteliers, industrialists and businessmen.

17. Single window facility should be provided for booking rooms in city hotels and other tourism related services.

18. Improve & change the image of Kashmir valley: Germany was the first country to change the caution notice to its citizens against travelling to Kashmir. They also went on to state that ‘foreigners were not a target for militants in Indian-held Kashmir’. The government should urge other countries to change their travel advisories and market Kashmir as an adventure tourism destination.

19. More efforts have to be laid in by the Government of India to provide adequate safety of foreign tourists especially for the female visitors.

20. Similar entry fees at tourist spots: It is a common practice in India to charge much higher entry fees at major tourist spots from foreign tourists in comparison to Indians. Although it is major revenue generating source for the government of India still the price discrimination if not abolished should be minimized.

21. Development of North East States: Efforts should be made for promotion of heritage of North Eastern States of India which have a great potential to attract foreign tourists because of its rich natural beauty.

22. VoA scheme: In an attempt to push inbound arrivals in India the government should extend VoA (Visa on Arrival) scheme to more nations. India currently issues VoA to 14 countries viz: Japan, Indonesia, The Philippines, Cambodia, Laos, Vietnam, Singapore, Myanmar, Finland, New Zealand, Luxembourg, France, Germany and Russia.