I. INTRODUCTION AND THE PROBLEM UNDER THE STUDY.

The year 1991 was declared as 'India Tourism Year' and there are great opportunities for diversification in Tourism. These opportunities must be explored and exploited by the Tourism industry in India. Tourism has to be promoted as it has bright future. If lesser known places are explored and the benefits of the industry are diverted to a number of new areas, Tourism would make a significant contribution to the regional income.

The thrust to International Tourism to India, given by the Ministry of Tourism in India, is quite appropriate and was long awaited in view of the following revealing facts about Indian Tourism.

*1) Growth in the number of Foreign Tourists in India was at its Peak (29.1%) in 1986 but experienced a decline of 7.8% in 1989.

*2) India's share of world tourist arrivals increased from about 24% in 1985 to 33% but remained stable at 33% for 1986, 1987, 1988 and 1989.
3) Growth in foreign exchange earnings with a moderate figure at 4.7% in 1985, increased to 20% in 1986 and reached its peak to 22.2% but declined continuously in 1988 and 1989 reaching the lowest at 7.5%.

These developments indicate that there is tremendous scope for qualitative improvements and quantitative expansion of Tourism in India.

As a foreign student during my stay in India, I have been visiting many tourist places and have experienced the nature of facilities available for the tourists. I, therefore, feel that there are a number of dimensions in which Tourism in India can be improved qualitatively as well as quantitatively.

Qualitative and quantitative aspects of development of tourism are not mutually exclusive but are interdependent.

Despite the formidable odds, the Government of India is trying to lure different types of foreign and domestic tourists through an aggressive campaign for -

*Source: India Today
Nov. 15, 1990
a) Opening new Tourist circuits.
b) Identifying Pilgrimage centres.
c) Providing adventure sports facilities.
d) Developing infrastructure around the Tourist Sites.
e) Allowing Foreign airlines to operate more flight to India.
f) Setting up of top hotel chains.
   (3 and 4 Star hotels) to broaden the customer-base.
g) Providing suitable fiscal incentives for development of Tourism.

Propriety and adequacy of such measures can be studied when an objective analysis is made both by the Foreign and domestic Tourists in India. Such an analysis suggesting concrete policy measures for development of such a 'foreign exchange' earner industry is the need of the hour. The idea behind Government of India's declaration of celebration of 1991 as the "Visiting India Year" is to sell India to the world as the destination for the 90's - Howsoever laudable the idea may be, unless Government created difficulties are removed, both the qualitative improvement or quantitative expansion of Tourism in India are impossible.
GROWTH OF FOREIGN TOURISTS IN INDIA

Source: INDIA Today
Nov. 15, 1990
II. SCOPE AND OBJECTIVE OF THE THESIS

The objective of the Thesis is to analyse the difficulties and problems in the development of domestic and Foreign Tourism in India with special reference to development of Tourism in Maharashtra.

This study is pertinent in the context of the outcome of the Tourism year 1991 in India.

The objective was to undertake an opinion survey of Tourists who visited India from different countries and suggested improvements for further growth of Tourism Industry which is a great Foreign exchange earner and a provider of employment. Tourism development will also bring about suitable ecological environment for India.
III. THE HYPOTHESIS

There is a tremendous potential and scope for developing tourism in India and in Maharashtra. An immediate action plan is necessary and efforts are necessary by both the government and private agencies to develop Tourism as an important industry as provider of employment, foreign exchange earner and promoter of local resource development in India. However, considering the experience of the Visit Year 1991, much needs to be done qualitatively as well quantitatively. Tourism industry has a vast scope for expansion in India provided the service and security aspects are taken care of. The falling number of tourists and India's low share in the earnings from international tourism cannot be otherwise checked.
IV. RESEARCH METHODOLOGY

The above mentioned Hypothesis has been tested in the Thesis by collecting primary data by -

1) Preparing a list of Hotels which are suitable for foreigners and visiting them personally to know how the far/facilities and amenities provided by these Hotels are upto the mark and whether there are any deficiencies located by the foreign tourists and improvements suggested in the Suggestion Book or Complaint Book.

2) By sending 250 questionnaires (for collection of primary data) to foreign and Indian tourists who have visited government and non-government tourist centres. The opinions on the availability of various modern facilities like telephone, air conditioning, quality food, Delux Video coaches, closed TV circuits, shopping booth etc.) and their opinion on the standards and suggestions for improvements are recorded.

3) Secondary data in the form of articles, books, literature on tourism published by government and private agencies is used for the purpose of analysis and the conclusions drawn on the basis of secondary data are verified by the analysis of primary data.
CONCLUSIONS AND SUGGESTIONS ON THE VARIOUS AREAS OF IMPROVEMENT IN TOURISM IN INDIA

The basic problem is that of 'selling' Indian tourism. The safety and security aspects are emphasized. The opinion survey conducted points out to the following developmental areas which need improvement.

1) The fear complex of the foreign tourists removed in respect of food, theft, cheating, deceitful advertisement, lack of proper guidance and information.

2) Timely booking of accommodation in hotels and coaches and suites.

3) Medical aid against diseases safety from the local people. Availability of guides and interpreters.

4) Atmosphere of cleanliness and health - habits.

5) Airports, road journey to be comfortable and safe and secure. Legal and police protection against theft, cheating, begging.
6) From long term point of view, the following ecological and environmental aspects should be looked after -

a) Preservation and maintenance of historical monuments.

b) Preservation and counting of wild life.

c) Problems of water and air pollution should be stopped.

d) Plan for road construction.

e) Construction of adequate hotel accommodation.

7) Maintenances of vehicles, planes, sea-beaches, forts.
The Thesis consists of eight chapters.

1) Chapter One

This chapter discusses the conceptual Framework and explains the importance of Travel habits as well as the social benefit of Tourism. It also explains the characteristics of Tourism Services and the Types and nature of Tourism experiences. It explains how changes in values, attitudes of foreigners to travel and international relations affect Tourism development.

2) Chapter Two

This chapter describes evolution of Tourism as an industry and explains how Tourism development can have different orientation like service, product, tourist and destination. It explains the role and important of Tourism as a Foreign exchange earner. Provider of employment and basic factor in local resource development.

It also explains the dynamics of Tourism development and its effect on social value system, heritage, conservation and culture.
3) **Chapter Three**

This Chapter analysis the large volume of primary data collected and, on the basis of it, interprets the concepts of marketing and selling of Tourism. It discusses the type of primary and secondary market and describes how different marketing strategies can be developed by adapting policies for Tourism development in different dimensions.

4) **Chapter Four**

This Chapter enumerates on the basis of personal visits, and primary data, different selling points in the marketing of Indian Tourism for like, Heritage, Geography, Topography, Religion, Art, Culture, Festivals, Wild life, Food and other habits and customs of the Indian people. It also contains on account of positive and negative Tourism development in India.

5) **Chapter Five**

This Chapter contains information about Research methodology -

a) Statement of the hypothesis

b) Coverage of the questionnaire
c) List of hotel visited.
The primary data collected have been tabulated and analysed.

6) Chapter Six
This chapter scrutinises various issues in the development and marketing of Tourism in India. These issues are ecology, environment and service development. Tourist potential, image-building, problems of security, cost and standardisation.

7) Chapter Seven
This chapter highlights the various dimensions of development of tourism in Maharashtra with reference to Tourist Centres, Pilgrim Centres, beaches, hill station, historical places and monuments. It also describes the quality of Tourist-Services like, hotel, travel guidance, communication etc. It discusses the nature of Government Policy.

8) Chapter Eight
Suggestions and Conclusions
The Chapter contains conclusions and recommendations which are made on the basis of visits to hotels and interviews of Foreign Tourist Students and also on the basis of primary data collected personally.