CHAPTER - I
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Tourism is the most important industry in the service sector of the Indian economy. It is one of the world’s fastest growing industry and it can play role in accelerating the economic development of the country is widely recognized. It has generated a number of social and economic benefits, promotes national integration and international understanding, creates employment opportunities to a large number of people and foreign exchange earnings. Tourism has emerged as an instrument for employment generation, poverty alleviation and sustainable human development. Tourism also supports local handicrafts and cultural activities.

According to the world Tourism Organisation, India’s share in world tourism arrivals is only 0.38%, accounting for 0.62% of the world tourist receipts. This indicates that much of the tourist potential is yet to be tapped.

With rapid advances in science & technology, tourism has acquired the status of an industry in all industrialized countries. The high influx of foreign tourist traffic has accelerated demand for certain economic production and distribution activities. The economic liberalization in India and consequent foreign investment opportunities, development of tourist facilities including expansion in air-line services etc. provide an impetus for a spurt in tourist arrivals.

Number of factors, such as, population growth, shorter working awareness among people for traveling and the need for recuperation from tensions of modern life, have created favourable conditions for the growth of tourism. So the industry has registered a tremendous growth all over the world during the last few years. Over the years, tourism has emerged as a major segment of the Indian Economy, contributing substantially to the
foreign exchange earning and creating large scale employment opportunity.

1.1 IMPORTANCE OF TRAVEL IN THE CONTEMPORARY TIMES

The impulse for the voyages and travels in man is very strong since the ancient times. Travel is an ancient phenomenon. From the very earliest historical period, travel has had a fascination for man. Much of travel in the beginning was largely unconscious and rather a simple affair. Travel in the distant past was not a thing of pleasure as is the case now. The traveler of the past was a merchant, a pilgrim, a scholar in search of ancient texts, and even a curious wayfarer looking forward to new and exciting experiences. Trade and commerce was however the strongest force in the ancient past; it made people travel to distant lands in order to seek fortunes.

As civilization developed, conscious travel in order to explore and see the world began. The invention of money by the Sumerians (Babylonia) and development of trade and commerce beginning about 4,000 B.C. perhaps marks the beginning of the modern era of travel. Sumerians first grasped the idea of money and used it in their various business and commercial dealings.

The history of tourism developed mainly through indirect sources in the early period. In India, in the early days of agricultural abundance, export of cash crops created an important trade link. Manufacture of iron-ore into steel for weaponry was another important item of trade by the later Vedic period. Tools and textiles were other renowned Indian products. Contemporary Greek and Hebrew scholars have noted the wonder of India and her fabled wealth. Owing to the predominance of trade routes over-land crossing between Asia and Europe, trade tours were an important development in this period.
In the early days, pilgrimage or pilgrim travel assumed great importance. Ashoka the great, traveled a great deal in his eagerness to spread the doctrines of Buddha. Throughout his travels, from Pataliputra to Lumbini on to Kapilavastu and Sarnath and finally to Gaya, Emperor Ashoka had special memorials set up at each spot and also rest houses where travelers could rest. Trees were planted along the road sides so that the traveler would be protected from the harsh sun shine. Harsha was another great emperor who gently influenced by the Buddhist scriptures, built institutions and Dharamsalas for the travellers. Rest houses were built in towns and villages. A number of monasteries were also built for the pilgrims. This shows that travel facilities were much improved and travel was not a cumbersome experience.

Brahmin villages evolved into centres of learning attracting scholars. At this time the Buddhist Sanga established the tradition of pilgrimage. When monks went from village and court preaching the value of the middle-path. Rest houses were provided for the travellers. Monastries also attracted the monks, middlemen and laymen.

The Arthashastra reflects the protection given to merchants and their high status in the Indian society. Insurance and safe passage for goods, regulation of prices, weights and measures and the use of gold, silver and copper as rates of exchanges also indicate a well-developed mode of trade and travel.

Some of the first foreigners to visit India, were perhaps the Persians. There is much evidence of caravans of Persians visiting India, in the inscriptions dating to the rein of the Persians King Darius. There is also reference to trade, commerce and cultural exchanges between Persia and India. During the rein of Chandragupra Maurya, Persian customs have been practiced in the courts. Hieun-tsang, a devout Chinese Buddhist journeyed to India in 633 AD, his journey to India was hard and perilous. His
mission was to collect and translate ancient Buddhist scriptures. Several expeditions crossed from Greece via Persia or Mesopotamia to India. Greek accounts reveal that in India, chariot roads were well laid out and horses, elephants and camels were a common mode of transport. Trees for shade, wells, rest houses and security were also well organized.

One of the most important developments of this era owing to the emergence of trade and commerce, was the emergence of communication and accommodation. When Alexander the Great reached India, it is said that he found good roads which were well maintained covered with shady trees. Marco Polo was another great traveller who in the 13th century passed through India on his way back from China. All travellers were much interested in seeing India and her fabled riches for themselves. This proves that India was a rich and prosperous country in those days.

The Arthashastra also reveals the importance of the travel infrastructure for the State, classification of routes and types of vehicles. This is an indication that there was a well-developed mode of travel in India for the military, the commercial traveller and the civilian. Travel on inland waterways was also under State protection and regulation.

In cities, bazaars provided access to goods brought from the hinterland. Travellers were accommodated in overnight places of stay, known as serais at the city gates where all services were provided to them. State regulations insisted on travellers carrying with them a note for safe passage from one territory to the other. Entertainment and dancing halls were allowed, gambling was licensed and was a source of income for the State.

Many traders could pay for transportation as well as accommodation either with money or by the exchange of goods. Shulgi, the ruler of ancient Babylonia, claimed to have protected roads and built rest houses at various places for respectable
wayfarers. The forerunners of modern day accommodation, these rest houses were the ideal places for halt for the travelers of those days. The Phoenicians were probably the first real travelers in the modern sense as they travelled from place to place as traders. Early travel in the Orient particularly in India and in China was also largely based on trade and commerce. Travel to Orient, particularly to India was undertaken by travelers from all over the ancient world. This was done for a variety of reasons—the most important among them being trade and commerce. India and China enjoyed the reputation of being countries of fabulous wealth. It is on record that long before the Christian era, travelers visited India in search of fortune. This trend continued and became more marked in course of time with Europeans heading towards the Indian shores for the sole purpose of trade and commerce.

Not only did India attract a series of invaders starting with Alexander of Macedonia, but also great travelers like Vasco-da-Gama. Many foreigners, Arabs and Europeans alike came to India to establish trading posts. The great explorer, Christopher Columbus set out to find a new route to India and in the process discovered the new world. India throughout had a great fascination for foreign travelers.

Trade and commerce remained a strong force for many travelers to undertake long journeys to distant lands. This was followed by an urge to explore new lands and to seek new knowledge in ancient and distant leads. There are many references of great explores who spent many formidable years of their lives in search of knowledge. Even if we go back just the few hundred years to the third century A.D., Since the first exploration of Alexander the Great, or only about 700 years since Marco polo and their amazing explorations crossing many lands, we get fascinating accounts of these great persons. These great explores can be credited with the distinction of perhaps being the
pioneers who subsequently paved the way for modern travel. When Alexander the Great during his journeys reached India; he found well-maintained roads covered with shady trees. Along one royal highway, 1920 kilometres long and about 19 metres wide, people travelled in chariots, palanquins, bullock carts, on horses, camels and elephants. Young Marco Polo left Venice in the year 1271 A.D. with his father and uncle. They travelled through Persia and Afghanistan to the then unknown Pamir Plateau. After crossing the wind swept Gobi desert, he reached Kublai Khan's palacea and remained in China for over twenty years. On his way back home, he stopped in Sumatra, Java, India and Ceylon. The first medieval traveller to reach the orient was probably Benjamin of Tudela, a Jewish scholar who left Saragossa in the year 1160 A.D. He wrote a detailed account of his thirteen-year journey through Europe, Persia and India, giving information on the Jewish communities, and the geography of the various places he visited. Yet another famous traveller who recorded interesting accounts of this travel experiences was Ibn Batutah wrote a detailed diary of his travel experiences. In 1325 A.D., he left his home, Tangier, and passing through various countries in Africa and West Asia, crossed the Sindhu in 1333 A.D. The travels took him as far as Indonesia and China. During the same period, there are also accounts of some European travelers who visited India. The Francisco Friar, John of Monte Corrino visited India on his way to and back from China during the last decade of the thirteenth century. Later on in the sixteenth and seventeenth centuries many more European monks, travelers and adventures visited India and many other places in search of knowledge. The expeditions of these great travelers returned with new ideas and also with fabulously rich and highly advanced civilizations of Asia and other areas of the world. The actual number of individuals who participated in various explorations as travelers in search of knowledge, however, represented only a small proportion of effluent of the total population. Travel was considered to be hard
and not a thing of pleasure. The transport and communication system was very poor and slow. The land migrations were done by foot and on horseback, elephant, camel and river craft in Europe, Asia and Africa, and very limited exploration by rafts and primitive vessels moved by tides, oar and sail.

With the fall of the great empires, there was a setback in trade and commerce. This reduced the mobility of the people with the exception of pilgrims. The sea side resorts hill stations and spas which were the centres of recreation and pleasure were hardly ever used by the early medieval period. Over the years, however the scenario changed and a complex character of tourism emerged. The growth of modern technology, rising incomes and improved facilities contributed to the emergence of modern tourism.

1.1.1 Pleasure travel

The concept of pleasure travel as it existed in the west can be associated with the Roman empire. Romans probably were the first pleasure travelers. Travel received a great stimulus from the good communication system and security of the Roman empire. There existed a fine network of roads and new roads were built increasingly wherever the Roman went. Travel literature was published extensively giving routes, the names of the major roads, distances between places and times required in travelling to them. The Roman were able to travel over a hundred or more miles in a day using relays of horses. They journeyed primarily to see famous temples in the Mediterranean areas particularly the monuments, and the famous pyramids of Egypt. The Romans also travelled during holiday accessions, particularly the famous Olympic games.

Travelling for pleasure on the rivers and to the hills was a tradition started by the royal courts. However such movement attracted all those who had business at the court to move with it
from the heat and dust of the cities to the calm and serenity of the retreat. During the rule of the Mughals, the emperors traveled extensively and contributed towards resort development. Even today the remains of the past like the mile stones, sarais and a network of roads and paths that make all corners of this vast country accessible.

Spas and seaside resorts which developed during this period may be associated with pleasure travel. Medicinal baths and seaside resorts which later were named as Spas were very popular with the Roman. The inland Spa has its origin in a belief in the efficacy of its mineral waters for medicinal purposes, either by drinking the water or by immersing in it. The patients using the spas would require certain diversions, and gradually, the Spa resorts added facilities for pleasure and entertainment to their medical facilities. The visitors now not only enjoyed the medicinal baths but also various forms of entertainments. Theatrical productions, athletic competitions, festivals and other forms of entertainment and amusements were often provided at the sites where spas were located. The spas had become extremely popular with travelers. Subsequent development of spas after their original use for recreational purposes by the Romans played a big role in the development of pleasure travel in many countries in Europe. Development of various seaside resorts is also linked with it. In the later half of the eighteenth century, people started realizing the possible curative effects of sea water. Sea bathing also became very popular and many believed that bathing in sea water was more beneficial than in land spas. By the year 1865, there were major seaside resorts in Britain, France and few more countries of central Europe. This development was a result of demand for vocation travel. Nevertheless, both the spas and the seaside resorts paved the way for the modern pleasure travel all over the world where millions of people visited various seaside resorts each year. The fall of the Roman empire in the fifth
century was a great setback for pleasure travel in Europe. During the Dark Ages only the very adventurous and brave persons would travel. A trip at this period in history was considered dangerous. No one would associate travel with pleasure. Also with the decay of the Roman empire came a sharp decline in trade and commerce. In the absence of a prosperous community with the incentive to travel for pleasure, travelling ceased to exist for its own sake.

1.1.2 Religious Travel
Travel for religious purposes assumed a significant importance during the middle ages. The practice of travelling for religious reasons, going on a pilgrimage for example, became a well-established custom in many parts of the world. By the end of the middle ages large number of pilgrims were travelling to the main shrines in Europe, and travel again assumed an interesting character. However, travel was still dominated by religious motivations. Very little actual pleasure travel was undertaken. The adoption and spread of Christianity subsequently led to numerous pilgrims making their way to the Holy Land. So deep and strong was the hold of faith that the ritual of pilgrimage flourished over the centuries. Religion was a great unifying force. Pilgrimages strengthened religious bonds. It provided the impetus for a 'stay-at-home' agrarian society to break out its narrow geographical confines. It also exposed people to new manners and customs, different kinds of food and modes of dress. It encourages exchange of ideas and also fostered trade. It served as a powerful means of forging unity and understanding between people from widely different regions. The powerful influence of a crusading religion that slowly penetrated a foreign land, such as Christianity in Europe and later in America, and Buddhism, Islam, and Hinduism in Asia took place to permit an assimilation and perpetuation of very distinctive languages, literature, music, art,
architecture, philosophy and forms of government. Religion thus played and continues to play a crucial part in travel.

1.1.3 The Grand Tour

The Renaissance marked the next important stage in the history of travel. The reappearance of tourism in Europe follows the Italian Renaissance and the development of a full scale urban systems and network of roads. By the end of the fifteenth century Italy itself became the object of attention. At this time Italy was Europe's economic and cultural leader. It was however totally disunited politically. Wars were fought on Italian soil. These wars played an important part in the dissemination of the Renaissance and the subsequent development of the grand tour. Although in decline materially, Italy was still the intellectual capital of Europe. A growing number of young noblemen were being sent abroad to complete their education in France and Italy.

The development of the Grand tour followed a shift in the focus of culture and of economic and political power. The wealthy and educated, of states whose position of dominance in the world was comparatively new, visited countries that had passed their peak of prestige but were still venerated for historical and cultural reasons. Thus Romans visited Greece and the eastern Mediterranean; the English, from the sixteenth century onwards, visited Italy. The Grand tourist respected the learning, antiquities and social refinements of the old world. The Eighteenth century is conventionally considered the golden age of the Grand Tour, especially the thirty years between 1763 and 1793. With the new wealth of the English bourgeoisie the number of tourists had multiplied. The Grand Tour was no longer an aristocratic preserve. It had been invaded by the bourgeoisie. The Grand tourists paved the way for the popular tourism of the nineteenth and twentieth centuries.
1.1.4 The Origin of the Concept of Annual Holiday

The introduction of annual holiday in Europe was another important landmark which encouraged many people to undertake travel in large numbers during the eighteenth century. The eighteenth century became the great age of travel. The annual holiday was the forerunner to the paid holiday which later was responsible for an extraordinary growth of tourism. In the present day it is used generally in a secular sense meaning a respite from the routine of daily workday life and a time for leisure, recreation and amusement. A feature of ancient Rome, public holidays were among the most enjoyable events. In Europe certain days commemorating religious festivals and saint’s days became holy days on which there was cessation from work. In the year 1552 A.D. in England an act was passed during the reign of Edward VI “for the keeping of holidays and fasting days”. Subsequently, public and semi-official offices in England frequently closed on certain saint’s days. There were however, no general public holidays until the time of the Industrial Revolution. The concept of modern annual paid holiday is very largely an outcome of the Industrial Revolution.

The Middle Ages by and large did not constitute a favourable period for the pursuit and development of tourism. The process of the development of imagination however was continued by the innumerable events, for the most part connected with wars. Discoveries and exploring expeditions, pilgrimages, wandering scholars and mercenary soldiers were the principal sources for information about the outside world. Nobles accompanied by their retinues visited the pivotal centres of religious and secular power, the education of young noblemen at foreign princely courts became a fashion which spread still further with these noblemen’s educational travel, which naturally included the element of pleasure as well. The travels of friends and the trips of students during those days to the different
university towns enriched the popular imagination. The beginning of the 18th century saw the setting in of practice of going to watering-places which owed its renewal to a more liberal conception of life after the Roman bathing cult had fallen into oblivion with the fall of the Roman empire. The increase in population and the resultant divisions of the social classes increased the interest of people in the activities and doings of others. Thus it was quite natural that the rising bourgeoisie took over the living habits of the nobility. The advent of Enlightenment in the 18th century and with it the introduction of a new attitude towards Nature gave rise to romanticism and fancifulness. These in their turn influenced and transformed the attitude towards the distant and the strange. The scientists who had initiated a new awareness were followed by poets and painters who widened further the orbit of the world of imaginations and thus aroused desires, wishes and needs. The 19th and 20th centuries, with the growth of communications, the printing technique and last but not least through the multifarious dramatic events concerning mankind, enlarged the definition and conception of the world and increased the desire to see it. The distant and the strange showed a seductive quality. Social development made it possible for ever larger classes to corroborate their conceptions and ideas with actual experiences.

1.2 INTRODUCTION TO MODERN TOURISM

The concept of modern tourism came into being in the second half of the nineteenth century hand in hand with the development of the industrialized societies of Western Europe and North America. Development of industrialized societies of Western Europe and North America can therefore be considered as responsible for growth of modern tourism. The scattered figures published from 1855 onwards, together with official statements, observations by various travel writers and the various travel guides and other literature on sale at the time, point to the direct
relationship between the birth of these societies and the expansion of tourist movements.

Development of industrialized societies was a direct result of industrial revolution in the west. In its wake the industrial revolution brought in tremendous changes in societies. With the impetus of the industrial revolution little more than a century ago, the tempo of the accelerated change took a big jump. Travel before the industrial revolution was mainly a matter of seeking knowledge, engaging in commerce and trade and undertaking pilgrimage. The industrial revolution was responsible for the change in the economic and social systems. It threw up great factory towns, big and small. The working class was in the beginning burdened by long working hours and poor working and living conditions. For a great number of people there was little relief from routine of putting in long hours of work in difficult conditions in the factory set-up of those days. Sudden concentration of population in towns and cities created unhealthy social conditions. As the industrial momentum gathered and the cities and their populations increased at an enormous rate, the need for escape became even more acute. The prosperous and well-to-do who could afford proceeded to various resorts. Industrialization also brought in an increase of material wealth and certain improvements in transport and communications during the second half of nineteenth and early twentieth century. The factors like increasing need to find relief from workday routine and the city dweller's yearning for physical adventure and comforts and pleasure and development of resorts and spas for health and relaxation produced a fertile ground for the development of pleasure traffic on a big scale. Many resorts owe their present day popularity to their original discovery by wealthy minorities during the Roman empire. The nineteenth century saw the development of large scale pleasure zones at some considerable distance from the large cities and metropolitan
centres of Central Europe. The French Riviera with Nice, Cannes and Monte Carlo were some of these pleasure zones. By the end of the century the Riviera was unmistakably the most popular pleasure zone. Its development only became possible when escape to the south had become a major feature of tourism in Europe. Many health resorts were developed to cater to the increasing needs of wealthy people. Until 1920s it remained a winter resort area. The summer heat was considered not only intolerable in itself but a danger to health. As late as in the 1920s Cannes was trying to compete itself to the English health resorts with a view to attract the rich and respectable English clientele. In the late nineteenth century the Italian Riviera also began to be popular with the English and French. By the early twentieth century rich Americans started to appear in considerable numbers on the Riviera scene. The appearance of Americans on the Riviera was something of a new development as they were late comers on the European tourist scene. One of the reasons could be the distance involved. Only the rich Americans could visit Europe at that time. It was however only after the First World War that Americans were to emerge as pioneers of a new tourism.

Introduction of Railways in the 19th century was another crucial landmark in the travel history. Passengers were carried by a rail for the first time in 1830 in England. Railway track between Liverpool to Manchester in England featured special provisions for carrying passengers in addition to goods. However, the birth of organized travel come in 1841. The success of the Liverpool and Manchester railway, opened in the year 1830 A.D., encouraged many other countries in Europe to open railway lines. Railway tracks were laid in France, Austria and in Switzerland. Across the Atlantic the tracks were laid in America. This revolution in transport technology produced an immediate expansion in European tourism. In the year 1881 A.D. the railways carried over 600 million passengers over lines operated...
by one hundred odd companies. The railways were now keen to stimulate travel and to improve the system. There was also now an element of competition and the various railway companies tried to make travel as comfortable as possible. In the early 1870s first class railway travel was introduced by an American, G.M. Pullman, who developed the Pullman coaches with their luxury furnishing and dining facilities. Long distance travel could now be undertaken in comfort and with pleasure. The Pullman cars manufactured in America were imported by some railway companies in England and other countries in Europe. The car which were very comfortable for long journeys were first introduced in America. The longer distances in America necessitated the ensuring of greater comfort for passengers. The introduction of railways thus vastly increased the opportunities for escape from the rigours of city life as a result of urbanization. The railways can be considered as one of the most powerful motives for mass travel in nineteenth as well as twentieth centuries. The railways carried and continue to carry millions of passengers all over the world majority of which are from large urban centers.

The shipping also made a big contribution to travel during the 19th century. While Railways were responsible for inland travel especially in Europe, the steamship crossed the national boundaries and made strides in intercontinental travel. The shipping technology made a number of innovations in the nineteenth century. In America a number of sailing ships were built which were considered to be superior to those built in England or elsewhere. The English felt a great need for improved communications across the Atlantic with America for the purpose of trade and commerce and passenger transportation. As a result of this there were great strides in the development of deep-sea shipping. The history of the Cunard Steamship Company in England demonstrates important features in the growth of North
Atlantic Shipping. A subsidy in the form of the award of mail contract represented a recurring theme in the development of passenger transportation. With the passage of time toward the last quarter of the nineteenth century, emigrant traffic became an important factor in North Atlantic travel. America was considered at that time the new world full of opportunities and fortunes for people in Europe. A great number of people from the continent started going to America in search of fortune. First Great Britain and later Germany along with other countries became the principal generators of emigrants to the new world. Many travelled as tourists to see the new world. Opening of the Suez Canal in 1869 A.D. brought about the possibility of a much shortened route between West and East and in turn stimulated the introduction of better steamship carriage to the far-east.

Use of the ships in the cruising fashion for the charter and operation of cruises on a limited scale dates from the mid-nineteenth century. The period just before the First World War can be considered the heyday of liner passenger service. It was an era of large and comfortable fast ships operated by relatively small number of companies in various countries. The glamour of the deep-sea travel was however reserved for the wealthy Europeans and Americans. In the luxury liners, a big space reserved for the not too wealthy was used by the emigrant traffic. In fact the biggest volume of transatlantic passenger trade was the emigrant traffic. In the first half of the twentieth century, the descendants of those migrants must have formed a large part of the transatlantic tourist movement. Transport by water makes a significant contribution to the development of travel on land and by air. Scheduled liner transport, formerly much used for inter-continental travel has presently almost vanished. The expansion of international tourism has however led to an increasing use of ferry boats by tourists on short sea crossing. By end of the twentieth century all the main characteristics of modern tourism
were evident in embryo. Changes in mental attitudes towards pleasure seeking, the recognized value of travel for education, an increase in material wealth and improvements in transport, social prestige, the growing need to find relief from working routine—all these factors produced a fertile ground for the development of excursion traffic on a large-scale. Up to the first quarter of the twentieth century tourism was essentially a luxury commodity within the reach of only a privileged few having both plenty of free time and considerable purchasing power. Although all the main characteristics of modern tourism were evident by this time, only the privileged few managed to indulge in this luxury.

The concept of mass tourism emerged along with the introduction of paid holidays. It was in last quarter of the 19th century that increased attention was paid to the desirability of holiday with pay and at least of cheap holidays for working-class people. During this period a few factories gave paid holidays to their workers in some countries in the West. The introduction of annual paid holiday is very largely of English origin and this had important repercussions on development of mass tourism. The annual paid holiday was established during the inter-war years as a reality for a considerable part of the working population. By the year 1939, in U.K., some eleven million people were covered by the Holidays with Pay Act, 1938. Introduction of paid holiday had led to great mobility of the population, created new industries, resulted in the creation and growth of many towns of distinctive function and broadened the horizons of millions of people. In fact the introduction of paid holidays can truly be associated with development of modern mass tourism. In the year 1936, modern tourism really got under way when, at the instigation of its trade union representatives, the International Labour Organisation adopted the first convention that was to support serious movements to promote paid holidays and, in turn, tourism. That convention on paid holidays was an innovation well ahead of
time, when only fourteen countries, mostly European, had enacted general legislation on paid holidays. Soon afterwards tourism experienced an extraordinary growth. During the first world war (1914-18) there was considerable decline in tourist travel not only within Europe but also all over the world. The First World War was responsible for tem However, soon after the war, tourist travel quickly reached pre-war peak levels. And within 3 or 4 years, greatly exceeded them. The War also brought about many changes which were destined to influence the volume of tourism. The War was, for example responsible for breaking down international barriers and resulted in the fostering of an ideal, optimistic, peaceful internationalism-just the climate in which tourism was most likely to flourish. The Second World War marked a watershed. Before it, in the twenties and thirties, organized tourism was chiefly a matter of trains, boats or coaches. In the post-1945 era, such travel was increasingly by aeroplane, thus allowing the pleasure periphery to expand into new mass destinations like Spain, Greece, Bermuda, Cube, Hawaii etc. Post-War era also saw a rise in the standard of living of the working and the middle classes in America and in certain European countries. Soon after the War the tourists began to appear in countries where tourism had been practically unknown a few years earlier. The early traveller had advanced from the scholar and the pilgrim of the past to the pleasure seeker of today. The major tourist countries enjoyed an unprecedented boom in the late twenties.

Development of road and inland transport, specially the former, is the major factor which was largely responsible for and continues to be so far the great spurt in modern tourism. The War itself had repercussions on motor and air transport. It necessitated innovations in the fields of motor and air transport for the purpose of using them in the war. Subsequently, however, after the war was over these were utilized by people for travel
and transport. Many roads and airports which were built for use during the war later helped the movement of great many people for the purpose of travel.

Up to the beginning of the 20th century, tourist travelled almost exclusively by rail and steamship. The invention of the new transport medium, travel by a private car and coach received its great impetus in the ten years which preceded World War-1. The entire shape of tourist industry was therefore transformed by the invention of this new transport medium. The growth of the private car may be identified as a major cause of the decline of the railways. In both USA and UK, passenger rail traffic almost halved in the first ten years or so after the first World War. The motor car gradually came to be the alternative means of transport for both short and medium range journeys. Subsequently with the growth of a fine network of fast and superfast national and international highway systems, long journeys were also performed by motor car and motor coach. The motor car has revolutionised holidays habits. Although the first motor car had come into operation by the end of the nineteenth century, up to the time of the First World War their numbers were small. After the Second World War their numbers jumped manifold. It became increasingly important in the pursuit of leisure and tourism. The actual number of holiday makers travelling by road increased tremendously as more and more people took holidays away from home. The provision of the good motor roads and road services were important factors in the development of both domestic and international tourism. With the tremendous increase in the road traffic, improved roads and dual carriage wars were introduced after 1930. In 1930s the Germans pioneered the development of motorways. Improvements in road transport facilities stimulated tourism in many European countries such as France, Spain and Germany. In many other countries of the world newer and faster
roads were built which made movement of traffic by road faster and comfortable.

The motor car had provided the actual mobility so that people are so that people are no longer anchored to a particular holiday centre as they tended to be when they mostly travelled by train. Road transport made striking advances in subsequent years. Soon after 1950, when the difficulties and restrictions of the immediate post-war years had begun to straighten themselves out, there were rapid developments in transport; whereas the car ownership multiplied, the motor coach appeared in increasing numbers and the coach tour became popular. The construction of motorways in many countries has made speedy travel over long distances by car and the coaches easy and have made many remote places more accessible.

The role of the air transport in the development of the international tourism is becoming increasingly important. Air transport has certainly been a key factor in the growth of international tourism, especially in respect of long distance and inter-continental travel. Although commercial travel took place before Second World War, air transport for the masses has essentially been a post-war phenomenon. The main period of growth was during the 1960s when overseas holiday became a symptomatic benefit of a society experiencing rising living standards. In Europe, the years immediately after World War-I witnessed the attempts to creat commercial airlines. The war itself had a direct bearing on the development of air transport in a similar way as had with motor transport. Certain commercial civil air services were inaugurated and developed in many other countries including in India during this period. Although international air travel was born at the end of World War-I and slowly grew between the two wars, it was only at the end of world War-II that it made a tremendous breakthrough. It emerged into a practical mode of transport over long distances only in the late
forties when the aircraft industry in America applied the technical and manufacturing resources it had developed during the war. The removal of wartime restrictions on international travel and the tremendous increase in speed, safety and comfort provided by the new aircrafts released the long pent-up wanderlust of the people the world over. In the year 1952 the two-class travel was introduced which was made possible by the larger capacity of the new aircrafts. The larger capacity of the new aircrafts resulted in lowering air fares. The steady fall in the real cost of flying has been chiefly productive in traffic across the Atlantic and within the USA, stimulated by the introduction of tourist fares in the year 1952. This period also saw the first post-war attempt to build a package holiday around air transport, the model for most of today's global tourism. The growing willingness of tourists to take to air travel during this period was responsible for the annual flood of North Americans across the Atlantic to Europe, there has been the spectacular explosion of the Mediterranean resorts.

The advent of the jet travel in 1958 was the most dramatic event which introduced an entirely new dimension of speed, comfort and efficiency to air transport and brought mass travel to its present level. Air travel from the year 1960 as a result of introduction of jets grew tremendously. The most decisive development during this period was however the development of inclusive tours in which travelers are carried on charter flights at rates substantially below those of normal scheduled services. It only slowed down after 1973 as a result of the worldwide oil crises which resulted in widespread recession and galloping inflation. In spite of this, world air travel today is almost six times what it was in 1960 A.D. The fact that in spite of rising fuel costs and inflation the industry was able to control successfully fare levels was due to economies of scale provided by the very big aircraft of today. The improved fuel efficiency of later models of jet engines and the ingenuity and marketing expertise of the
airlines, travel agencies and tour operators are other factors. Great advances have been made in air travel in the recent years, more particularly for overseas holiday making. Tourism in turn has had a significant impact on the aircraft industry and on the carriers. Factors like comfort, speed and safety influence the tourists' choice of mode of transport.

An interesting development lately is taking place in the field of transportation. The energy crisis since 1974 A.D. which resulted in widespread recession and galloping inflation have rather adversely affected travel by air and the private motor car—it is becoming increasingly expensive to travel by air and by the private car and coach. The fuel consumption per passenger kilometer is two to four times more in automobiles and ten times more in aeroplanes as compared to trains. This factor of increase in oil prices is responsible for the remarkable achievement in recent years in the growth of faster and cheaper rail transport. In almost all the European countries, the United States of America, Asia and elsewhere revolutionary ideas for achieving higher speeds and comfort are being conceived and put into practice.

After the second world war, Europe lay in ruins. The Marshall plan was introduced by the United States for the revival of the economics of European countries made tourism one of its planks. This made the governments start assuming responsibility for the promotion of tourism considering the international character of tourism. The post war years also saw the emergence of a number of international organizations concerned with travel and tourism. Among them were the International Union of Official Travel Organization (IUOTO), now an international agency called the World Tourism Organization (WTO), the International Air Transport Association (IATA), and the Prolific Area Travel Association (PATA). India was among the first developing countries to become a member of IUOTO in 1951 and Air India joined IATA about the same time.
1.3 INCEPTION OF TOURISM IN INDIA

The importance of tourism in India, had been recognized after the 1st world war. But the first conscious and organized step to promote tourism in India was made in the year 1945, when a committee was set up by the government of India, under the chairmanship of Sir John Sargent, the then educational advisor to the Government of India. One of the major recommendations of the committee was related to the setting up of a separate representative organization of semi-officials to identify the tourist spot in the country. The recommendation of the committee, had far reaching effects on tourism as it developed during subsequent years after India attained independence. With the creation of a separate 'Tourist Traffic Branch' in the year 1949, whole time attention was paid to the development of tourism in India.

According to the constitution of independent India, article 49 reads, that the State shall in particular direct its policy towards securing protection of every movement or place or object of artistic or historical interest.

Apparently the government of India also took note of the new phenomenon of tourism, and its economic implication. It appointed a committee in 1946 under the chairmanship of Sir John Sargent, secretary, Department of Education, to advise the government on the promotion and development of tourism. In pursuance of some of its recommendations the government set up a small tourist branch in the ministry of Transport and in 1951 established four field tourist offices in Bombay, Calcutta, Delhi and Madras. In 1955, the estimates committee of parliament recommended the setting up of a separate department of tourism which was established in March, 1958. In order to associate the State government, the national carries and the travel industry with the development of tourism an apex body called the Tourism Development Council was set up in 1958.
Traveling in the past was a prerogative of the very wealthy. It was only in the last quarter of 19th century, that increasing attention was, paid to the provision of holidays with pay and cheap holidays for working class people.

Few decades have seen many studies of international tourism forecasting by both tourism researches and practioner. Reliable forecasting underpins rational planning in tourism and related industries. It acts as a basis for the development of supply side facilities including urban and rural transportation, retail, entertainment and other support services. It is also an aspect of pricing policies related to international charging and environmental quality. In that tourism makes a major contribution to nations trade performances, economic development and prosperity, reliable forecasting is needed to assist decision makers plan effectively and resourcefully. Forecasts of tourism volume are a prime requirement for destination to force infrastructure and superstructure development needs.

To promote tourism on a large scale, various Indian tourism industry is moving in the upward direction going by the inflow of foreign tourists in recent times. Tourism industry has been accorded the status of "Export House", going by the amount of foreign exchange it is attracting. Tourism industry in India has become one of the important sectors of its economy, contributing substantially in the country's GDP.

1.4 TOURISM IN THE MODERN PERIOD AND THE PROGRESS OF TOURISM IN INDIA

The Rail network in India placed the needs for recreation within the reach of an increasingly large number of people who had leisure time and the means to enjoy it. Air India came into existence with the enactment of Air Corporations Act on 1st August 1963, when the entire air transport industry in India was nationalised. At the time of nationalization, Air India operated
four weekly flights on the India/UK route and three flights fortnightly on the India/Nairobi route. Today, it has an extended network of air routes linking all the five continents of the globe. Air India organizes special programmes to give a wide publicity for projecting India. Soon, Indian Airlines began, with a view to establishing an air transport network to link the remotest places in India. Today, Indian Airlines has expanded its wings to nearby countries as well. They have introduced many schemes and offers like the Discover India package. Leave Travel Concessions encouraged domestic tourism. Concessions for the youth and students also promoted travel within the country.

In the early 1960's The ITDC (Indian Tourism Development Corporation) was started to provide western comforts to international visitors. The ITDC played a major role as a catalyst in developing a modern superstructure (eg. The Ashoka group of hotels) for international tourists. The government set up infrastructure to promote tourism by establishing Air India and tourism promotion offices in London and Frankfurt. The tourism cell in the Ministry of Aviation was upgraded into a department. The private sector was invited to establish luxury facilities for the high-spending tourist. The first pioneer in this field was Mohan Singh Oberoi, who began his career in the hotel business with the Clarks Hotel in Shimla and the Grand Hotel in Kolkata.

1.4.1 Development through Successive Five Year Plan

Although India had a good amount of tourism activity when it became independent over 65 years ago, tourism as a subject did not figure in the Constitution of India, except that some of its components were mentioned in the central or State lists. There was also no allocation for tourism development during the First Five Year Plan. However, during the Second Five Year Plan (1956-61) tourism became a constituent of the Planning process with a token allocation of Rs.3.36 crores for both Central and State sectors put together. The development approach during the
second plan was mainly on creating isolated facilities in important tourist centres. The Third Plan witnessed the beginning of an era for the development of activities connected with tourism, particularly adventure tourism, by the establishment of a winter sports complex at Gulmarg in Kashmir. The India Tourism Development Corporation was set up 1966 to develop tourism infrastructure and promote India as tourist destination.

The approach during the Fourth and Fifth Plan was expansion and improvement of tourist facilities with a view to promote 'Destination traffic as distinct from transit traffic. Integrated development of selected tourist centres like Kovalam, Gulmarg, Goa, Kullu-Manali etc., received much attention and became the symbolic models of resort tourism in India Cultural Tourism was emphasized with development of Buddhist Centres and heritage monuments in India through master plans.

The Sixth Plan (1980-85) was a major landmark in the history of Indian Tourism. The first ever 'Tourism Policy' of the country was announced during 1982 which specified the development objectives and provided an action plan based on 'Travel Circuit' concept to maximize the benefits of tourism.

The development of tourism was stated as a plan objective during the Seventh Five Year Plan (1985-90) and the sector was accorded the status of an industry. It thus became the watershed plan for Indian tourism. The National Committee on Tourism set up by the Government in 1986 to evaluate the economic and social relevance of tourism in India and to draw up a long measure for ensuring accelerated growth of tourism. On the basis of these recommendations a package of incentives were made available for tourism industries and the Tourism Finance Corporation of India was set up to finance tourism projects.

The development Plan for tourism during the Eighth Plan (1992-97) was based on the National Action Plan for tourism
presented in the Parliament on 5\textsuperscript{th} May, 1992. It proposed to achieve diversification of tourism product, accelerated growth of tourism infrastructure, effective marketing and promotional efforts in the overseas markets and removal of all impediments to tourism. A major component of the Action Plan was the development of all inclusive Special Tourism Areas and intensive development of selected circuits. The Action Plan did not specify the infrastructural requirements and the investments needed to meet the targets and source of funding for the same. The Tourism Synergy Programme enlisting the activities and infrastructure components to be provided by various agencies including the private sector and State Governments was thus prepared in 1993. It was further modified and converted into a ‘National Strategy for the development of Tourism’ during 1996. The documents were aimed at achieving greater realization of the importance of tourism, a consensus on the developmental needs, positive contribution of all the infrastructural departments on a coordinated manner, high plan allocations and introduction of new schemes for accelerated development of tourism.

The policy objective in the Ninth Plan (1997-2002) was to work towards creating a tourism product that provides the persons travelling to various places a pleasant experience on their trips, through an environment of peace, stability, security and an integrated system of physical infrastructure that does not fail.

- Tourism should become a unifying force nationally and internationally, fostering better understanding through travel.
- It should help to preserve, retain and enrich our world-view and life-style, our cultural expressions and heritage in all its manifestations.
It was realized that development of tourism has an important indigenous dimension. The number of middle and lower middle class tourists visiting distant places in the country is on the increase. The captive tourism around the places of pilgrimage is also increasing fast. There is a need for creating adequate, hygienic, decent, low-cost facilities for such tourists. The measures for ensuring safety, particularly in difficult places of pilgrimage at high altitudes, should be emphasized. Many of these places of captive tourism are in the region which are economically poor. Development of tourism in these areas, therefore, will accelerate the economic development of these regions. The diversity of the tourism product in India makes it imperative that the development of tourism has to be joint effort of all the infrastructural Departments, public sector undertakings, State Governments and the private sector. The approach to tourism development in the Ninth Plan was to have coordinated efforts by the public and private sector. The approach in this plan was to concentrate on the development of selected centres and circuits through effective coordination of public and private efforts so as to achieve synergy in the development of this sector.

During the Tenth Five Year Plan (2002-2007), an attempt was made to position tourism as a major contributor of economic growth, and harness its direct and multiplier effects for employment and poverty eradication in an environmentally sustainable manner. Various schemes and activities taken up during this plan aimed at enhancing the employment potential within the tourism sector as well as at fostering economic integration through developing linkages with other sectors. The 10th Five Year Plan had a distinct shift from the approach adopted in the earlier plans. During the plan period, emphasis was laid on:

- Positioning and maintaining tourism development as a National priority activity.
• Enhancing and maintaining the competitiveness of India as a tourist destination.
• Improving India’s existing tourism products and expanding these to meet new market requirements.
• Creation of world class infrastructure.
• Developing sustained and effective market plans and programmes.
• Special thrust to rural and small segment tourism
• Attention to civilization issues and pertaining to civic administration, good governance and also to social and cultural values.

In the Eleventh Five Year Plan (2007-2012) tourism was to be maintained as a National priority for which effective linkages and close coordination among various departments and ministries of government will be established, by planning and implementing a professionally managed and integrated communication strategy to increase awareness about tourism and its social and economic impact on the society. The State governments would be encouraged to set up land banks and streamline procedure and practices to facilitate investment in the tourism sector. The tourism resources in the country have the potential to generate significantly higher levels of demand from the domestic and international markets. To achieve this government of India has set the following measures to be taken:
• Positioning and maintaining tourism development as a national priority activities.
• Enhancing and maintaining the competitiveness of India as a tourist destination.
• Improving India’s existing tourism products further and expanding these to meet new market requirements.
• Creation of world class infrastructure.
• Developing human resources and capacity building of service providers.
• Developing strategies for sustained and effective marketing plans and programmes.

The Department of Tourism also constituted special Task Force for the promotion of Schemes/projects for the development of Tourism in the North Eastern states, Sikkim, J&K, Arunachal Pradesh and Hill districts of Uttar Pradesh and West Bengal, Senior Officers of the Department along with representatives of respective State Governments and industry visited these areas and action plans for North Eastern states, J&K, were prepared. In order to give boost to foreign exchange earnings, employment and income generation through tourism activities, Expert House status was granted to tourism units in the Ninth Five Year Plan. Government also called for effective coordination of Public & Private efforts so as to achieve synergy in the development of tourism in India. In developing tourism, it was to be ensured that the sites are conserved and the environment is not degraded.

1.4.2 Significance of Tourism Plans

From the review of the emphasis given to tourism in the five year plans of India, it can therefore be assumed that plans are very significant in respect to a number of areas as discussed below.

• Development of selected tourist places/areas for integrated infrastructure development. Since most of the infrastructural components and delivery systems are within the purview of the State Governments or Private sector the infrastructure for tourism is mainly to be developed by providing financial assistance to State government/Union Territories and by providing various incentives to private entrepreneurs.
• Product Development – Diversification of tourism to include holiday and leisure tourism. India has an image which identifies the country as only a cultural tourist destination. But hardly a serious attempt has been made to present its diverse attractions nor developed properly to bring it to tourists acceptable standard. A conscious policy has adopted for the diversification and improvement of tourism product of India including cultural tourist attractions. These include:

Promotion of festivals and fairs, rural craft melas etc.; Refurbishment of monuments and Heritage building; Flood lighting and Sound & Light Shows; Development of pilgrim centres; Development of specific circuits through external aid; Exploring new source markets in regions and countries having cultural affinity; Launching of national image building and marketing plans in Key markets; Providing inexpensive accommodation in different tourist centres; improving service efficiency in public sector corporation.

• Human Resource Development – Human resource development to meet the needs of tourism industries is a major responsibility of the central government. It was decided to be achieved through the services of: National Council for Hotel Management and Catering Technology; Indian Institute of Tourism and Travel Management; Indian Institute of Skiing and Mountaineering; National Institute of Water Sports Goa; Guide Training Courses; Training of Trainees in collaboration with Department of Personnel and Training. All such training will provide updated knowledge about emerging trends in the tourism field about its various segments and improved in the efficiency of the service providers.
• Promotion and Marketing – India is a multi-destination country with a variety of tourist attractions and facilities. It, however, suffers from the problems of economic underdevelopment including inadequate basic infrastructure, lack of hygiene, cleanliness in public places etc., on the other hand there is fierce competition in tourist generating market from several nations for attracting a large share of the traffic to their countries. Thus special emphasis was put to strengthen its promotional and marketing efforts to maintain its existing market share as also to penetrate into new markets like Korea, South Africa, Israel etc. Steps were taken to undertake Market Research and marketing segmentation analysis. The publicity efforts of the overseas field offices are to be supplemented and integrated with the efforts of Indian Missions and other agencies abroad. Air India, Indian Airlines sales offices abroad also to supplement the efforts of the Ministry of Tourism.

The specific elements of promotional efforts abroad to include: Advertising; Printing of brochure in local languages; Brochure support; Joint advertising with Tour Operators/Travel Agents; Promotion of Charters; Production of promotional aids; Multi-vision presentations; Festival of India; Production of films and audio-visuals in local languages; Trade Posters; Seminars/Tourism Talk Shows; Participation in Tourism Trade Fairs; Media Relations and Hospitality programme; Continuous Market Research and analysis; Road shows at strategic centres; Regional Promotions with State Tourism delegations; Special thematic promotions – Ayurveda etc.

• Coordination – Tourism compresses the activities of persons traveling to and staying in places outside their usual environment for a not more than one consecutive year for leisure, business and other purposes. These persons
invariably seek a pleasant and delectable experience on their trips. The most desired tourism product should be:

- Peaceful and friendly environment
- An assurance of safety and security
- An hospitable host society
- An industry and a government that provide the requisite services with a smile
- Absence of extortion and hostility
- Accessible tourist attractions
- An integrated system of physical infrastructure that does not fail. These include:
  - a) international seat capacity;
  - b) internal transport system;
  - c) hotel & restaurants;
  - d) entertainment and recreated avenues;
  - e) Shopping & Communication facilities;
  - f) Well preserved monuments with tourist amenities;
  - g) basic amenities like drinking water, toilets, snack bar etc.,
  at the tourist sites.

Just like raw materials get converted into finished products by moving through various machines in a processing system, the different components of tourism supply should be so organized that the expectations of the tourist while planning the trip get converted into full satisfaction and pleasant memories on his/her return. Thus it will need a perfect coordination and linkages in the availability and performance of all components of tourism infrastructure.

Tourism development is thus a composite subject and does not necessarily mean the development of only the tourism facilities like hotels, restaurants, recreational activities will be meaningful only if the area has the minimum basic amenities and infrastructure like road, water, electricity, sewerage, telecom facilities etc. This aspect was given importance in the Tourism
'Synergy' programme. Subsequently the State Governments were requested to prepare Master Plans for development of Tourism based on the same concept.

- Monitoring – The Plan projects assisted by the Ministry of Tourism are presently being monitored through a series of interactions with the respective State Government officers, field inspections and Minister Level Meeting. The details of the mechanism include-
  - Central financial assistance to any project is approved only after assessing its feasibility and desirability.
  - The details of each project approved for assistance including the dates of sanction, release already made physical progress etc., are stored in the computer and they are reviewed in detail with each individual State every year at the time of discussion for the prioritization of projects.
  - The release of each installments of fund in respect of sanctioned projects are based on the actual utilization of funds already released.
  - The Regional Offices of Ministry of Tourism make field inspections of the projects in their respective jurisdiction.
  - The progress of project sanctioned by the Ministry of Tourism are also reviewed at the level of Minister/Secretary/Additional Secretary during their visits to respective states and at the time of Tourism Ministers Conference and Zonal Meetings of State Ministers. All the projects are monitored at appropriate levels time to time and this process is continued till completion.
1.5 NEW FORMS OF TOURISM

Since the Eighth Five Year Plan, some of the new forms of tourism were introduced which were over and above the usual cultural tourism, religious tourism or leisure tourism. During the Ninth Five Year Plan lot of work initiated to have focused promotions on all these special interest holidays. The new forms initiated area as follows:

1.5.1 Business Tourism

Business executives and technicians have to offer travel to different places on account of their business. Such visits can be for installation of equipment, inspection of goods, attending business meetings conferences, participation in travel fairs and exhibitions, marketing of products. Since the opening of the Indian Economy for overseas investments, this became a growing segment in India since 1991. More and more business people have been coming to India for business purpose and adding business with pleasure in their India sojourn. Convention facilities, car rental and thus tourism took a big boost with the growth of this segment.

1.5.2 Incentive Tourism

Incentive tourism has emerged as a popular means of rewarding the employees for special achievements and contributions by several business houses specially Multinational Companies, Insurance Companies, Banks, Pharmaceutical firms, Engineering Houses. The employees are given free tickets or holiday packages to selected destinations all paid by the company. These are given as added perks to keep the interest of the executives who are the achievers for the company. The executives also get holiday on company account and some time it is given for the whole family with attractive packages including shopping vouchers. The incentive tour market has become very attractive for the tour operators as it generally includes up market rates
with people who are out to enjoy the best. In the Ninth Five Year Plan, this segment has been referred to as MICE – Meetings, Incentives, Conferences and Exhibitions. Special C.D. Rom has also been brought out to boost this segment.

1.5.3 Indigenous and Natural Health Tourism

Excessive stress at the work and mechanics of life in big and crowded cities make people run to unknown places and unwind themselves. These are generally in the forms of weekend trips to nearby quiet resorts of long haul travel to the interiors of natural environments. They are looking for peace.

India has an ancient healing system called Ayurveda – knowledge of life – This system combines naturopathy with various natural therapies which is very invigorating Yoga lessons are added in these therapies. These have no side effects but very much rejuvenating. All around the World there is now a greater interest in this Indian Traditional Medicine System and in the Tourism Marketing this Rejuvenation packages have been added Kerla, Goa, Karnataka, Tamil Nadu have developed quite a number of resort with Ayurveda packages which are getting World Wide attention.

Similarly around the metropolitan cities within 200-300 km distance. Weekend resorts have come up. From Delhi one can visit Ananda Resort near Rishikesh or from Kochi to Munnar or Spice Village or neighbourhood of Mumbai places like Lonawala, Mahabaleshwar, near Jaipur-Mandwa or near Bangalore-jindal, Soukya etc.

1.5.4 Eco-friendly Tourism/ Back to nature

Hills, Island in the Sun, walk on the nature trail etc., are the places where new breed of tourists are keen to visit. The material well-being achieved by the modern day people with various technical developments in the 21st Century. Such developments have also helped to extend holiday satisfaction. But many people
are looking for clear water, clean air, clean beaches. Quite distinct from the resort tourists are the wanderlust tourists who like to move around lesser known places, unknown places (away from the crowd of holiday makers) meet new people, experience environment, see and appreciate unusual customs traditions, festivals and local food. They also prefer mountaineering, river rafting, surfing, skiing, scuba diving etc. They like to travel to destinations where pollution is nil, activity oriented offering maximum excitement, natural environment and adequate facilities. This also covered Adventure tourism with varied adventure tourism activities.

1.5.4.1 Wildlife Tourism

Viewing wildlife in its natural environment is very popular and special interest tourism. These tourists are driven to forests and wildlife park by their desire to be with nature and to have glimpse of their favourite animals in their natural habitat. Groups of such tourists also include Bird Watchers. There is special emphasis to promote wildlife tour packages as India has unique wildlife heritage in Tigers, Single horned Rhinos, Asiatic Lions, varied reptiles etc. and good number of wildlife resorts have been developed.

1.5.4.2 Spiritual Tourism/ Pilgrimage Tourism

Places of Worship have been the biggest centres of attractions of pilgrims for several parts of the World since ancient times. Pilgrim tourism constitutes a large percentage (over 70%) of domestic tourism in India. Places like Vaishnodevi, Tirupathi, Ujjain, Allahabad, Ajmer, Sabrimala, Madurai, Mathura, Shirdi attract lakhs of tourists every year.

1.5.5 Heritage Tourism

India with vast cultural and religious heritage and varied natural attractions has immense potential of growth in the tourism sector. 25 travel circuits and destinations have already been identified.
for development through joint efforts of the central government, State government, and the private sector. State Government of Kerla, Tamil Nadu, Odisha and Maharashtra and Union Territory Administration of Daman & Diu have also declared Bekel Beach, Puri, Konark, Sindhudurg, Muttakahu, Mammallapurum & Diu as special tourism areas for integrated development of all tourist circuits of the country with the involvement of all infrastructural development State Government and the Private Sector.

Refurbishment of Archaeological Survey of India monuments has been taken up to boost heritage tourism involving local authorities, trusts etc., in the restoration, preservation of tourist attractions and maintenance of the surroundings and providing world class tourist facilities, amenities and landscaping of area around important monuments in a phased manner.

1.5.6 Rural Tourism/ Village Tourism

Rural tourism has been identified as one of the priority area for development of Indian Tourism. The rural tourism experience should be attractive and sustainable for the host community. The rural experience must capture the uniqueness of the Indian village with its traditional way of life and livelihood against the backdrop of rural India. It must also provide tourism facilities in terms of accessibility, accommodation, sanitation and security etc. Sustainable tourism activity in the rural area must harmonise well with host community. While benefiting the community economically it must stand with the social fabric and improve the quality of life in the village.

1.5.7 Sports Tourism

A number of countries and destinations have high class facilities for certain kind of sports activities and they become destinations by virtue of those specific sports. People who are interested in such sport rush towards that destination. Austria, France are for Ski holidays, South Africa, Scotland, Portugal are popular with
Golf Holidayers, Red Sea area and Maldives are known for Scuba diving etc. Golfers are keen to visit those countries specially Japanese where golfing facilities are available. India offers excellent opportunity for such golfing holidayers. Central Ministry of tourism had extended financial support to the State Government from Eighth Five Year Plan to promote this specialized sport and some new Golf resorts were developed in Delhi, Noida and improved in facilities in the existing ones. Angling, skiing, water sports are also being actively promoted by the State government, with infrastructural facilities developed through proper planning.

1.5.8 Social Tourism

The trend for collection of souvenirs typical to the country and scores of handicrafts jewellery items by tourists are globally increasing. In fact some countries are projecting themselves as Shopping Destination only, India is an excellent destination for Shopping with each State has something unique to offer. There are tourists from Eastern Europe and Central Asian countries also mainly visit India for Shopping. This segment was given boost by supporting State Government to organize festival and fairs, craft Melas and shopping festivals. Most of the Tourism oriented festivals like Pushkar Melas, Surajkund Craft Mela, Taj Mahotsav, Lucknow Festival etc., show case various Indian handicraft and thus become big attraction for shoppers.

Thus during the Ninth Five Year Plan there were real efforts to diversify the Indian Tourism Product and to bring a change about the perception of India just from Cultural Destination to Multi tourism faceted destination.
1.5.9 Regional Circuits Tourism

Tourism is a natural product that is not limited by particular State of regional boundaries. Tourist normally visit various tourist places which suit their requirements accessibility and distance parameters. The tourist circuit therefore extend our several states and include many destinations. A typical tourist who visit India has a minimum itinerary covering two or three states and sometimes even more. In order to meet the needs of this feature of Indian Tourism, it is necessary to have a coordinated approach for the development of regional circuits. State government, were requested to look into this aspect and identify regional circuits for development keeping in view the requirement of the tourists and utilizing favourable climate for private investment during the Tourism Ministers Conference held in September, 2001 in New Delhi.

1.6 NATIONAL TOURISM POLICY

Recognising its importance as an instrument of economic development, a comprehensive tourism policy highlighting the objectives of tourism and development in the country was promulgated by the Government during 1982. The policy envisaged the conversion of the many attractions of India for tourism into a reality through well planned, well defined and fully integrated national programmes. It specified the responsibility for tourism development as a common endeavor of all the agencies vitally concerned with tourism at Central and State levels including public and private and private sector enterprises, airlines, railways and road transport systems; municipal and local bodies as well as cultural and educational institutions. Further it provided an action plan based on a travel circuit concept to maximize the benefits of tourism. The plan proposed achieved intensive development of selected circuits, dispel the tendency of concentration in a few urban centres, encourage the diversification of tourist areas which hold many tourist attractions.
Manpower development and training were also given due weightage to ensure efficient services and effective management of tourist facilities.

Tourism was recognized as an industry by 1986 and became eligible for several incentives and facilities including tax incentives, subsidies, priorities in the sanctioning of loans by the State Financial Institutions and preference for providing electricity and water connections. Many other incentives came based on the report submitted by the National Committee on Tourism in 1988. It was one of the most comprehensive reports on tourism development in India. The report carried forward the underlying thread of 1982 Tourism Policy – i.e., the need for a national consensus on the role and tourism development in the country. Some of the important recommendations in the Report included:

- Tourism Plans to be integrated with over all plans of the country and with Area Development Plans.
- The setting up of a standing committee of Tourism Ministers for an integrated approach to tourism development and also to effectively motivate the State Governments.
- The need for re-arranging the existing organizational structure of Department of Tourism and the need for an apex body called the National Tourism Board.

The report thus had the guiding force for subsequent revision of the Tourism Policy. In 1991 tourism was also declared as a priority sector for foreign investment. In order to take advantage of the liberalized economic regime and the developments taking place around the world, a new National Tourism Policy was drafted and the same was discussed during the last held Tourism Ministers Conference in September 2001.
1.7 TOURISM DEVELOPMENT THROUGH FINANCIAL ASSISTANCE TO STATE

The infrastructural components and delivery systems in India are within the purview of the State Governments or Private Sector. Hence infrastructure of tourism is mainly being developed by providing financial assistance to State Governments and Union Territories or by providing various incentives to private entrepreneurs.

At present, projects are taken up for financial assistance under the normal funding pattern or under 'Equity Pattern' under the normal funding pattern central financial assistance is granted for the projects up to the amount prioritized for the particular project. This normally covers the building, internal electrification, internal water supply etc. All projects of developmental nature are covered under normal funding. All commercial viable projects and projects of State Tourism Development Corporations are assisted under the 'Equity Scheme' under which 28% cost of the project is provided by the Ministry of Tourism, 12% by the State Government or State Tourism Development Corporation and the balance 60% of the cost is made by loans from Financial Institution. However, equity system has not been very popular and not many State Government have come forward to utilize this scheme.

The criteria for grant assistance to the State governments for development of Tourism include -The Demand Criteria i.e., the number of popular tourist destinations in the State/Union Territory and volume of tourist traffic to these places; Past performances and capacity criteria i.e., the capacity of the State/Union Territory to absorb assistance and input from the State Government to complete the project in time; the unique attraction of the State; The destinations and circuits identified in the National Action Plan for incentive development of tourism.
Most of the State Government under the directives from the Central Tourism Ministry are in the process of preparing Master plans. Based on the identification of facilities in the Master Plan, Central financial assistance will be decided. However, in its developmental programme, no specific funds are earmarked on a state-wise basis.

The amount of assistance thus on the priorities assigned to tourism by the respective State/Union Territories Government and their capacity to absorb the assistance. The State/Union Territory Governments which are more active and tourism development thus receive a better share of financial assistance.

The Central Financial Assistance for tourism development has been instrumental for the tourist facilities, particularly for the domestic and budget tourists and opening up remote areas with tourism potential. The assistance also had the effect of catalyzing large plan allocations by the State/Union Territory Governments for tourism development. Central Financial assistance facilities created through the demonstration effect of establishing commercial viability of such progress and thereby inducing the private sector to put up larger projects. The projects completed include Yatri Niwas, Tourist Complexes, Tourist Lodges, Tourist Hostels, Wayside amenities, Pilgrim Sheds, Health Resorts, Tented Accommodation, Trekking Huts, Sound & Light Shows, Adventure Tourism & Sports equipment etc. Such assistance has also helped to provide basic amenities like drinking water, toilets, refreshment centers at the tourist sites. Such facilities now provide better environment for the growth of both domestic and inbound tourism.

1.8 TOURISM IN HIMACHAL PRADESH

Himachal Pradesh is endowed with all the basic resources necessary for thriving tourism activity: geographic and cultural diversity; clean, peaceful and beautiful environment; forests; lakes; mountains; rivers and streams; sacred shrines; historic monuments and that most important resource of all friendly and
hospitable people. Tourism already contributes nearly 2% of our State domestic product. With careful planning and development, there is no reason that this cannot be increased many times over steps have been taken by the Government of India from time to time. In 1958, a separate department of tourism was created. India tourism development corporation was set up in 1966. In 1967, a full-fledged ministry of tourism and civil aviation was created for the department of Tourism and civil aviation. Later the Department of Tourism, Ministry of Tourism, Tourism Development Corporation etc. came into being at the State level.

The development of tourism in Himachal Pradesh began with the starting of 2nd five years plan. Since then there has been a steady increase in the plan allocation in favour of tourism industry, to explore more and more avenues for the tourists having varied interests. To enhance and attract more tourist, the State has established Himachal Pradesh Tourism development Corporation in 1972.

The State government in Himachal Pradesh is making serious efforts to give tourism a new direction and for that, has adopted policies for its development, keeping in view the immediate and future needs of the various categories of tourists.

The attitude of Himachal Pradesh government however is lukewarm in formulating the tourism policies. Till now the Himachal Pradesh government has formulated three tourism policies, i.e. 1st in 1991, 2nd in 2000 and 3rd in 2005. Regardless of the three tourism policies of the state, Himachal still lacks in proper tourism development as compared to several other states of the country. Therefore, it becomes essential to review and investigate the nature of tourism policies formulated till date. To understand their significance and identify how proper tourism policies need to be formulated in the State for future tourism development.