CHAPTER VIII
CONCLUSION, SUGGESTIONS RECOMMENDATIONS

Chapter I
Nature, Scope, Objectives, Hypothesis and Research Methodology of The Thesis
This chapter covers the synoptic discussion on the topics as Subject Introduction, the logic of the subject selection, Rational Behind the Study, Objectives, Hypothesis, Reference Period, Scope of Research, Research Methodology consisting of Review of Literate on the subject selected for study, Experience Survey, Descriptive Study-Sample Survey Approach, Expected outcome

Chapter II (A)
Nature, Scope and Characteristics of Tourism Industry and Its Management Silhouette

The Tourism Industry consists of number aspects and the same are to be managed properly. This chapter explains an aggregate silhouette of this industry and brings out the essentials that are being managed for the purpose accelerating the Growth and development of this industry consist of Tourist satisfaction, Foreign Exchange Earnings, Employment Generation, and so on. This management is at micro level where all the small tourist units like hotel, travel agents etc. are functioning while at Macro Level, the Govt. has a hand in streamlining the former segment through infrastructural expenditure, Laws, Regulations, financing and so on. This chapter accounts a chemistry of the various players involved in the management of this industry

Benefits of Tourism Industry
Tourism not only provides a fascinating variety in observation and experience but also helps the country in the following ways:

(i) The local population gets the benefit from every dollar that circulates many times, changing hand to hand.

(ii) It helps in breaking down the barriers, suspicions and prejudices that may exist between nations and thereby promotes international understanding.

(iii) Socially and culturally tourism peoples of different cultures, faiths, languages and life-styles very much closer, providing broader outlook in regard to wonders and variety of life and living.

(iv) One of the biggest problems in India, at present, is the problem of unemployment. In this respect tourism proves to be a tremendous
employment potential. Millions can gain employment in hotels, restaurants, motels, tour & travel agencies, tourist guidance agencies, entertainment enterprises, ancillary industries such as arts, crafts etc. Hence tourism can boost the national economic activity and thereby promote cultural, social and educational values.

(v) Indian hospitality has rich traditions through centuries wherein 'Vedas' guided the actions of people and taught them the principles of “Atithi Devo Bhave” (teat guest as God).

(vi) In some remote corners of the world there are some foreigners, who still do not have a proper image of India. They consider India as a land of snake charmers, elephants, poor people and beggars. This incorrect impression is being corrected very much by the Department of Tourism, Govt. of India.

The following factors have been noted as influencing constituent on tourism -
(i) Political unrest, riots and terrorism.
(ii) Natural disasters and man-made revolutions.
(iii) The differences in the exchange rates of currencies between the countries of origin and destination.
(iv) Action on the industrial front due to government policies such as liberalization, globalization and privatization.
(v) Celebrations, anniversaries or some special occasions.

Classification of Travelers

- Visitors who spend at least one night in the city visited.
- Foreign Air or Ship crews docked or in lay over and who used the accommodation establishments of the country visited.

- Visitors who do not spend at least one night in the country visited although they might visit the country during one day or more and return to their ship or train to sleep. Normally included in excursionists. Separate classification of these visitors is nevertheless preferable.

- Visitors who come and leave the same day.
- Crews who are not residents of the country visited and who stay in the country for the day. When they travel from their country of origin to the duty station and vice versa.

- Who do not leave the transit area of the airport or the port in certain countries, transit may involve a stay of one day or more. In this case they should be included in the visitor statistics.
Characteristics of Tourist Product -
- Tourism is an intangible,
- The large segment of product is perishable and unutterable
- Production and consumption closely inter-related
- A tourist product is assembled by many producers.
- Tourism demand is highly unstable.
- Dominant role of intermediaries.
- Diverse motivations while purchasing and selling
- Marketing in tourism as compared to marketing in other industries needs
  a somewhat different approach.
- Place and time bound utility

Tourism Industrial Product Marketing is the part and parcel of the overall Management. The marketing is that segment around which the Management oscillates. If the marketing management fails, the business fails and then it may be liquidated. Hence a special thought is given in the chapter to Marketing aspects of the TIP and its management.

Tourist Product Marketing Mix

Tourist Marketing mix is an effective tool to achieve success in Marketing. This Marketing mix is developed to satisfy the Tourist satisfaction. There are many Marketing mix tools, which can be adopted. Prof. E. Jerome McCarthy classified the four elements of Marketing mix as: product mix, place mix also known as physical distribution mix, price mix and promotion mix. These elements of Marketing mix are popularly known as 4 Ps of Marketing. One element of market mix called as people mix can also be added to the 4 Ps bringing these to 5 Ps of Marketing mix. A business firm prepares strategies to serve the Tourist by the contribution to appropriate strategies in the field of product planning, pricing, physical distribution and promotion and a judicious mix of 5 Ps is essential for satisfactory Marketing of goods. The firm can change its price, sales and advertising expenditures in the short-run. It can develop new products and modify its distribution channels only in the long run. The firm, thus, can make a fewer time to time marketing mix changes in the short run.

The elements of Tourist Product marketing mix can further be classified as follows:

![Diagram of Marketing Mix Elements]
Identification of Market

The Tourist markets can be classified on different bases, viz.,
(1) Industrial development,
(2) Population,
(3) Gross National Product,
(4) Other characteristics

Chapter: II (b)
Tourism Industry in Maharashtra: A Synoptic Panorama

The state of Maharashtra is located on the west coast of India and reaches deep into the centre of peninsular India. Maharashtra shares it is borders with Gujarat, Madhya Pradesh, Chhattisgarh, Andhra Pradesh, Karnataka, and Goa. The coastal strip along the Arabian Sea, flanked by the hills called Western Ghats on the east is a culturally distinct region called Konkan. Commercially, Mumbai, Pune and Nagpur are the best-developed cities. Mumbai, or Bombay, is the capital of Maharashtra, the biggest metropolis and the financial capital of India, with the country's biggest stock exchange. The coastal city occupies land reclaimed from what used to be seven separate islands. Cosmopolitan Mumbai is home to all: from fishmongers to the country's topmost industrialists; from colonial buildings like the Gateway of India or Victoria Terminus to vibrant pubs and night-life; from dwindling ethnic communities like Parsis to the ever-growing Hindi film industry popularly called Bollywood.

Maharashtra, one of the most industrialized states of India, occupies the western and central parts of the country and extends over the Sahyadri mountains; a vast stretch of 720 kilometers of the Arabian sea coast providing it a beautiful backdrop. The present state of Maharashtra was formed on May 1, 1960 on unilingual principle by carving it out of the erstwhile Mumbai state, which included the predominantly Marathi-speaking areas as the former princely state of Hyderabad as well as the central Provinces and Berar. Maharashtra is the third largest state and the second most literate state in the country, according to 2001 census.

Location

Located in the northern center of peninsular India, Maharashtra is surrounded by the Arabian sea in the west, Gujarat and Madhya Pradesh on the north, Madhya Pradesh in the east and Karnataka and Andhra Pradesh on the south. The state extends between the latitudes 15.6° North and 22.1° North and longitudes 72.6° East and 80.9° East. As far as the geography of Maharashtra goes, much of the state consists of the high Deccan plateau, which is separated from the straight Konkan coastline by 'Ghats'. The Ghats are a succession of steep hills, periodically bisected by narrow roads, and which are often crowded by medieval forts; Given their altitude, it is not surprising that the Ghats are hill stations
8.5

Key Places of Tourist Attraction
In India, we find a diverse package of glimpses of ancient civilization, culture and scenic beauty. The ruins of the ancient royalties of Rajgir, Vaishali and Patliputra as well as the international universities of Nalanda and Vikramshila, the fascinating deciduous forest of Chhotanagpur, the temples of Gaya, Bodh-Gaya, Deoghar, Pawapuri, Parasnath, Nagarjuna Sagar dam, Bhadrachalam temple, and a number of others need a scientific and planned development so as to inspire and attract millions of domestic and foreign tourists. Besides, Srinagar, Amarnath, Vaisno Devi, Amritsar, Mussorrie, Hardwar, Nainital, Jaipur, Ajmer, Khandala, Ujjain Agra, Allahabad, Aurangabad, Mahabaleshwar, Tirupati, Kanyakumari, Puri, Darjeeling, Varanasi, Shimla etc. require more sophisticated facilities to attract more and more tourists. The subsequent portion of the chapter takes a brief account of the important tourist places in Maharashtra, where the flow of tourist is maximum. While discussing this, an example of one or two tourist place is/are taken to highlight the beauty of this industry.

Chapter III
Managerial Perceptions/Economics, Problems and Development of Tourism Industry

Management of Tourism Industry has direct concern to Economics since the management concern with the resource management or the management of the factors of production a core part of managerial economics. Managerial Economics has concern with the attainment of an optimum return from the use of scarce resources. Whether it is an individual seeking psychic benefit from Tourism Industry or a businessmen interested in providing tourist goods and services at a profit or a host community government manages the tourism in terms of the economic benefits resulting from tourist expenditures, the managerial principle is the same. Economic agents seek to fulfill psychic and physical needs (which, as a rule, are limited). The problem that managerial pursuits attempts to solve is how these scarce resources should be allocated in the chase of a variety of unfulfilled needs and wants. At least three groups may be identified in Tourism Industry Product (TIP) development each with its own goal:

1. **Tourist** seeking maximizes the amount of psychic benefits or rewards which they expect to gain from travel experiences.
2. **Firms** providing tourist goods and services seeking to maximize profits.
3. **Host Communities and their governments** attempting to maximize the primary and secondary benefits through the expenditure on Tourism development in the area concern.

These goals are often compatible. Suppose the tourist views the psychic benefits of travel to an area favourably, business are willing to provide necessary facilities and services and the host community views tourism positively in terms of its economic impact on the area and its people. In such a situation, a vibrant TIP will be managed to be developed and as long as the goals remain compatible, the TIP industry will flourish.
On the contrary, if the goals do not coincide, there is little hope that TIP will flourish in a long-term context. For example, if the host community is leery of the potential benefits of tourism and does not actively participate in the TIP industry, short-run profit maximization by firms may largely determine development policy. Typically, this would result in overdevelopment of the area, leading to the overuse of the resource base. This overuse, in turn, will probably result in diminished profits to firms and diminished psychic rewards to visitors. Quite clearly, the first requirement for successful TIP management is the compatibility of goals among these three groups of participants and management of their combined, concerted effort towards the achievements of these goals.

Conceptualities, Problems there in and Managerial Realities

According to the Classical Theory in Tourism Industry (TI), each firm aims at maximizing its profit. But empirical evidence suggests that TI firms try to manage certain other objectives, besides profit. The perceptions over this issue envisaged by eminent managerial economists are delineated in the chapter.

In the process of satisfying various goals, the tourists, the firms in Industry and the Host community (Govt.) confront a lot of constraints which limit their accomplishments of their goals. For example a tourist has the problems of inadequate income, time, TIP preference, knowledge and so on, while firm capacity to sale is limited by the demand and the Govt. is handicapped by an inadequate infrastructural facilities. Nevertheless, very often, a particular activity will be affected by the interaction of several simple constraints. A person’s choice of TIP consumption may be constrained not only by income, but also by other considerations. For health reasons the traveler may be able to vacation in certain climates. If the traveler has a fear of flying this may restrict the choice of destinations to those close to home. In this case, income, health and a fear of flying combine to constrain the choice of TIP consumption.

Optimization of Satisfaction

The simplest managerial approach to the problem of optimization of tourist satisfaction is based on a concept called utility, which is the satisfaction of a tourist obtains from the TIP consumption. Satisfaction is, of course, a highly individualized concept, since each person’s psychographic and physical make up is different, and his satisfaction scale is also different from others. The satisfaction discerned by a tourist between the consumption of two TIPs is explained with the help of Indifference Curves. Much of the packaged tours choose by the tourist on the basis of indifference logic which leads to combination of alternatives for maximum satisfaction or utilities.

The Govt. can manage to maximize the tourist satisfaction in the following ways
- Providing infrastructural facilities at reasonable rates
- Subsidizing the payments for the various services especially in off seasons in the favor of lower income group
- Stimulating Leave Travel concessions for the employees in govt., public and private enterprises
- Declaring compulsory two days (Saturday and Sunday or any other two consecutive days in the week) holidays

The Govt may manage to play an imperative role in boosting the confidence of the firms engaged in TIP by practicing the following:-

- Subsidizing the expenditure on the production, development, expansion or maintenance of tourist products
- Granting the loans at the rates lower than bank rates
- Supplying the qualified and trained skilled personnel for the use of firms under TIP
- Subsidizing the overheads and some portion of the fixed cost entail in manufacturing TIP

**Why does the Govt manage for the TIP development?** There are many reasons for the same which obliges the Govt. to manage for the development of TIP; the major of them are discussed in the chapter under the following captions:-

- TIP Increases the Income of Host Region
- International Tourism Increases Foreign Exchange Earnings
- Tourism Generates Employment
- Tourism Stimulates Investment
- Tourism is a Means of Redistributing Wealth
- Tourism Benefits to Host Population
- and increase the national income
- TIP Increases Tax Revenue

Problem of Inflationary Pressure, Problem of Structural Changes:– A shift of economy from agricultural to Industry, Investment Priorities on the cost of other fundamental needs of down trodden elsewhere and such other problems dilute the benefits that are accruing to the economy due to Tourism development. The managerial skill in the Govt. planning will lead to accomplish golden mean between pros and cons of tourism development for the benefit of the nation.
While planning for the tourism development based on the above logic, the Govt. manager/expert has to take the cognizance of the Demand for the TIP which has concern to numerous factors as discussed below

\[
\text{Demand} = f (\text{Propensity}, \text{Resistance})
\]

**Propensity Depends On:**
- Psychographics
- Demographics (socio-economic status)

**Resistance Depends on:**
- Economic Distance
- Cultural Distance
- Cost of Tourist Services
- Quality of Service
- Seasonality

There are several measures of TIP demand, the major of these are:

- Visitor arrivals
- Number of visitor days or nights
- Amount spent by the tourists
- Measuring Tourism Expenditure through Tax Collections
- Measuring Expenditure through Questionnaire
- Predicting Demand for Tourist Product
- Executive Judgment (Delphi) Method

In the last portion of the chapter the discussion on the following is made

- Economic Benefits of Travel and Tourism
- Economic Costs of Travel and Tourism
  Travel Agencies, tour operators’ business in India is relatively new.

Chapter-IV
Management/ Development of Tourism Industry and the Government Role

The scientific **Tourism Management** is customer-oriented. The task of the marketer is to supply an attractive product and consequently creating a demand for the same. Not only finding customers but also satisfying them with a quality product and thereby building their long-term relationship and attachment to the products, is the main task of a marketer. In the words of Philip Kotler: ‘Management is a process by which individuals and groups obtain what they need and want through creating, offering and exchanging products and value with each other. ‘According to the British Chartered Institute of Management: Management is ‘the management process responsible for identifying, anticipating and satisfying customers.’ The American Management Association defines Management as: ‘Management is the performance of business activity that directs the flow of goods and services from producer to consumer or user.’ In short, Management is the activity of creating value
satisfying products and services that a consumer voluntarily gets induced to purchase.

Tourism Management, which involves Management of a tourist product, clearly means the proper development of the product as per the needs of the consumer by employing the techniques of direct sales, publicity and advertising. The basic function of tourism Management which is critically delineated in the thesis is to effectively develop a tourist product by skillfully manipulating the following such as:

(i) Country's natural beauty
(ii) Climate
(iii) History and traditions
(iv) Culture and the people
(v) Facilities like water supply, electricity, roads, transport, accommodation, entertainment etc.

Nature's fine creation is supplemented by a thoughtful improvement conducive to human happiness, unforgettable delight, comfort and luxury; the tourist-product carries with its lingering memories. Tourism Management, as it is observed is a multi-dimensional activity. Management strategy is planned to woo the consumer in the face of stiff competition. Tourism enterprises can gain competitive advantage by:

(i) Product differentiation; that is, by providing quality-service in a better way than the competitors.
(ii) Lowering the price in an appropriate healthy and attractive manner with malice towards none.
(iii) Serving particular segments or groups of customers in a more innovative and worthy manner than the competitors.

A Tourist product involves service in a special way. Here the four basic P's involving an effective and realistic Management mix is: Product, Price, Promotion, and Place. The role of tourism Management is to create, develop and sustain strong and continuous customer-relationships with attachment on a long-term basis. Therefore skills in tourism Management are necessary for creating a remarkable value to the tourist product by providing an attractive promotional-packaging, so as to obtain a guarantee of customer-attachment in an unforgettable manner, besides competitive environment.

Tourism Management is the systematic and co-ordinated efforts to optimize the satisfaction of tourists. An expert Krippendorf opines that Management in tourism is the systematic and co-ordinated execution of business policy by tourist undertakings whether private or state owned at local, regional, national or international levels to achieve the optimal satisfaction of the needs of identifiable consumer groups and in doing so to achieve an appropriate return. The success of tourism Management is influenced by consumer orientation. It necessitates integrated development of all the related components, e.g., transportation facilities, availability of travel agents, and guides etc. The development of tourist centers or exploration of new opportunities is the
responsibility of government. For the development of tourism as an industry, it is important that infrastructure facilities are enriched. India is gifted with large treasure of natural and scenic beauty, archaeological and architectural monuments and large population with different cultural and spiritual styles. No doubt, it is a country of all seasons and a land of contrasts. The whole thing is to frame a suitable Management mix for the development of tourism as an industry. The development of product, offering of product, promotion mix etc., are found instrumental in the formulation of Management mix. The tourism product can only be experienced. It has some unique features. We consider it a service product, which is perishable. Here the actual customers directly come to the centers for pleasure. The tourists or users of services need a host of services. Besides the providers or suppliers is a heterogeneous group of people. Or say, the providers are un-coordinated but they are required to make active efforts for getting a co-ordinated result. Hence the success of tourism industry is governed by the integrated efforts of providers or the maximum possible co-ordination among the tourism marketers. Currently we find high degree of competition in the industry and so effective promotional strategies are need of the hour. A good deal of promotional activities is necessary to attract tourists or potential tourists. A prospective tourist requires multi-pronged information. This testifies the significance of Management information system for getting the desirable results or for raising the organizational effectiveness. The data bank should have information like importance of the tourist centers, their history climatic condition, availability of accommodation, transportation, communication, catering, recreational or entertainment facilities, customs and immigration formalities, internal travel facilities, the law of the land etc. The guides helping the tourists in enjoying a particular center should have a close link with the information bank. This would help them in wooing the potential tourists or in transforming them into the actual tourists.

International tourism in India has grown substantially, especially during the plan period. We also find multi-dimensional developments in the domestic tourism. However, it is felt that there are some loopholes in exploring the tourist centers or in developing the context and content factors. Hence, the policy makers and economic planners have to identify the thrust areas, e.g., the development of selected tourist circuit-centers which are found popular, the diversification of tourism to India from the traditional sight-seeing-tour, centered primarily on places of cultural tourism, interest towards the more rapidly growing holiday tourism market within the framework of country's milieu with a conscious condition to the aesthetic, environmental and socio-cultural implications of tourism projects, the development of non-traditional areas like trekking, winter sports, wildlife tourism, beach resort tourism etc., the balanced development of national heritage, the exploration of new tourist generating markets, particularly in the Middle-East, South-East and East-Asian countries, the launching of a national image building and Management plan are some of the strategies to get the desirable results. Besides adventure tourism, social tourism and wildlife tourism need an intensive care.
Role of the Govt.

The main thrust areas for the development of tourism accorded by the Govt. in the various plans are as follows:

- Development of selected tourist-centers/circuits popular with the tourists instead of spreading limited resources over a large number of centers.

- Diversification of tourism in India from traditional site-seeing tours which are based on cultural tourism) to rapidly growing holiday tourism. It includes the provision of continuous attention to the aesthetic, environmental, social and cultural implications of tourism projects.

- Development of non-traditional areas such as -(i) Trekking, (ii) Winter sports, (iii) Wildlife tourism, (iv) Beach resort tourism, (v) Himalayan tourism.

- Restoration and balanced development of national heritage, projects of both cultural, historical and tourist importance to be undertaken.

- Exploitation of new tourist generating markets, particularly in the Middle East, South-East and East Asian Countries who have a broad spectrum of cultural affinity, with India. Encouragement of 'Ethnic Tourism' by launching a Programme of "Discover your routes" and rigorous marketing through conferences and conventions.

- Launching of a National Image Building and Marketing Plan in key markets by pooling resources of public and private agencies instead of disjointed efforts to project better image of the country.

- Provision of inexpensive but clean accommodation at different places of tourist interest.

- Consolidation of operations of public sector corporations in tourism sector.

- Streamlining of formal procedures for passengers at the airports so that the number of formalities and time taken to complete them is minimum.

Recent Steps in Development of Tourism at Central Level

The Ministry of Tourism works in close co-operation with Indian Tourism Development Corporation (ITDC) and Ministry of Civil Aviation in development and promotion of tourism Publicity and marketing in the tourist generating markets is done through a network of regional offices abroad and at home. In India, regional offices are functioning at Bombay, Calcutta, Delhi and Madras with Sub-Offices at Agra, Aurangabad, Bangalore, Varanasi, Bhubaneshwar,
Cochin, Guwahati, Hyderabad, Imphal, Itanagar, Jaipur, Khajuraho, Panaji and Port Blair. The tourist offices in India furnish information to the tourists regarding travel and tourist attractions in India and also render assistance of non-financial nature.

Among the overseas centers, regular tourist offices are established in Bangkok, Brussels, Chichago, Dubai, Frankfurt, Geneva, Kuwait, Kathmandu, London, New York, Paris, Singapore, Stockholm, Tokyo, Toronto, Los Angeles, Latin America and Thailand. The publicity work of overseas offices is directed in close collaboration with Air India under the schemes known as 'Operation Scheme'.

The Ministry of Tourism has also prepared tourist publicity literature in various languages of the world which includes English, German, Spanish, French, Italian, Persian, Arabic, Japanese and Thai. So far domestic tourism is concerned, literature is in Hindi.

The Ministry of Tourism has also launched a drive to promote domestic tourism. In India, the number of domestic tourists is growing rapidly.

- The Ministry has constructed forest lodges in the bird sanctuary at Bharatpur and the wild like sanctuaries at Kaziranga, Kanha and Dandeli. The ITDC is managing the forest lodge at Bharatpur and Kaziranga. Facilities have also been provided for viewing wildlife from boats, elephants and mini-buses at sanctuaries at Bharatpur, Kaziranga, Kanha, Corbett National Park etc.

- To provide suitable accommodation to travellers, the Ministry has taken up the construction of 'Yatri Niwas' at various centres. New approvals have been given to many hotel projects with great projected capacity for increased rooms.

- To promote tourist traffic, regulations relating to currency exchange and controls and customs have been liberalized. While visas are required by visitors from all countries, landing permit is given to organized groups handled by approved travel agents.

- Confessional tickets for domestic tourists are issued by railways for round-trip journeys and circular tours. Special concessions are given to students. Indian Rail Pass facilities are available for foreign tourists and Indian residents abroad against payment in convertible currencies.

- "Discover India" for travel on Indian Airlines, domestic services for 21 days with unlimited stop-over are available to foreign tourist against payment of foreign currencies.
All these had undoubtedly contributed to the increased flow of tourist in the recent years. Besides this, the official policy is geared to give high priority to the development of tourist industry. Measures like a reduction, in the expenditure tax from 20 to 10 per cent in the 1994-95 budget as well as the inclusion of the hotels and restaurants in the Export Promotion Capital Goods Scheme (EPCS) for the service sector shows this and is expected to go a long way to boost tourism, especially by foreigners in India. Under the EPCS Scheme, hotels can now import their requirements of items which cater to affluent customers - Indian and foreign.

However, considering the enormous potentials and the planned target of attracting 10 million tourists, co-ordinated efforts at Government level as well as at private sector level are essential. The share of India in the global tourists growth is still negligible. From 25 million in 1950, the number of tourists in the world had gone up to 2500 million in 2005 and earning from tourism from around $ 2 billion to $ 3324 billion. India accounts for less than one per cent of the tourist trade. According to some optimistic projections for India, the number of foreign tourists may reach 600 million in 1996 and 5000 million by 2010. While in 1990-95 the tourist industry in India to grow by 6.4 per cent a year in 2010-15, which is not an impressive target. India, therefore, cannot afford to be complacent on this front.

The tourist flow to this country has increased but slowly in recent years. From around 1.8 million in 1990-92, but was down at 1.7 million in 1992-93. By 2010 A.D., over 6.0 million tourists may be expected to visit the country. On account of steady support from the tourist sector, the hotel industry has, however, done pretty well.

The government is keen on boosting the tourism and hotel industry. The National Committee of Tourism set up by the Planning Commission has estimated that additional construction of at least five lakh hotel rooms in the country will be needed by the year 2015.

Although the Government has been promising adequate support to the industry, concrete measures to give a real boost to this sector are yet to be in sight. What is most urgent is co-ordinated efforts by all agencies directly or indirectly involved in the promotion of tourism.

Development of Tourism in Maharashtra State

'Maharashtra occupies an important position on the national map of tourism in India. Fifty four percent of the foreign tourist coming to India visit Maharashtra. Out of the 84 lakh tourists who visited India during 2005, about 42 lakh tourists visited Maharashtra. Maharashtra can be said to be a tourist paradise on account of its varied geographical features. It has a vast stretch of seashore with a number of beautiful beaches and sea resorts, sea forts and ancient temples. The lofty heights of the equally long Western Ghats are studded with hill stations, hill forts, forests and numerous spots of scenic beauty. On the
Deccan plains one comes across a number of ancient cities, temples and architectural monuments. The world famous caves at Ellora and Ajanta, Karla, Bhaja and Elephanta are just to name the few. Wild life sanctuary in the Chanda district i.e. Tadoba National Park attracts a great number of tourists.

Taking into account the growing number of tourists and great potentials of the land as a tourist attraction, the Government of Maharashtra set up the 'Maharashtra Tourism Development Corporation' in 1975. Since its inception, the MTDC has undertaken a number of schemes for the promotion of this industry. These include building and developing of holiday camps and resorts, conducted tours to places of tourist interest, production and sale of tourist souvenirs. Production of publicity materials and development of infrastructural facilities at tourist centers.

**Market Segmentation for faster development of Tourism:**

The identification of market occupies a significant place in the tourism industry. This helps making of pro-active decisions. To avoid fruitless efforts, it is essential that we go to only that segment or fraction where positive results are expected. It is not possible that an organization or an enterprise succeeds in influencing the whole market. The market segmentation is an effort to achieve the most efficient and productive use of Management resources. It is the process of identifying the group of potential users having positive attitude towards traveling, enjoying the leisure hour and taking pleasure by viewing the nature. Here the marketers are required to select target markets where the segmentation is needed. The segmentation helps a tourist organization in making an optimal adjustment of the tourist product and the Management appeals so as to cater to the needs of potential tourists. It can develop Management programmes and budgets on the basis of a clear perception of the response of a specific segment. Here an organization is in a position to compare the Marketing opportunities. This makes it clear that market segmentation simplifies the task of getting a positive response from the potential tourists and thus their transformation into the actual tourists. For market segmentation, it bases of segmentation as shown in fig. Below.
A further segmentation is also possible within each of the aforesaid major segments for the purposes of practical Marketing Management. As such, the case of vacation tourists and the business tourists may be put like :- The vacation tourists are influenced by changes in price structure and the aggressive Marketing efforts which are instrumental in making possible motivation. The market is highly seasonal and the tourists are resort oriented. The developing global trade relation has also paved ways for the multiplication in the number of business tourists. Here, the nature of business plays a vital role in influencing the Management of tourism. The demand for business tourism is found price-inelastic and city-oriented. As for example, the exhibitions, trade fairs, conferences, seminars etc. The third category is common interest tourist, which is related with the visit of places of relatives and friends for multi-faceted purposes like gaining knowledge, availing holidays or pilgrimages etc.

The Pricing Strategies

In a country where more than forty per cent of the total populations are below the poverty line, the pricing strategies naturally become an important factor for promoting or contracting the tourism industry. For the development of tourism industry, it is essential that more and more potential users are transformed into actual users of the tourism product. But when the domestic tourists feel that it is beyond their capacity to bear the increasing cost on accommodation, transportation and communication, they avoid traveling. The same case is not found with the foreign tourists as they are mentally and financially prepared to bear the burden but so far as the domestic tourists are concerned, we do not find the same case. This necessitates a rational pricing policy, especially for the low-in-come group, students and retired persons or rural tourists.

The Promotion Mix

Creation of awareness is found an important factor in the formulation of Management mix for the tourism industry. The promotional decisions are found significant in the very context as the marketers find it convenient to induce the customers and expand the market. If scientifically designed the promotional strategies simplify the task of informing, persuading, motivating and influencing the decisions of potential tourists. No doubt, the innovative practices in the tourism product are considered significant but unless we make vigorous efforts to design the promotion mix, the sensitivity rate can’t show a positive trend. Particularly in the tourism industry, the promotion mix plays a vital role as the tourism product has certain distinct features. It is a service industry and a service is more than just service. It is a combination of facilities, location and sales promotion. The users of the services feel a high degree of involvement and uncertainty both concerning the product itself and his own role in the buying process. The implications of this for Management decisions pose fascinating problems. Besides, the customers are required to visit the spots physically for enjoying the services. The users are spatially distributed and have different cultural, social and economic backgrounds. The industry is more competitive
and it produces a service, the consumption of which is not absolute necessity. The users can postpone or even defer their traveling schedule. All these features necessitate innovative Management practices, especially sound promotion strategies so as to safeguard their existence and pave ways for their prosperity. The marketers thus can’t undermine this important tool for tourism Management. Some of the important aspects of the promotion are advertising, publicity, propaganda, sales support and public relations.

**Tourism Management Audit**

Tourism is a multi-sectoral industry and its infrastructure comprises of diverse and wide-ranging activities. Given its crucial role in the economic development, the question is no more as to how much and what sort of tourism India should cater to rather it is how well we can manage tourism given the unparalleled tourist attractions and resources - both natural and manmade in existence in India. Over a period of time, international tourism has emerged as a highly competitive business. Given our present position, it needs a serious introspection for enabling a strategic tourism plan to be formulated. Following the framework of the Porter’s diamond on the Competitive Advantage of Nations, \( \text{vide, Porter, Michael E., The Competitive Advantage of Nations, Macmillian,1990} \) I have attempted a listing of factors that need a comprehensive audit so far as our capabilities and limitations are concerned. It is hoped that such an audit will pave the way for proper positioning of Indian tourism and help bringing in appropriate tourism policy, and the much-needed integration among tourism suppliers.

**Chapter V**

**Hotel Management: - A Core Component Of The Tourism Industry**

The Hotel industry for the purpose of tourism development, today ranks premier among the world wide industries. It is quite widespread around the globe since we can find them in every country and every type irrespective of the culture location, etc. In all most all the urbanized places in India, the Hotel industry is one of the major service industry. Historically the backbone of the industry having potentialities of employment generation and social utilities is still in juncture of enlargement and progress. This period of transition will certainly help it in determining the future which will unquestionably cast some major changes in hospitality industry that can help in altering the constraints and attracting the tourist along with regular guests.

The incoming changes in perception make possible a large scale variation in the different categories of hotel enterprises. Since time immemorial there have been repeated changes in the concept and format of enterprises engaged in hotel services. In this context, it is natural that all hotel enterprises do not offer the same amenities, facilities or conveniences. The variation in service features, the size, the facade, the facilities and the amenities can’t be over-looked. The same may change as type of hotel services changes. This industry includes the following types of enterprises:
(1) Hotels & Restaurants. (From Non Graded, A grade to Star Hotels)
(2) Traveling & Tour Agencies attached to hotels.
(3) Motel & Farm Houses.
(4) Recreation & Entertainment Clubs.
(5) Tracking & Adventures Clubs attached to hotels.

The significant role of hotel industry consisting of different types of enterprises in economic development is undeniable. With increasing tempo of development activities, many new avenues of employment are being thrown open which offer better remuneration. Hotel industry in such employment has an unique share. The enterprises under hotel industry have potential to employ local labour. Only in rare cases, like Star Hotels, the skilled is required to be imported from outside.

The enterprises under Hotel industry are happened to be a cash-crop to entrepreneurs at many places. The work under this industry is very strenuous; it begins early in the morning and go still it gets mid-night. Both men & women entrepreneurs can normally stand with potentiality to earn monthly profit to the extent of 20 to 25 percent of investment. In some enterprises such profit may be cent percent or more.

The Hotel enterprises are instrumental in boosting the allied economic activities. Thus, a hotel needs supplies of milk, grain, vegetables, manual and managerial skills, security personnel etc. It is true that the development of Hotel industry depends primarily upon the development of Trade, commerce, industry, education, social & political fields etc. However, the work of all these industries in later stages is facilitated by Hotel enterprises. The Development of all these economic activity is reciprocal or supplementary to each other.

Looking to multidimensional services of Hotels it can be concluded that the Industry is essential for the development of economic, commercial and allied activities, besides tourism. Through its facilities, it contributes to the total output of goods and services, which make up the material for well being of nations and communities. In many areas, hotels and other Hotel enterprises often contribute significantly to local economics both directly and indirectly, with the subsequent diffusion of the visitor expenditure to other recipients in the community.

Hotel Enterprises are important employers of labor. Thousands of jobs are provided by these in the many occupations, which make up the Hotel industry. Many people of this Industry are self-employed. The role of Hotel enterprises as employers is particularly important at areas like Mahabaleshwar, a hill stations with few alternative sources of employment.

It is a well-known fact that hotel industry today is ranked highest in the midst of the worldwide industries. It is quite common around the globe since we can find them in every country and every type irrespective of the culture, location, etc. In most of the developed nations like the U.S.A., France, England,
etc., the hotel industry is one of the major service industry. Historically the backbone of the industry is still in stage of development and progress. Hotel business or industry may be understood as the organized efforts of enterprise to supply consumers with goods and services and to make profit in the process.

Hotel Business is a vast and fascinating subject. The more one reads about hotel business, the deeper it goes and more absorbing does it become. The subject encompasses the use of latest scientific know-how and technical know-how; challenges and difficulties encountered in converting raw materials into saleable products; problems confronted in raising and spending money for the good of business; the uphill task of bringing employees together and motivating them to achieve higher productivity; sleepless nights spent for better market the products; the stupendous task of complying with legal restrictions and government requirements and discharging obligations to consumers, employees, owners and to other interest groups which have a stake in hotel business directly or indirectly.

In keeping with its vastness, literature on the hotel business is ever growing. Numerous books are being written and published on each functional area and on the totality of hotel business. Some of the books on hotel business have become best sellers. Dailies and periodicals are also being published and their tribe is ever growing. Universities and other educational institutions are conducting special courses on hotel business and its management. Millions of people all over the world devote their time, attention, money and physical efforts to hotel business consisting of numerous types as given ahead.

![Hotels Main Types](image)

To efficiently run their hotels, hotel managers organize them into various functional areas and then delegate responsibility and authority. The functional areas are divided into revenue and cost (or support) centers. Divisions such as rooms and food beverage are revenue centers; others, like engineering and accounting, are cost centers. The number of such centers (or divisions) depends on the size of the hotel.

In most hotels, the rooms division is the largest and generates the most revenue and profit. It generally consists of four departments: front office, reservations, housekeeping, and uniformed service. Front office duties include
checking guests in and out, posting charges to their accounts, and collecting payments. In small hotels, front desk agents may also accept reservations, relay messages to guests, and handle the telephone switchboard.

A hotel's reservations department should be staffed by skilled telemarketing personnel who are able to accept reservations over the phone, answer questions about the hotel and its facilities, and quote guestroom rates and available dates. Since some callers are shopping around, reservationists should be trained to sell the property as well as simply accept reservations.

The housekeeping department is responsible for cleaning guestrooms and public areas. Often it has the most employees. Besides cleaning, the housekeeping department also takes care of laundry and valet services.

Uniformed service employees deal with guest luggage and transportation, and provide concierge services.

The food and beverage division is of paramount importance to a hotel's profitability and reputation. There may be many different types of food and beverage outlets in a hotel. Factors that influence the level of food and beverage service that a hotel offers include the type of hotel, the class of hotel, the competition, product availability, availability of labor, and guest demand. The food and beverage manager typically has restaurant managers, beverage managers, and a catering director reporting to him or her. Support and control personnel for the food and beverage division include purchasing managers, receiving clerks, storeroom clerks, cashiers, and a food and beverage controller.

The overall profitability of food and beverage operations depends on several factors, including hours of operation, guest check averages, the number and kind of facilities, employee turnover, entertainment costs, and marketing.

A well-managed telecommunications department can also contribute to a hotel's profits. Modern systems have made a big difference in the way hotel telecommunications department's function and have helped increase guest satisfaction with service.

Concessions, rentals, and commissions are other sources of hotel revenue. However, managers should make sure that the standards of concessionaires are compatible with the hotel's.

Guests' changing lifestyles have made hotel health spas, cable movies, and video game rooms popular with guests and therefore important services for many hotels to offer.

The marketing, engineering, accounting, human resources, and security divisions of a hotel are considered cost or support centers. The marketing division is charged with identifying prospective guests, communicating their
needs and wants to hotel management, and persuading prospective guests to stay at the hotel. To accomplish these tasks, the marketing division usually has a director of marketing and sales, a sales manager, a director of advertising and public relations, a convention sales manager, salespeople, and support staff.

The engineering division takes care of the hotel’s physical plant and utility systems. The division is headed by a chief engineer, assisted by his or her own staff and outside contractors. Most preventive maintenance duties and repairs are performed by hotel staff.

The accounting division is charged with the hotel’s financial management. Accounting is headed by a controller who oversees the general cashier, the night auditor, the income auditor, and the food and beverage controller.

The human resources division is responsible for recruiting, hiring, orienting, training, evaluating, motivating, rewarding, disciplining, developing, promoting, and communicating with hotel employees.

Security of hotel employees and guests is of overriding importance. Hotel security programs are preventive and should be under the direction of a person with law enforcement experience.

As a result of the Americans with Disabilities Act (ADA), all of the divisions of U.S. hotel must modify existing facilities to some extent and incorporate design features into new construction that make hotel facilities accessible to disabled persons. Disabled persons, as defined by the act, include persons in wheelchairs, other persons with mobility impairments who may suffer from neuromuscular conditions such as multiple sclerosis and muscular dystrophy, and persons with sensory impairments such as blindness and deafness. The ADA covers employees as well as guests.

Hotel managers have two major kinds of controls: financial controls and quality controls. Important financial controls are the hotel’s financial statements. These statements are based on those found in the Uniform System of Accounts for the Lodging Industry. In this accounting system, hotel expenses are classified as divisional, overhead, and fixed. Assets and liabilities are also classified.

Quality controls are essential in order to ensure that standards established by management are adhered to. Hotel managers must establish standards appropriate for their type of hotel, create procedures, and select employees carefully if quality guest service is to be achieved. All quality programs require employee involvement. Employees are encouraged to solve problems that interfere with good guest service. To be optimally effective, quality programmes should be evaluated to make sure they are truly working, and both managers and employees should be rewarded for achieving quality goals.
Chapter VI
An Operational Aspects of Tourism Focused On Tourists and Their Satisfaction

The present study attempted to analyze the socio-economic contribution of the tourist industry in the state by specially focusing on (i) the socio-economic contribution of tourism in Ellora (ii) People's perceptions of tourism potential and their willingness to conserve / preserve the natural resources / tourist sites, and (iii) to suggest policy options for harnessing tourism potential of the state.

The study was conducted in purposively selected areas. For the purpose of detailed study, Ellora was purposively selected. An experience survey combined with the sampling technique was adopted for the selection/ interview of up to 100 respondents engaged in different tourist related activities. A random sample of 50 to 100 tourists was also taken. To interview the tourist visiting the Ellora. The Related secondary data have also been used.

The results of the study revealed that tourism is one of the important contributors to the socio-economic development of the area. In this regard not Ellora but Aurangabad near to it was ahead of . About 50 percent of the respondents/residents of Ellora were the agriculturist. Further, the composition of agriculture in Ellora-Aurangabad area; where traditional cereal crops were also prominent along with a prominent component of commercial vegetables.

Fairly large number of the household income in the study region comes from hotels and guesthouses, followed by travel agencies. This source-wise composition of income shows the importance of tourism in the area. Other tourism related ancillary activities, like restaurants and dhaba ownership, transport, mule ownership and gift shops, etc. also contributed significantly to the average household income. The inter source perception of income from tourism related activities and framing amply suggests that tourism is remunerative and supplementary to the region besides farming.

Ownership patterns of hotels and guesthouses revealed that about 50 percent of the hotels were owned and run by the people from outside the Local. In case of guesthouses the trend was the reverse. Also, 30 percent of the hotels and guesthouses in the study area were leased-out and this proportion was, again, higher in Ellora where only 20 percent hotels were being run on lease basis. So far as average number of rooms and bed capacity in hotels and guesthouses is concerned, Ellora/Aurangabad area did not differ much with regard to the capacity of the hotels and guesthouses.

Employment pattern of the sample hotels and guesthouses was also analyzed and it showed that more than 70 percent of the workers employed in hotels and guesthouses were unskilled. Further, of the total skilled labour
employed by the sample hotels / guest houses in the study area, about 80 percent were employed in hotels. The study also revealed that the proportion of hired labour was much higher (75%) than the family labour. However, of the total people working at managerial level in the sample hotels and guesthouses, 70% percent were from the owners’ family.

The tourists patronized the sample basis and guesthouses were classified on the basis of their origin i.e. domestic and foreign. It was revealed that ¾ of them were the domestic tourists while the rest were of foreign origin. Majority of domestic tourists preferred to stay in hotels. In case of tourists, about 60 percent of the foreign tourists preferred to stay in star hotels.

Further, it was found that 80 percent of the domestic tourists visited the area during peak season (April to June and November to December ) and majority of them (70%) were domestic tourists. Similarly, the proportion of domestic tourists was significantly higher during the off season as well.

The estimate of the employment in different tourism related activities revealed that majority of the people (70%) were engaged in handicraft industry and in running gift shops. About 10 percent employment was generated in hotel and guesthouse business. Income from the main tourist activity of hotel business accounted for about 20 percent of the total income.

The study revealed that Aurangabad district is an important destination for both domestic and foreign tourists.

Analysis of the month wise pattern of tourist arrival in Ellora revealed that most of the domestic tourists visit the area during April to June, while foreign tourists mainly visit during November to January.

Most of the tourists (50%) who visited the study sites were in the age group (18-35) years. This therefore suggested that the study area is more popular amongst younger generation. Educational distribution of the respondents revealed that majority of them (50%) was with formal education upto graduation level. This proportion was higher among the foreign tourists (80%) than domestic tourists (40%). About 40 percent domestic tourists had their own business whereas majority of the foreign tourists (60%) were employed in private sector.

The foreign tourists are from the income category above Rs. 5 Lakhs per annum while majority of the domestic tourist are having income below Rs. 5 Lakhs per annum.

Majority (40%) of the tourists visited Ellora to enjoy to scenic beauty of the area. Among the foreign tourists, 10 percent visited the area for adventure sports while this proportion was only 5 percent for the domestic tourists.

Thirty-six percent of the tourists used their own conveyance, followed by the tourists who visited the area by luxury buses. Only 2 percent of the sample domestic tourists traveled by air. Re-visititation rate of an area implies its tourism
related importance. In the study area 60 percent of the domestic tourists were visiting the area more than once. Due to religious reason.

In case the of tourist visiting Ellora Majority of domestic tourists stayed for 3 to 5 days, in Aurangabad while 50 percent of the foreign tourists stayed for more than 5 days. Fifty per cent of the domestic tourists also visited Ajintha and stayed there only upto two days. Overall, 90 percent of the tourists visiting Ellora preferred to stay in private hotels and guesthouses.

Analysis of preferences of the tourists for adventure sports revealed that only about small percent of the domestic tourists were interested in these sports, while all the foreign tourists showed a keen interest in adventure sports. An estimate of expenditure of a tourist revealed that a tourist, on an average, spent more than 3000 rupee for a visit. More than 50 percent of the expenditure was made on accommodation and on food and beverages, followed by expenditure on shopping, entertainment and local visits.

In general, the tourists were not satisfied with the existing facilities in hotels and guesthouses in the study area. A majority of them ranked poorly the quality of food and beverages served in the hotels / guesthouses in the area. Further, the tourists’ perceptions regarding the level of satisfaction about tourist related services, in the study area, revealed that 79 percent of tourists were fully satisfied with expectations of natural scenic beauty of the area 70 percent tourists also felt satisfied with the entertainment facilities. However, a considerable proportion of the tourists were either partially satisfied or not at all satisfied with some of the basic facilities viz., accommodation, transportation, roads and parking facility etc.

These perceptions of local people have been also analyzed by grouping the responses regarding the impact of tourism on environment, socio-cultural setting and economic development of the region. All the surveyed respondents were of the opinion that natural environment has certainly degraded; observed in terms of increased deforestation, pollution level, land slides and also the destruction of scenic beauty of the area, compared to the situation about a decade back.

Also, while on the one hand, the respondents were of the opinion that socio-cultural environment of the area has also degraded (mainly because of increased crime rate, migration from villages, breakage of joint family system, increased drug and liquor trade and their exploitation of local people), on the other hand, majority of the people (80%) also perceived that tourism has contributed towards the improvements of transportation and communication network in the area.

An attempt to gauge people’s concern for the sustainability of the local socio-economic and natural environment was made through soliciting their level of willingness-to-pay (WTP) for the purpose. Majority of respondents were willing-to-pay an amount ranging from Rs. 25 to 200 per month to save their
environment, cultural heritage as well as to improve local administration and civic amenities. In general, the proportion of respondents and the range of their willingness-to-contribute for these purpose increased with the increase in their income levels.

Family income, education, distance of the locality from the forests, extent of tourist arrivals, a forestation programmes and people’s concern about the future generation were some of the significant influencers of people’s willingness-to-pay for conservation of natural environment. Similarly, to conserve the cultural heritage, the WTP of the people is significantly influenced by educational status, extent of tourist arrivals, proper maintenance of religious sites and preference for joint family system, etc.

Chapter VII-
Management And Organization Of Travel Agencies' And Tour Operators’ Business

Organized Travel Agency business started after independence and in 1949, few Travel Agents in India had set up an association called "Travel Agents' Association of India". There was a steady growth of the business in the decades thereafter. During 1980 to 2005, the personnel employed by the recognized sector of the travel agency business increased twelve fold and the number of units rose by 150 per cent. The members of the "Travel Agents' Association of India" are also recognized by International Airport Transport Association (IATA) and the Department of Tourism, Government of India.

Tour operators business is flourished under the roof of the travel agencies during the post independence period. Tour operators are comparatively smaller in resources as against the Travel agencies and they have to work as per interest of the agencies. However they have sufficient autonomy in the functioning. There are many Travel agencies such as International Onion of Official Travel Organizations (IUOTO), ‘World Tourism Organization (WTO)’, Pacific Area Travel Association (PATA), International Air Transport Association (IATA), International Civil Aviation organization (ACAO), The American Society of Travel Agents, Inc. (ASTA), Universal Federation of Travel Agents Association (UFTAA), Travel Agents Association of India (TAAT), The National Tourist Organization (NTO) and India Tourism Development Corporation Ltd. (ITDC). These numerous international tourism organizations emerged with the objective of developing and promoting the subject of tourism. The fundamental aim of these Organizations is the promotion and development of tourism with a view to contributing to economic development, international understanding, peace, prosperity and universal respect for, and observance of, human rights and fundamental freedoms for all without distinction to race, sex, language or religion. The following are important Tourism organization managing in the promotion of the Tourism industry at the global level.

The Government felt that many a time unauthorized persons offer themselves as agents and in return fail to render satisfactory services, and even exploit the ignorance of the tourists for their personal benefit. With a view to curb this, the Government evolved a system of granting recognition to travel agents.
The rules for recognition were as follows: --

i. No firm shall be granted recognition unless it has been engaged actively in handling tourist traffic for at least one year before the date of the application.

ii. Firms granted recognition shall be entitled to such rights and privileges as may be granted by Government from time to time and shall abide by several times and conditions of recognition.

iii. Firms granted recognition shall undertake to maintain an office under the charge of full time members of their staff, who should, apart from issuing rail tickets, be in a position to give up-to-date and accurate information regarding transport and accommodation facilities, currency and customs regulations and general information about travel, etc.

iv. The recognition may be extended for the whole of the country or be limited to a particular region.

v. Firms granted recognition shall undertake to employ only guides approved by the Department of Tourism.

vi. All recognized firms shall furnish yearly statement of their activities and such other information in regard to the volume of tourist traffic actually handled and other relevant matters.

vii. The decision of the Government in the matter of recognition shall be final and it reserves the right to cancel or withdraw it at any time. Subsequently, following clauses were also added as ahead

viii. The recognition to be granted by the Department of Tourism shall not automatically entitle the firm to be appointed agents for the sale of rail tickets by the Ministry of Railways (Railway Board). The Agencies thus recognized shall apply separately to the Railway Board.

ix. Firms seeking recognition as travel agents should have a minimum paid up capital of Rupees One Hundred thousand.

x. Applications for grant of recognition by the Department of Tourism will be considered only if the firm:
   - Is approved by the IATA;
   - Has licensed to book foreign passages issued by the Reserve Bank of India.
   - Has the approval of the Ministry of External Affairs to handle travel documents and to deal with passport offices;
   - Is registered under the local shops and Establishment Act
The Travel Agents' range of services in modern times has expanded a great deal. His range of expertise is large and is continuously growing with the rapidly changing needs of the people and covers the following areas:-

- Preparation of individual pre-planned itineraries, personally escorting tours and group tours and sale of prepaid package tours.
- Making arrangements for hotels, motels, resort accommodation, meals and car rental for site-seeing, transfer of passengers and luggage between terminals and hotels.
- Handling of and advising on many details involved in modern day travel e.g. travel & baggage insurance travellers cheque, foreign currency exchange, documentary requirements (visas, passport and health requirements like immunizations etc.)
- Possession of professional knowledge and experience e.g. schedule of train connections, rates of hotels, their quality etc.
- Arrangement of reservation for special interest activities such as religious pilgrimages, conventions and business meetings, sports events etc.