India Tourism Industry is the fastest growing industry in the country. The prime authority of the development management and promotion of tourism industry in India is the ministry of Tourism, which formulates and implements the plan and policy for, promotional of tourism in India and runs the Incredible India Campaign.
India’s is have in world tourism is below 5 percent, tourism in India contributes around 6.23% of the National G.D.P. and is responsible for generating 8.78% of the overall employment in India.

As of 2008, the Indian tourism generated about US$ 100 billion and around US$ 275.5 billion of revenue is expected to be generated by 2018. The growth rate has been expected to be 9.45% annually.

Figures of 2009 indicate that around 5.11 million foreign tourists visited India that year, mostly coming from the U.S.A and U.K. and domestic tourism touched high figures of 650 million the highest share was taken by the states of Andhra Pradesh, Uttar Pradesh and Tamil Nadu.

Rajasthan, Tamil Nadu, Maharashtra, Delhi and Uttar Pradesh remain the favourite destination among to wrists.

The Ministry of Tourism formulated and regulates the national policies for the promotion of the Tourism sector. It collaborates with various Central agencies, and programmes for the tourism sector.

[Different Sectors of Tourism Industry in India]

The different sectors of the Indian Tourism Industry are enlisted below-
TOURISM HOSPITALITY INDUSTRY:
The Indian industry has registered remarkable growth both in the volume of foreign tourists and the overall revenue compared to the International Tourism Industry. The world Travel and tourism Council (WTTC) have counted India and China as among the fastest growing tourism industries over the span of next 10-15 years, Indian hospitality industry’s excellent growth has been primarily due to the following reasons:-

- Strong G.D.P. performance
- Developing stronger ties with nations all across the world
- Encouraging foreign investment

STRUCTURE OF THE INDUSTRY
The hotel Industry is an important division of the tourism Industry. The Hotel sector has registered a faster growth than G.D.P. since the last few years. Summary of the number of hotels categorized according to the class (as of 2005):

<table>
<thead>
<tr>
<th>Star Category</th>
<th>No. of Hotels</th>
</tr>
</thead>
<tbody>
<tr>
<td>5- Star deluxe</td>
<td>82</td>
</tr>
<tr>
<td>5- Star</td>
<td>92</td>
</tr>
<tr>
<td>4- Star</td>
<td>132</td>
</tr>
<tr>
<td>3- Star</td>
<td>704</td>
</tr>
<tr>
<td>2- Star</td>
<td>587</td>
</tr>
<tr>
<td>1- Star</td>
<td>212</td>
</tr>
<tr>
<td>Heritage</td>
<td>83</td>
</tr>
<tr>
<td>To be classified</td>
<td>50</td>
</tr>
</tbody>
</table>
TOURISM POLICY

The National Tourism Policy was prepared in 2002 it contains the following policies

- Target tourism as a major sector for economic growth
- Focus on domestic tourism.
- Position India as a global brand for tourism
- Develop integrated tourism circuits.
- Tourist’s friendly visa process
- Tax rates rationalization in the hospitality sector.
- Immigration services

NATIONAL TOURISM POLICY

In order to develop tourism in India in a systematic manner position it as a major engine of economic growth and to harness its direct and multiplier effects for employment and poverty eradication in an environmentally, sustainable manner the National Tourism Policy was formulated in the year 2002. Broadly, the policy attempts to:-
• Position tourism as a major engine of economic growth
• Harness the direct and multiplier effects of tourism for employment generation, Economic development and providing impetus to rural tourism.
• Focus on domestic tourism as a major driver of tourism growth.
• Position India as a global brand to take advantage of the burgeoning global travel trade and the vast untapped potential of India as or destination
• Acknowledges the critical role of private sector with government working as a proactive facilitator and catalyst
• Create and develop integrated tourism circuits based on India’s unique civilization heritage and culture in partnerships with states, private sector and other agencies.
• Ensure that the tourist to India gets physically invigorated mentally rejuvenated, culturally evinced, spiritually elevated and feel India from within.

**SCHEME FOR PRODUCT/INFRASTRUCTURE AND DESTINATION DEVELOPMENT**

The focus under this scheme is an improving the existing products and developing new tourism products to world class standards. For infrastructure and product development, the Ministry of tourism has been providing central financial Assistance for the State Governments during the 9th five year plan which resulted in strengthening of the infrastructures and product development in the country. The scheme has been restructured during 10th Five-year plan to meet the present day
infrastructure requirements. The experience has been made that a large number of small projects had been funded under the scheme spreading the resources very thinly, which at times had not created the desired impact. The focus in the tenth plan has been to fund large projects of infrastructure or product development in an integrated manner.

Under the received scheme, the destinations are carefully selected based on the tourism potential. Master planning of these destinations undertaken to develop them in an integrated, holistic manner. The master plan is to suppose to tie up all backward linkages, including environmental consideration. Realizing the importance of destination development, the total outlay for this sector has been increased substantially. Important tourist destinations in each state, in consultation with the state government are taken up for developments. This includes activities ranging from preparation of master plans to implementation of the master plans. The destination selected in consultation with the state /U.T. governments.

**SCHEME FOR INTEGRATED DEVELOPMENT OF TOURIST CIRCUITS:**

Under this central financial assistance scheme, the Ministry of Tourism Government of India has been extending assistance to states for development of tourism infrastructure. Experience has shown that in the part funds under the C.E.A. has been used to fund large number of small isolated projects, spread throughout the length and breadth of the country resulting in the resources being spread very thinly. Therefore, in order to provide quick and substantial impact, during the 10th Five-year
plan. This new scheme of integrated development of tourist circuits has been taken up. The objective of the scheme is to identify tourist circuits in the country on an annual basis, and develop them to international standard. The aim is to provide all infrastructure facilities required by the tourists within these circuits. The Ministry of Tourism aim at conveyance of resources and expertise through coordinated action with states/U.T.’s and private sector

**SCHEME OF ASSISTANCE FOR LARGE REVENUE GENERATING PROJECTS**

It is recognized that the development of tourism infrastructure projects requires very large investment that may not be possible out of the budgetary resources of the government of India alone. In order to remove these shortcomings and to bring in private sector, corporate and institutional resources as well as techno-managerial efficiencies, it is proposed to promote large revenue generating projects for development of tourism infrastructure in public private partnerships and in partnerships with other government/semi-government agencies.

Large revenue generating project, which can be admissible for assistance under this scheme, should be a project, which is also a tourist attraction or used by tourist, and generates revenue through a levy of free or User charges on the visitors, projects like tourists, trains, cruise, vessels, cruise terminals, convention centers only on illustration list.

Hotel and Restaurants Component will not be eligible for assistance under the scheme either on a stand-alone basis or as an integral part of
some other projects, besides hotel and restaurants procurement of vehicles and sports facilities as if stadiums will also not be eligible for assistance under the scheme.

**SCHEME FOR MARKET DEVELOPMENT ASSISTANCE (MDA)**

The marketing development Assistance (MDA) administered by the Ministry of tourism, government of India, provides financial support to approved tourism service providers i.e. hoteliers, travel agents tours operators, tourists, transport operators etc. whose turnover include foreign exchange earnings also) for:-

- Sales – Cum- Study tour
- Participation in fairs/Exhibitions
- Publicity through printed material

**RECENT INITIATIONS:**

During 11th Five year plan (2007-2012) Ministry of Tourism propose to continue supporting creation of world class infrastructure in the country so that existing tourism products can be further improved and expanded to meet new market requirements and enhance the competitiveness of India as a tourist destination. In consultation with the state governments and U.T.’s the ministry of tourism have identified several tourist circuits and destinations for integrated development. During the current financial year, the Ministry has sanctioned so far Rs.323 crores for various projects throughout the country. This all time record would facilitate timely execution of projects during the working season.
Some of the important infrastructure projects, which have been sanctioned in the current financial year, are-

**HERITAGE DESTINATIONS/CIRCUITS:**

- MOT has recently sanctioned Rs.8.00 crores for the project of illumination/lighting of monuments in Rajasthan.
- The tourist facilities at Sanchi and adjoining tourist places in Madhya Pradesh are being improved at a cost of Rs.4.64 crores-tourist facilitation centre, public amenities parking and transshipping and beautification approach roads will be done.
- The project of development of Mahanadi Central Heritage (3.94 crores) has been sanctioned. In this project Jettier, River Bank, Nature trail, picnic area, etc. will be developed at various places along the river to enhance the experience of visitors to these destinations.
- An Indian freedom circuit on Mahatma’s Park in west Bengal is being developed at a cost of Rs. 2.27 crores.
- The project Bijapur-Bidar- Gulbarga circuit sanctioned at a cost of 6.40 crores
- Art & Craft village at Goregaon film city has been sanctioned for an amount of Rs.3.86 crores.
- Revitalization of Gandhi Thidal and craft Bazaar, Pondicherry sanctioned recently for an amount of 2.67 crores.
- The project of development of Srinagar Tamilnadu (Rs.3.72 lacks) has been sanctioned.
- Development of vallore fort area at a cost of Rs. 89 crores
- Sound & Palatal Ghar, Sirasagar in Assam (Rs.1.58 crores).
**BEACH AND SEA TOURISM:**

- Mot has sanctioned a project of Rs.5 crores for development and beautification of Beach Promenade in Pondicherry.
- Another project for development of walk a way along the bank of river Avaralam and Vanjiar in Kavaikal, Pondicherry (Rs.4.78 crores)

**ECO TOURISM**

- A project of Eco tourism for development of Horsley hill chittoor, Distt of Andhra Pradesh has been sanctioned.
- The project of development of Sat kosi in Orissa (Rs.4.25 crores) has sanctioned in which interpretation centre, land scalping, elephant camps, Tricking parks watch towers and parking facilities, etc are proposed to be developed
- MOT has sanctioned a project for development of Eco-tourism in Morni-Pinjor tulls and Sultanpur, National park in Haryana for which Rs.2.63 crores have been sanctioned.
- The project of integrated development of Tribal circuits with special focus on Eco-tourism in spiti in Himachal Pradesh has been approved for Rs.6.98 crores.
- Development of way Anand in Kerala for an amount of Rs.2.01 Crores
- Development of tourist circuits (Western Asian Circuit) Dhubhani-Mahamaya Barpeta- Hajo has been sanctioned for an amount of Rs.4.97 crores.
- Development of Mechuka Destination (Rs.4.41 crores in Arunachal Pradesh)
• Development of Tourist destination at Khensa at a cost of Rs.4.58 crores in Nagaland
• Circuit Udhyamandalam- Madumalai, Anamalai- Tamil Nadu- Rs.4.39 crores

PROJECT FOR NE REGIONS
• The INA Memorial Complex at Moirang in Manipur is being renovated and tourist facilities are being developed (Rs.82 Lacks) tourism infrastructure is being developed near pakhai wildlife sanctuary in Arunachal Pradesh (Rs.5.00 crores).
• Gayker Singi Lake at Itanager is being developed at cost of 5.00 crores.
• Tourist infrastructure is being developed in Nathula-Memmencho-Kuppu tourist circuit in Sikkim (Rs.4.54 crores).
• MOT has sanctioned a project for development of Tizu Khukha as Adventure Destination in Nagaland. (Rs.4.99 crores)

MOT has sanctioned a project for development of tourism infrastructure in leh (Rs.4.95 crores), Bungus Valley (Rs.2.3 crores) Kargil (Rs.4.84 crores) pounch (4.50 crores) various villages around sonmarg (Rs.10.8 crores) development of Gurez and Telail Valley (3.66 crores), Patnitop (Rs.2.83 crores), Dandi Pora (3.45 crores) Anantnag (Rs.2.1 crores). Shri Amaranth Yatra Marg (Rs.7.00 crores) Bhaderwah (Rs.4.12 crores) Kishtwar (Rs.2.81 crores) wullar Lake (2.06 crores) and Rajouri (Rs. 4.34 crores) Tourist information centre, public amenities, approach roads,
shelters, Signages, etc. will be developed in these projects so that tourists who are visiting Jammu & Kashmir should have trouble free experience the beauty and bounty of the region.

**TOURISM PLANNING IN INDIA**

It started quite late with the first tourism policy being announced by the Govt. of India in November 1982 after tourism was recognized as an industry by the planning commission of India in June 1982.

In July 1986, the planning commission of India set up the National committee on tourism in order to formulate plans for this sector. The government initiatives of incorporating a planned tourism sector in India went a long way in boosting India tourism.

In May 1992, the National Plan for tourism was announced. The objectives of this landmark plan for tourism planning in India were:

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

India tourism planning increased with the seventh five years plan in India (1985-89) The various policies advocated by the seventh plan for tourism planning in India are:-
• To promote aggressively domestic tourism
• It laid stress on creating more beach resorts.
• To conduct conference trekking conventions, and winter sports so that various options are available to the foreign tourists.

These policies of the seventh five-year plan gave a boost to the tourism planning India. To future encourage tourism planning in India; the eighth five-year plan (1992-1997) mentioned the private sector should increase its participation in the sector. The various policies advocated by the eighth plan for tourism planning in India are-
• To develop the tourist places.
• To develop winter sports, beach resorts and wildlife tourism
• To restore the projects of national heritage
• To provide in tourist centers economy class accommodation.

Tourism planning in India has increased by leaps and bounds in the last few years and the government and department of tourism needs to make continuous efforts to ensure that tourism planning in India takes the tourism sector of the country to greater heights on a sustainable basis.

Tourism planning has evolved from & related but distinct sets of planning philosophies and methods. On the one hand, tourism in one of many activities is an area that must be considered as part of physical environmental, social and economic development or comprehensive plan. The degree to which tourism is addressed in such plans depends
upon the relative importance of tourism. To the community or region and how sensitive the planning authority is to tourism activities.

Tourism may also be viewed as a business in which a community or region chooses to engage. Individual tourism businesses conduct a variety of planning activities including feasibility marketing, product development promotion, forecasting and strategic planning. If tourism is a significant component of an area’s economy or development plans, regional or community-wide marketing plans are needed to coordinate the development and marketing activities of different tourism interest in the community.

**STEPS IN THE PLANNING PROCESS**

Like any planning, tourism planning is goal-oriented, striving to achieve certain objectives by matching available resources and programmes with the needs and wants of people. Comprehensive planning requires a systematic approach, usually involving a service of steps. The process is best viewed as an interactive and ongoing one, with each step subject to modification and refinement at any stage of the planning process:

**SIX STEPS IN PLANNING PROCESS:-**

1. Define goals and objectives
2. Identify the tourism system
   a) Resources
   b) Organisation
   c) Markets
3. General alternatives
4. Evaluate alternatives
5. Select & implement
6. Merits and Evaluate.

**STATES AND TERRITORIES OF INDIA**

India is a country with a rich and varied cultural heritage and is presumably one of the oldest civilizations in the world. The country is largely divided into twenty-eight states and seven union territories based on the diversity in culture and geography of the regions. The states and union territories are further subdivided into 602 districts for administrative purposes. India is a union of twenty-eight states and seven federally governed union territories. All states, the National Capital territory of Delhi and the Union territory of Pondicherry have elected government. The other five union territories have centrally appointed administrators. All states and union territories are subdivided into districts. In large states, districts may be grouped together, to form a division a union territory is an administrative division of India. Unlike states, which have their own local governments, union territories are ruled directly by the national government. As of 2006, these are six union territories, Delhi was made the national capital, Territory in 1991 and has been granted statehood recently.

On the pattern of central government, the state governments and union territories have their own tourism departments and tourism developments corporations. At all airports, major railways stations and
bus stands tourist information centers have been setup by these departments. They are also actively engaged in-

- Policy formation at their levels
- Promotional activities
- Destination developments
- Providing guide services
- Conducting sight seeing tours, and
- Providing lodging etc

In our country, we still do not have tourism organisation at the local levels of a district or municipality. In a very few cases the local development authorities have been entrusted the task of destination development/maintenance yet, the performance is not up to the mark. Many state departments also have to improve their services. In this field, we have to learn a lot from the countries that have a developed tourism industry.

**NATIONAL CAPITAL TERRITORY:**

**DELHI**

States

Andhra Pradesh, Arunachal Pradesh, Assam, Bihar, Chhattisgarh, Goa, Gujarat, Haryana, Himachal Pradesh, Jammu & Kashmir, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Manipur, Meghalaya, Nagaland, Orissa, Punjab, Rajasthan, Sikkim, Tamil Nadu, Uttarakhand, Tripura, Uttar Pradesh, West Bengal.
UNION TERRITORIES:
Andaman and Nicobar, Islands, Chandigarh, Dadra and Nagar Havili, Daman and Diu, Lakshaya dweep, Pondicherry

NORTHERN INDIA

Chandigarh: the Swiss born French architect and planner, Le Corbusier in 1950 has, designed several buildings in Chandigarh.

Haryana: The seasonal and religious festivals glorify the culture of this region. The dance is said to be the mother of all arts. Music and poetry exist in tune, painting and architecture in space.

Himachal Pradesh: Himachal is blessed with some of the most spectacular landscapes anywhere. Truly a travelers paradise, with mighty snow peaks, deep gorges lush green and golden valleys, flower filled meadows, misty woods, fast flowing icy rivers, glaciers and enchanting lakes.

Jammu & Kashmir: Jammu is justly famous for its temples, In fact, it is known as the city of temples and the every fame of its trends to overshadow its palaces, forts, forest and powerful ziarts (shrines).

New and old Delhi: Timur, who was later, succeeded, by the say gid dynasty, followed by the Tughlaq is the Lodi dynasty soon followed and the only interesting architectural features added by them were the tombs.
**Punjab:** There is no dearth of breath taking places, for Punjab was the seat of royalty, as the imposing Quila Mubarak will tell you.

**Rajasthan:** When India becomes independent in 1947, the Rajputs one by one were convinced to become part of the new India and signed away their lands and lifestyles.

**Sikkim:** ruled by the Namgyal (Lepcha) clan since the 15th Century, Sikkim lost much land to the British and to Nepal and Bhutan in the 18th Century.

**Uttar Pradesh:** Uttar Pradesh is a land of culture and geographical diversity, blessed by an innumerable trangeril. Expanses of meadows perennial rivers, dense forests

**Uttaranchal:** The economic viability of the new state is worrying if anything in the present circumstances. Though it is endowed with rich natural resources, it is unable to tap them to its advantage.

**EASTERN INDIA:**

**Arunachal Pradesh:** Arunachal is home to 26 major and numerous minor tribes with rich culture traditions. There are three kinds of religions practiced here.

**Assam:** Guwahati, the industrial and commercial hub of Assam in several for its accident, Hindu temples
Bihar: Nepal birds Bihar on the north on the east by west Bengal, on the west by Uttar Pradesh and Madhya Pradesh and Orissa in the South.

Manipur: The tiny land locked state in the northeast dates back to the days of the epic Mahabharata and has been a Valley of enchantment for Centuries

Meghalaya: The pleasant hill station of Shillong drives its name from the deity. Shillong or “Lei shillong”, which is worshipped at the shillong Peak, 10 km from the main town

Mizoram: With the exclusion of a small portion lying in the plans, the entire state is full of ranges running in the north south direction.

Nagaland: Nagaland is spread over an area of 56366 square miles and has a population of about seven lacks.

Orissa: Bhubaneswar, the capital of Orissa, famous as a temple town and a handicraft center, has over the last decade, become an upcoming business centre.

Tripura: The reason Tripura is a different Northeastern state is dictated by its history Tucked away in a corner of the northeast

West Bengal: Calcutta the capital city of West Bengal was the first port of call of the British East India Company.
WESTERN INDIA:

Dadra and Nagar Haveli: It is union territory in western India, Run by a lieutenant Governor, It has Silvasa as its Capital.

Daman & Diu: the fort in the east and a wall in the west Fisherman make daily trips from the north Coast by wooden boats protect Diu town.

Gujrat: The diverse ethnic groups represented in the Gujrat population may be broadly categorized as Indian (i.e. northern derived) or Dravidian (Southern derived)

Madhya Pradesh: At the heart of India, the magic of Madhya Pradesh lies in its exquisitely carved temples, proud fortresses and variety of wildlife.

Maharashtra: the intricately carved coves of Ajanta, Allora and Elephant highlight the Indian heritage and the spell-binding Indian culture.

SOUTHERN INDIA

Andaman & Nicobar: Floating in splendid isolation, cast of the Indian mainland is the archipelago of 572 emerald islands islets and rocks known as Andaman & Nicobar Islands.

Andhra Pradesh: This is a story of an ugly duckling turning into a swan from one of the poorest and least developed states to a competes friendly one.
**Goa:** The scenic capital of Goa, Panaji is located along the river Mondovi. Tiers of white washed red tile roofed buildings rising up the hillside give it a Mediterranean flavor. Panaji is noted for its fine buildings.

**Karnataka:** Andhra Pradesh in the east, Maharashtra in the north and Tamil Nadu and Kerala in the South bound Karnataka, “The lofty land”

Kerala: First settled in the 10th Century BCE by speakers of Proto-South Dravidian, Kerala was influenced by Mauryan Empire.

**Lakshadweep:** Following the defeat of Tip Sultan by the British, at Srirangapattanam in 1799, the East India Company annexed the islands.

**Pondicherry:** While the Aurobindo Ashram is one of the reasons to see, Pondicherry there is another place that is necessary see, Auroville the city of Dawn.

**Tamilnadu:** Although Tamil Nadu is one of the most Urbanized States of India, it is still a rural land. Agriculture is the main stay of life for about three-quarters of the rural population.

**Tourism Organisations:**
Over the years, a number of organisations have emerged in tourism. They have played a vital role in tourism policy formation planning promotion, infrastructure and resort development, protecting the rights of tourists, negotiations etc. Factors like importance of tourism in
generating foreign Exchange, employment prospective, national interests and at time the stage of development have determined the need for such organizations and accordingly influenced their growth and functions.

These organizations exist in public sector as well as private sector and at different levels i.e. global national, state and local. For example World tourism organisation, Indian Tourism development Corporation, Maharashtra State Tourism Department Corporation or a Tourism club in a district of Kerala. A recent addition has been of some N.G.O., devoting full time to issues concerning tourism like the equations in Bangalore.

Different segments of the industry also have their own organizations to defend and promote their rights like the travel Agents Association or Tourist Guides Associations,

**INTERNATIONAL ORGANISATIONS**

Many international tourism organizations have been formed which represent governments as well as the Private sector. It is difficult to discuss every such organisation hence we mention about a few important ones here.
WORLD TOURISM ORGANISATION

World tourism organisation (founded 1975) is an intergovernmental body. It is a successor to the international union of official Travel organizations (IUOTO) which existed from 1947 to 1975 as a United Nations specialized agency the W.T.O’s membership comprises 113 of the World’s governments and over 170 affiliate members.

(International and regional tourism organizations) from the Travel and tourism industry, W.T.O. head quarters are at Madrid (Spain) and its three functionaries are:

- W.T.O. secretariat (permanent office at Madrid)
- General Assembly (meets every two years).
- Executive council (meets twice a year).

The fundamental aim of the organisation shall be-

“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 freedom for all without distinction of race, sex, language or religion. The organisation shall take all appropriate action to attain this objective. In pursuing this aim, the organisation shall pay particular attention to the interests of the developing countries in the field of tourism.
Here we must remember that WTO is the only inter governmental organisation open to the operating sector. This combination of public and private sector involvement encourage hands on approach to strategic issues affecting the industry. W.T.O. also provides a forum for industry to “establish the frame works and global standards of travel and tourism. It attempts consolidation of one of the world’s fastest growing industries, W.T.O.’s activities include-

1. Technical - Cooperation
2. Education and Training
3. Environment and planning
4. Facilitation and Liberalization
5. Marketing and promotion
6. Publications

**OTHER ORGANISATIONS**

Besides W.T.O., there are a number of organizations at the international level and here we give brief details about some of them:-

**(i) IATA:** The international Air Transport Association (IATA) is a non-governmental organisation and membership consists of practically all air carriers. The Active members are engaged in international operations whereas the Associate membership consists of domestic airlines IATA aims:-
- At encouraging the development of reliable, regular and economic air transport for the benefit of travelers.
- to foster air commerce and study the problems there in and
- To research the problems and issue related to the industry.

Founded in 1945 the activities of IATA have increased over the years today its services and roles include.
- Setting rates on global routes agreeable to member airlines.
- Planning of timetables for international flights
- Standardizing and coordination of certain services like baggage checks, reservations etc.
In addition, IATA also provides statistical data on international air travel and acts as cleaning houses for air ticket coupons.

(ii) **UFTAA**
Universal Federation of Travel Agents Association was founded in 1966. Its members are national organizations and regional organisation. It aims representing the travel agency industry and travel agents at different forums and negotiates on their behalf.

Further, we list of few other organizations.
IFTO (International Federation of Tour Operators) which represents national tour operator associations,
- International youth Hostel Federation (IYHF) which represents national youth hostel associations
• International Hotel Association (IHA) representing the hotel and restaurant industry
• International Association of Tour Managers (IATM)
• Pacific Asia Travel Association (PATA) etc

GOVERNMENT ORGANISATIONS IN INDIA
The most of the countries the tourism policy is formulated and in some cases operationalized under a National Tourist organisation. Matter related to development, promotion, marketing etc. are looked after by such official organizations. In fact, their major functions are-

• Policy formation and planning
• Promotion and marketing
• Coordinating between public and private sectors’
• Human resources development through training and education and
• Legislation and regulation act.
• Here we must take note of their importance in tourism as their role functioning and attitude influence the entire gambit of tourism.

CENTRAL GOVERNMENT
In India the department of tourism, which comes under the Ministry of Civil Aviation, and Tourism, functions as the National tourist organisation, as a tourism professional you may have to deal with the department and its officials from time to time. The primary task of the department is to lay down the policy collect tourism related data, attend to enquires related to tourism, publicize. India as a destination, regulate
the activities of different segments of the tourism industry, etc. Accordingly, various advisory bodies and committees are formed to implement the policies.

An important function of the department is to answer to tourists queries and guide them. For this, it has its regional offices (Delhi, Calcutta, Bombay and Madras) as well as information offices at prime destinations like Agra, Jaipur, and Aurangabad, Cochin etc. Similarly, there are a number of tourist officer abroad, which work in liaison with Air India for promoting India as a destination.

India tourism development corporation (ITDC) is another Government organisation that plays a major role in tourism promotion, travel and infrastructural development. You must be aware of the chain of ITDC hotels like, Ashoka, various restaurants and so on. Unlike the department of Tourism ITDC is a commercial profit earning organisation.

A significant step was taken by the Government in 1986 by setting up the National committee on Tourism, which has representatives from public & private sectors.

**STATE GOVERNMENTS / UNION TERRITORIES**

On the pattern of central Government, the state Government and Union Territories have their own tourism departments and Tourism development corporations. At all airports major Railway stations and bus
stands tourists information centers have been set up by these departments. They are also actively engaged in-

- Policy formation at their levels
- Promotional activities
- Destination development
- Providing guide services
- Conducting right seeing tours, and
- Providing lodging etc

Here we must mention that in our country we still do not have tourism organisation at the local levels of a district or municipality. In a very few cases the local development authorities have been entrusted the fast of destination development/maintenance. Yet the performance is not up to the mask. Many state departments also have to improve their services. In this field, we have to learn a lot from the countries that have a development tourism industry.

**PRIVATE SECTOR ORGANISATIONS IATO, TAAI, FHRAI:**

In our India, there are many private sector organizations and there are three most prominent organizations of private sector in tourism are IATO, TAAI, and FHRAI.

**INDIAN ASSOCIATION OF TOUR OPERATIONS (IATO):**

The Indian Association of tour operators (IATO) is the National body of Tourism industry. It has over 1100 members covering all segments of
Tourism Industry. Established in 1982, IATO today has international acceptance and linkages. It has close connection and constant interaction with other Tourism Association in US, Nepal, and Indonesia, where USTOA, NATO and ASITA are its member bodies, and is increasing its international networking and professional bodies for better facilitation to the International traveler visiting not only India but also the entire Region.

IATO interacts closely with the Government on all critical Issues affecting the Tourism Industry in India with the highest priority to tourism facilitation. It interacts closely with all Government Ministries/department, Chambers of commerce and Industry diplomatic Missions etc. It acts as the common medium between the decision Makers and the industry, and present the complete perspective to both sides, synergizing their common agenda of tourism facilitation. All IATO
members observe the highest standards of professional’s ethics and offer personalized service to their clients.

Being the National Body of the Tourism industry, IATO is always actively responsive to its social responsibility. All IATO members actively participate in meeting their social obligations not only during national emergencies and natural calamities but also as an ongoing venture. During the recent years IATO members contributed generously for the National Defense Fund and also organized Blood Donation Camps during the Cargill conflict, carried out relief work in the cyclone affected areas in Orissa, setup emergency relief supplier for the victims of Gujrat Earth quake besides adopting a village and providing them the necessary relief and rehabilitation infrastructure. IATO has contributed completely heatedly to the Prime Minister’s Relief fund, also to help the Government in their efforts during the national crisis.

IATO has five categories of membership. Active, Allied, Associate International and Honorary. All its active members are recognized and approved by the Indian government Department of Tourism and have at least three years experience of handling International Tourists to India, before being admitted to the IATO fraternity.

IATO’s affairs are ‘managed by an executive committee elected by the Active, Members every two years. The president with a team of six office Bearers and nine executive members heads the executive committee. The executive committee meets every month to discuss current tourism
Industry and Membership Issues. IATO networks through its state level chapters at the local level where all local issues are handled at appropriate level. IATO has 12 committees, each focused on a specialized area headed by a governor assisted by his committee members. They are-

- Adventure Tourism development committee.
- Civil Aviation, press & PR committee
- Domestic Tourism Development Committee
- Grievances committee
- Host Committee.
- Hotel Relations Development Committee
- IATO News committee
- Legal Affairs, Insurance & Consumer committee
- Privilege Card Development Committee
- Railways Co-ordination & Development Committee
- Surface Transportation Development Committee
- Website development committee

IATO member meet every month on the first Saturday for interaction with each other and with a guest speaker, who delves on current issues, the members are updated on the events of the month at this meet.

The Action committees, Unresolved and major issues had focused and discussed at the IATO Annual conventions was held in different states of India every year. Different states vie for each other to hold this National Industry convention.
HISTORY OF IATO’S

Indian Association of tour operators (IATO) is the national apex body of the tourism Industry. Founded on 13th January 1982 with just seven members, it has now over 4000 members from different segments of the tourism industry like travel agents, hotels, airlines, government tourism departments, development corporations, educational institutions, transport operators and both national and international tour operators.

IATO has been the forum for the Tourism Industry for addressing crucial industry issues, at various levels. During the 1982, convention, IATO’s demand for the tourism Industry’s recognition as exporters was finally accepted by the Government in 2002, IATO has constantly been discussing important issues at different fora with persistent persuasion have attained the unique position of being the Industry’s prime contact with the Government.

While the Industry’s issues are the prime focus of IATO as the National apex Body IATO has whole-heartedly participated in its Social Obligations. IATO has supported all major National causes, contributed by Relief emergency operations in National crisis and Calamities. IATO has also been actively involved in development of professional Human Resources in the Tourism Industry by providing on the job training to the students from different tourism Institutes and organizing special need based courses for training in the Industry.
AIMS AND OBJECTIVES:

The INDIAN ASSOCIATION OF TOUR OPERATORS has been founded in the general interest to promote international understanding and goodwill to the Ultimate advantage. All income of the Association shall be utilized towards the promotion of the aims and objectives of IATO.

The aims and objects of the society are as follows:-

1. To promote national integration welfare and goodwill
2. To take all steps, this may be necessary for promoting, encouraging and assisting in the development of tourism throughout the country and to take initiatives to secure the welfare of the Tourism Trade in all respects.
3. To communicate with chambers of commerce, other mercantile and public Bodies in India Government departments or committees, International Air Transport Association and Various foreign and local associations and corporations companies and concerns and promote measurers in the interests of the travel trade and nominate members to act on them.
4. To encourage and promote friendly feelings among the tour operators and have agents on all subjects involving their common good benefit.
5. To try to amicably settle the disputes of the members of this Association by referring the disputes for settlements to a sub-committee to be constituted for such purpose by the executive committee.
6. To protect the interest of the members of this association from the malpractices of foreign tour operators
7. To set up and maintain high ethical standards in the industry
8. To undertake such welfare activities which the members cannot undertake individually
9. To get affiliation with similar organisation in other countries
10. To promote equal opportunities for all visitors to enjoy the tourism & travel facilities without distinction of race, colour, creed or nationality.
11. To organize overseas promotional tours jointly with various airlines and Govt. of India Tourists office abroad and other similar organizations
12. To conduct aiding and assisting seminars, group discussions, course of studies, cultural meetings.
13. To institute awards for excellence in tourism related activities.
14. To assist students by scholarship to pursue higher education study and research particularly in the field of development of Tourism and International Brotherhood, both in India and outside the country.
15. To institute chairs and fellowships in India
16. To take initiative and ensure that the problems affecting any of the services relating to the tourism trade are sorted out through the mediation of the association, falling which joint legal action to be taken for and on behalf of the members of the Association for setting such problems.
17. To produce regular reports about achievements of the members of the association and to do all such things are incidental or conductive to the above objects.

18. To print and publish information material for the benefit of its members

**TAAI**

**TRAVEL AGENTS ASSOCIATION OF INDIA**

TAAI was formed towards the end of the year 1951 by a group of twelve leading Travel agents, who felt that the time had come to create an association to regulate the travel industry in India. The primary purpose was to protect the interests of those engaged in the industry, to promote its orderly growth and development and to safeguard all rights of the travelling public.

TAAI represents all that is professional, ethical and dynamic in our nations. Travel related activity and has been recognized as the voice of the Travel and tourism industry in India.
Today TAAI is the largest and primer, association of travel professionals representing over 2400 Active, Allied and Associate members comprising of IATA accredited travel Agencies of retail location to multinational agencies who related the travel industry. However travel suppliers such as Airlines & General sales Agencies, hotels, Transport Companies, Cruise lines, and tour operators join TAAI

TAAI offers many benefits to its members and the travelling public TAAI logo is recognized around the world as a symbol of professionalism and integrity the professional affiliation most often endorsed by the media when recommending how to find a reliable travel agent to Deal with in someone you can trust.”

**PURPOSE OF TAAI**

An Association to regulate the travel Industry along organized lines and in accordance with sound business principles thus came into emergence the travel Agents Association of India. The purposes were to-

- Protect the interests of those engaged in the industry.
- Promote its orderly growth and development and.
- Safeguard the travelling public from exploitation by unscrupulous and unreliable operators.

In fact, TAAI is a “professional Coordinating body”. Consisting of various segments of the travel and tourism industry, it recognized as the main representative body of the travel industry in India.
As a non-political, non-commercial and a non-profit making body, it aims at-

- Safeguard the interests of the travelling public.
- Maintaining high ethical standards within the travel trade
- Developing Tourism Industry through improving the travel agency business and service for tourists
- Promoting mutual co-operation among TAAI member and,
- Contributing to the sound progress and growth of the industry

By 1993, TAAI had a membership of more than 600, which includes member of different categories.

The active members of TAAI are supported to-

- Empathies with travelers needs.
- Offer correct device.
- Undertake multi sector domestic and international reservations.
- Plan holidays and,
- Ensure a hassle-free trustworthy level.

The major activities of TAAI include-

(i) Helping promote maintain and stimulate the growth of level and tourism in the country.

(ii) Directing the attention of the controlling and regulatory authorities to the problems faced in the industry and discussing with them the means of survival and betterment of members.

(iii) Maintain close contact with world bodies and representing matters affecting the travel and tourism industry of India.
Gathering and disseminating useful information on travel and tourism among members for their guidance.

Educating and equipping members to meet future challenges through seminars, conventions and sharing of thoughts and experiences.

Helping to develop better understanding among the different segments of level industries etc.

**CODE OF ETHICS**

The travel industry is now highly specialized and the average traveler depends upon the professional’s travel agent to guide him easily. The principals who appoint travel agents to represent them also depend upon their approved agents to follow the best tradition of salesmanship and ethical conduct. The growing number of travel agents and their increased scale of activities require their adherence to fair dealing and ethical practices.

There for each TAAI member because of their membership admits and acknowledge that they are aware of the TAAI code of ethics and subscribes to and supports the precepts and principles contained therein.

TAAI represents all that is professional ethical and dynamic in our nations. Travel related activity and had been recognized as the voice of the travel and tourism industry in India.
The TAAI members should endeavor to eliminate any practices, which may be damaging to the public or to the dignity and integrity of the travel agents profession. The TAAI member shall report in writing to the respective chapter/regional sub-committee on any alleged unethical or unlawful practice, which comes to their attention, accompanied by all evidence as they able to gather in support of allegations.

Such a report shall be confidential in nature and unless otherwise agreed shall not be disclosed to any person. If after due consideration of the evidences, the region considers such report sufficiently valid, it shall submit the same to TAAI. Head quarter with its comments and recommendation in performing its functions in this context, TAAI shall give regards to provisions of the consumer protection act and other relevant laws.

It is the duty of the TAAI to keep him and his staff informed and updated in respect of all-important aspects of the travel requirements in order to give clients effective, accurate and professional level advice in keeping with the main objective of the association.

The TAAI member should possess adequacy knowledge of procedure and requirements of central and stock authorities.

The TAAI members shall consider every transaction with their clients to be strictly. Confidential in nature and will not divulge any related information which may be damaging to either the clients or the trade.
FHRAI

Federation of hotel and restaurant association of India

FHRAI in the voice of the hospitality industry and provides an interface between the hospitality industry, political leadership, academics, international association and other stakeholders.

FHRAI in committed to the progress of the industry through the various activities like education and training, research and publication, annual convention to promote interaction with government officials.

FHRAI in managed in the executive committee headed by the elected president having tenure of one year. The executive committee comprises of members from the four Regional Associations. The day to day businesses in conducted in the secretariat headed by the secretary general.
The federation of hotel and restaurant association of India formed in 1954 was incorporated as a company under the Indian companies Act on 7 December 1955. The four regional association functioning in the country via hotel & Restaurant association of eastern Indian formed the federation. Calcutta hotel & restaurant association of Northern India New Delhi & Restaurants Association (western India) Bombay and the south India Hotel & Restaurants Association madras
The principal objectives of the federation are to-

- Unit the four regional associations in a representative national organization
- Creak a national fraternity of the hotel and restaurant establishments located all over India.
- Consider and take decision an all questions of interest to the hotel and restaurant industry.
- Act as an information centre and disseminate statistical and other information concerning. The hotel and restaurants industry and advise its members on matters of importance to them.
- Promote and market the hospitality industry of India, especially hotel and restaurants in the national and international market.
- Coordinate and liaise with the ministry department of tourism and other concerned departments. Agencies of the central and state governments to achieve accelerated growth of the hotel and restaurants industry by receiving suitable incentives for this industry and consider all questions commented with the hotel and
restaurant industry and as for as possible to secure redressel of grievances of the industry.

The business of the federation in managed by an executive committee comprising 24 members, 6 from each region The federation secretariat is functioning from New Delhi with secretary General Joint secretary Deputy secretary and other staff.

**THE FEDERATION IN A MEMBER OF THE INTERNATIONAL HOTEL ASSOCIATION**

The federation has emerged in a new role of a for more active and dynamic participate in all out efforts of government both central and state to accelerate the development of tourism in the country in general and the hotel and restaurant industry in particular so as to fully exploit its increasing foreign exchange earnings and employment generating potential. It is well known that hotel, restaurants constitute the major segment of tourism industry in the country, and the success of any tourism promotion programme and plans depends on the availability of this basic infrastructure. According to an old adage if there is no hotel, there cannot be any tourism. Though this may be disputed by, some but no doubt tourism do need a place to stay.

The federation acts as eyes and ears of the Government in the hotel and restaurant sector. For example, it keeps the government apprised of the developments in this area and constantly reminds it almost the problems faced by the industry and the measures necessary to remove
operational bottlenecks apart from making investment in hotel and restaurant more attractive Vis-a-Vis other industries. Thus the federation has been helping the government in the decision making process. It was because of continuing consultants that for the first time government announced specific for reliefs and fiscal incentives for the total industry in 1968. Since then coordination between the federation and government has been closer thereby ensuring quick and constructive decisions. The Ministry / Department of Tourism invariably associate the federation with committee set up like the national committee on tourism and tourism think tank (constituted in 1991) for further promotion of the industry. Its prospects and problems are discussed at open forums like those that the annual representatives are also invited.

**CONSTITUTION**

The constitution defines the objects of the federation by clearly specifying all the entities that form the federation their function and scope:-

Some of the salient point of the constitution is-

- To unite the four regional associations and work towards encouraging promoting and protecting by lawful means the interests of the hotel and restaurants industry and raising the standards of the industry both at home and abroad.
- To consider policies guidelines legislations byelaws and regulations that affect the industry and discus with government
authorities and initiate support or oppose by lawful means such legislation or regulation by various means.

- To advise and inform members about national and international matters pertaining to the industry and disseminate statistical and commercial information through surveys and research. To print, publish, circulate, papers, periodicals, books and other literature conductive to advance the interests of the industry.
- To assist in affording training facilities for hospitality personal and for that purpose to promote and run a hotel & institute.
- To consider national and international conferences in the interest of the hospitality industry and organize meetings to encourage friendship between members and to discuss questions of current importance.

The principal mission of FHRAI in to represent, promote and develop the hospitality industry in India.

In the path to fulfill the mission FHRAI

- Represents the Hospitality industry through the pre budget memorandum presented to the government.
- Represents the hospitality industry on the matters of taxes, regulations and relief.
- Lobbies for the before the ministries and agencies of the central government.
- Interacts continuously by regarding these matters with regional associations State associations and members.
- Sends representatives to various state governments on matters affecting the industry in that state.
• Keeps the members informed about the development in legal matters trends and developments in the national and international trade scenario.

Over the year, FHRAI has strived to fulfill the mission that the federation has set for itself that of representing promoting and developing the hospitality industry in India. There have been many successes along the way and the past one year has been especially fruitful.

The federation of Hotel & Restaurant association of India often known by the acronym FHRAI is the apex body of the four regional associations representing the hospitality industry. FHRAI provides and interface between the hospitality industry political leadership, academics, international association and other stakeholders. FHRAI is committed to promote and protect the interest of the hospitality industry.

By actively seeking letter privileges and more concessions for the industry FHRAI, members are always kept abreast with the latest trade information and trends statistical analysis and reports on various topics that have a direct impact on the industry government notifications and circulars.

FHRAI helps the hospitality industry to grow. Prosper and keep in pace with the development in the international scenario.

With more than 3691 members comprising of approximately 2358 hotel 1178 restaurants, 155 associate members and the 4 regional association.
FHRAI is truly the voice of the hospitality industry that brings several million dollars to the exchequer and employs more than 17 million direct workers.

**POLICY FOR PROMOTIONAL ACTIVITY**

The world tourism organization sees the role of policy as the means which government can balance motivations with private sector improvement. This is primarily because it views. Tourism as one of the few development options for third world countries and means of participation in the international trade. The world tourism organization therefore recommends that all countries to realize the value of the process of liberalization would have a tourism policy which defines the means by which the objective of tourism development are to be realized to be meaningful these objectives should be fixed in a tourism development plan which has the sanction of the governments.

The first ever tourism policy was announced by the government of India in November 1982. It was more an aggressive statement in marketing than a perspective plan for development its main thrust was aimed at presenting. India to the foreigners as the ultimate holiday resort with a view to reach a destination the following measures were.

1. To take full advantage of the national heritage in arriving at a popular campaign for attracting tourism

2. To promote tourist resorts and make Indian a destination of holiday resorts.
3. To grant the states of an export industry to tourism
4. To adopt a selective approach to develop few tourist circuits and
5. To invite private sector participation into the sector

As is very clear from above policy tourism was considered by government as an industry, which should use India’s culture heritage as community to attract foreign travelers.

The major development in tourism policy of India come with the National Action plan for tourism in May 1992 its central concerns were-

- Socio economic development of areas
- Increasing employment opportunities
- Developing domestic tourism for the budget categories
- Preserving national heritage and environment
- Development of international tourism
- Diversification of the tourism products
- Increase in India’s share in world tourism.

The eighth plan document makes a special mention that the future expansion of tourism should be achieved mainly by private sector participation. The thrust areas as enumerated in the plan include development of selected tourist places, diversification from cultural related tourism to holiday and leisure tourism development of trekking winter sports, building and breach sea resort tourism, exploring new
source markets restoration of national heritage projects launching of national image building etc.

It is evident from the contents of this document that now there is greater stress over preservation of culture heritage. Contrary to the policy of 1982, where it was suggested to commodities the culture, the eighth plan proposed diversification of tourist attraction from more cultural heritage perspective. This change in orientation in very crucial as India in moving on the road of development and it needs a positive image rather than a country of snake charmers and the rope trick.

As part of government tourism policy, certain cultural attractions are being promoted. The department of tourism intends to set up craft villages in different parts of the country to provide a boost for the traditional handicrafts of various regions in New Delhi: Delhi haat and crafts museum. A kind of shilpgram, which exhibits the crafts of different regions the suraj khand mela and shilpgram, Udaipur have been a tremendous draw with the tourists. Organization of republic day celebration in India is a big cultural event it attracts in large number of domestic tourists visit Delhi to see the event dances and cultural representations in the form of jhankis (tableau) from different states are major cultural attraction. For almost a week of her the republic day parade the dances and artists give performances in different auditoriums in the city.
The ministry of tourism has identified certain fairs, festivals and assistance is given to develop and publicise them to attract inland, and foreign tourist’s fairs like pushker fairs sonepur cattle fair, kite festival, boat race, Dusshera festival in Mysore etc are already attracting tourists. Ministry given liberal financial assistance to develop these traditional fairs and festivals all over the country and promote them aggressively in the international market Festival of India and India fest are attempts in this direction.

At important tourist centers where earlier, there were no structured arrangements for organizing cultural evenings, which could provide an experience or a glimpse of Indian culture to the visiting foreign tourists. Now it will be the endeavor of the government to have a tie up with zonal cultural centers for arranging at important tourists destinations to organize cultural evening’s son-itlements, construct bazaars, food plazas and fairs and festivals. All found the year such activities will be organized in coordination with the department of culture and archaeological survey of India, Konark and Khajuraha festivals, light and sound programmer at the Red Fort and Purana Quila in New Delhi and at Gwalior Fort etc are some attempts in this direction.

DESTINATION DEVELOPMENT

During the 1980, India began to be viewed as a tourist destination. The countries diversity and rich culture as well as its landscape architecture and history continue to draw in tourists from all over the world. The central and state governments of India have been working to promote
tourism in the nation by enacting specific policies in the public and private sectors.

Destination development is a continuous process of coordination and development of amenities, facilities, products and services that support host communities to deliver quality. Experience for visitors and enhance residents well-being Managing destination development in fundamental to successful ‘Implementation’ of tourism management where destination managers and stakeholders put into action the priority strategies and plans developed during the destination planning process. The destination development process should be informed by the situation Analysis and planning process phases and monitored against clear KPI’s throughout the destination performance process

The successful implementation of the destination development phase of destination management involves-

- Development is shaped by the planning scheme and approvals process of a destination, which is reflection of community aspirations for places getting the right planning scheme, is a giant leap towards encouraging sustainable tourism development.
Development of an effective and collaborative destination management structure to facilitate stakeholder engagement and communication and guide development and management

Facilitation of a process to engage public and private sectors for investment in required tourism infrastructure and product including:

- Identification of public infrastructure services and facilities demands, including consideration of host community and visitor needs.
- Planning for the development of appropriate public and private infrastructure and facilities to transport and distribute visitors to and effectively throughout the destination.
- Development of tourism related products and experiences that are aligned with core brand values and the needs of the visitors market segments of the destinations.
- Development of tourism experiences within national and protected areas ensuring conservation values is maintained.
- Provisions of visitor information services to encourage increased expenditure and satisfaction
- Facilitation of a process to engage public and private sectors for investment in required tourism infrastructure and product
- Providing a forum to engage stakeholder in a proactive way to address key sector challenges for the destination including.
- Ensuring high standards for tourism products and facilities to enhance the visitor experience
• Developing a high quality labour market to deliver on visitor’s expectation and needs
• Developing a strategic approach to the management of risk, visitor health, safety and security

GUIDE SERVICES

• Guide services of India tourism i.e. Govt. of Ministry of tourism are available to provide professional guide services to the tourists. In English & in various foreign languages such as Spanish, Italian, French, German, Russian & Japanese
• Approved guides are fully trained, experienced, groomed and educated to provide escort services in India & neighboring countries guide services for North India & Naturalists for wild life tourism approved guide can be easily identified as they carry an identity card of Ministry of tourism Govt. of India. The approved guides can be booked in advance for the guide services.

SIGHT SEEING

• The largest democracy in the world India is also home to the oldest civilization in the world that is the Indus valley civilization. It is land of variations, where we can find diversity in landscape, climate, appearance food, clothing, language, religion culture and tradition. This makes India an interesting place to spend your vacations. First to the north we have beautiful and snow clad Kashmir, Himachal Pradesh and Uttarakhand which are at the foot of Himalayas western region
of India has states like Rajasthan, Punjab and Gujarat famous for their Forts, palaces, Havelis and Gurudwaras. The eastern region has Assam, Sikkim and other states, equally beautiful and famous for Buddhist Monasteries. The central India has Maharashtra and Madhya Pradesh, famous for their caves and temples. The southern region has states like Kerala, Karnataka, Tamil Nadu and Andhra Pradesh famous for their beaches hill stations, backwaters, temples, churches and masques not to forget Goa a small state in India, which is a major attraction for foreign tourists.

**LODGING**

India is a very famous holiday destination in the world, and provides ample facilities as far as lodging is concerned. It has state of the art hotels to cater to its ever-booming travel and tourism industry. Many hotels and resorts have popped up in India over the last few years to cater the accommodation needs of everybody. India is dotted with hotels that fit in every budget. There are hotels ranging from luxury
hotels to economy hotels. A travel agent can help in finding a suitable accommodation.

Hotels in India provide detailed overview of the various categories of hotels and the important groups of hotels that play a major role in the field of tourism located in all major tourist and commercial destinations of India, the hotels are known for their warm hospitality and comfortable accommodation.

Hotels are categorized in different groups based on rooms, amenities and location. Some of the prominent categories of hotels in India include-

Over 50 properties to choose from!
• **Heritage Hotels** :- Reflecting the old glory and grandeur of India, most of the havelis and mansions of ancient times have been turned into heritage hotels that provide the tourists with an opportunity to experience royal pleasure in traditional ambiance. Most of the heritage hotels in India are concentrated in the princely states of Rajasthan, Delhi and Madhya Pradesh.

• **Luxury Hotels** : - Equipped with excellent infrastructural amenities, the luxury hotels in India offer the tourists with a fine lodging and dining experience catering primarily to the upper class executives, the luxury hotels extend a warm welcome to all the customers.

• **Budget Hotels** : - A home away from home, the budget hotels accommodate customers from upper middle and middle class also referred to as economy class hotel, business Hotels and Discount Hotels, the budget Hotels support all the modern infrastructural facilities for a comfortable and pleasant stay.

• **Resorts** : - Resorts are mostly found in hill stations and seaside tourist destinations of India located amidst natural scenic beauty, the resorts are the ideal place to enjoy some valuable time with family and friends or in solitude important Hotel groups in India.

Hotel industry is a booming business sector of India that has given a boast to tourism in the country. Taj group of Hotels, Park Group of Hotels, Radisson Hotels India and ITC Hotels are some of the luminaries
in the field of hotel industry that are famous for unique amenities of superb accommodation arrangements. Some of the important Luxury Hotels that come under the important hotel groups of India.

The professionally trained hotel staff believes in maintaining a strong bond of trust and reliability with their customers through customer friendly services Hotels in India have come a long way since independence and they have been offering excellent services to tourists visiting the country.