CHAPTER - 1
INTRODUCTION

“Welcome a Tourist - and send back a Friend”
- (Jawaharlal Nehru)

1.1 TOURISM: A BRIEF INTRODUCTION

This chapter is devoted to describe a brief insight into the Indian tourism industry encompassing all its consequents with adequate emphasis on the East Asian market for Indian tourism. Further, this chapter gives a brief background of the study followed by the main objectives that the research aims to achieve.

Tourism is old as human civilisation on this Earth planet. Interestingly, tourism is an ancient tradition among human beings whose main interest is to know about destinations, local culture & food and the unknown outside their known habitats (Chakraborty and Chakravati 2007). Over the years, this phenomenon has become more popular all over the world because of exposure to media and because of easy and comfortable mode of travel (Chakraborty and Chakravati 2007). However, many changed have occurred from the days of Marco polo, who was not only an explorer but father of modern tourism. With the passage of time, this attitude has changed towards history, heritage, adventure, religion and locale which have become the driving force for international tourism all over the world. Now a days, it has become a common phenomenon in all countries that people travel from one place to another when time & budget permit within one's country, then to neighbouring countries and then to the places they intend to visit; it would be further helpful for them to prepare in advance to make such trips (Chakraborty and Chakravati 2007). Recently, all nations have inclined to promote and develop tourism industry for national development as well as for employment generation.

Today, tourism industry is based on people having to leave their hometowns to become a traveller. In order to be successful, the destinations have to attract customers from various other places, regions, countries, and even from other
continents, to visit their friends & relatives (Prebensen, 2007). Tourism includes activities of people travelling to and staying in places outside their usual atmosphere for not more than one consecutive year for leisure, business and social, recreational, and knowledge seeking purposes. The tourism industry is mainly service and people oriented; it is made up of businesses and organisations belonging to a mixture of other industries and sectors. It is relationship among these businesses and organisations/persons which offer travel experiences to tourists. The tourism industry comprises hospitality (accommodation and dining), travel (transportation services through different modes), and various other businesses which offer services and products to tourists.

Interestingly, many countries economically depend on tourism such as Singapore, Thailand, Maldives, and Malaysia. These countries have almost their livelihood from tourism. These nations entirely depend upon the tourism for their growth and prosperity. Moreover, Price et al., (1997, p. 251) stated that tourism account to “massive and complex interaction of people, who demands a wide range of services and facilities, and inputs” at a destination. In least developed countries, tourism development has been perceived and promoted as a crucial part of economic development and revenue generation. Berno & Bricker (2001) pointed out tourism once thought to be a ‘smokeless industry’ is being questioned in relation to its negative environmental and societal impacts, which are not as benign as predicted. However, recently tourism has been confronted with many challenges, complexities and issues, due to the negative impacts of tourism on the environment and the society. Tourism has been appreciated as a pivotal in social progress, as well as an important vehicle for widening the socio-economic and cultural contacts throughout human history. This industry is the largest service industry globally in terms of gross revenue, foreign exchange earnings and generation of huge employment opportunities. It has been a major social phenomenon and is driven by social, religious, recreational, knowledge seeking and business interests and motivated by the human urge for new experience, adventure, education, and entertainment. A wide array of interests-entertainment, sports, religion, culture, adventure, health and
business drives tourism. Tourism industry is one of the biggest industries in the world in terms of gross output and value added, capital investment, employment generation and tax contributions (Berno & Bricker, 2001).

According to WTO (2010) the word tourism encompasses all activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purpose during their en-route, stopover and at a particular tourist destination. These activities make demands for goods and services, and the establishments which provide success. In fact, tourism is defined as a sum total of activities performed by the tourists. The tourism industry also includes establishments whose products are mainly sold to visitors, though they do not form a major share of tourist consumption (Goeldner & Ritchie 2007). Several infrastructure sectors like power, telecommunication, water supply, roads and some production sectors like travel items, sports equipment; photographic materials, medicines and cosmetics are included in this category. The infrastructure for tourism thus includes basic infrastructure components like airports, railways, roads, waterways, amenities like electricity, water supply, drainage, sewerage, solid waste disposal systems and services and facilities like accommodation, restaurants, recreational facilities and shopping facilities. Thus, Planning for sustainable development of tourism, therefore, involves the integrated development of basic infrastructure and amenities along with all the tourism facilities in a balanced manner.

1.2 TOURISM DEFINITION:

According to UNWTO (2004) the concept is regarded as "fundamental unity underlying all complex dimensions of tourism, the basic unit of analysis in tourism, a focus point in development and delivery of tourism products and in tourism policy implementation".

Initially, Austrian economist Hermann Von Schullard (1910) defined tourism as "sum total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or a region."
Hunziker & Krapf (1941) defined tourism as "the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity."

Tourism Society of England (1976) defined it as "Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes."

International Association of Scientific Experts in Tourism (1981) defined as “Tourism in terms of particular activities selected by choice and undertaken outside the home environment”.

Mathieson and Wall (1982) stated that tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs.

Macintosh and Goeldner (1986) defined tourism as the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors.

Holloway (1987) stated that tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work, and activities during their stay at these destinations; it includes movement for all purposes, as well as day visits or excursions.

World Tourism Organisation (1991) defined tourism as the activities of persons who "travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited."

Three criteria are used simultaneously in order to characterize a trip as belonging to tourism. The displacement must be such that;
• Displacement: It involves a displacement outside the usual environment

• Type of purpose: The travel must occur for any purpose different from being remunerated from within the place visited: the previous limits, where tourism was restricted to recreation and visiting family and friends are now expanded to include a vast array of purposes;

• Duration: only a maximal duration is mentioned, not a minimal. Tourism displacement can be with or without an overnight stay. We shall discuss the particularity of in transit visits, from a conceptual and statistical point of view.

Tourism is a dynamic and competitive industry that requires the ability to adapt constantly to customers' changing needs and desires, as the customer’s satisfaction, safety and enjoyment are particularly the focus of tourism businesses.

In 1994, the United Nations classified three forms of tourism in its recommendations on Tourism Statistics:

➢ Domestic tourism: Domestic tourism comprises the activities of residents of a given country travelling to and staying in places inside their residential country, but outside their usual environment for not more than 12 consecutive months for leisure, business or other purposes. It is concerned with travelling within the country, so it doesn’t need a passport and visa or conversion of one currency into another. From a geographical viewpoint, domestic tourism may range from local excursion, regional trips to national level travels.

➢ Inbound tourism: According to the World Tourism Organization the inbound tourism is the activities of the visitor travelling to a place outside his usual environment for not more than one consecutive year and not less than 24 hours. The travel is for leisure, business and not for permanent work and gaining money.

➢ Outbound tourism: Outbound tourism comprises the activities of residents of a given country travelling to and staying in places outside their country of residence and outside their usual environment for not more than 12 consecutive months for leisure, business and other purposes.
In the past two decades, the tourism industry has experienced unprecedented growth. Increasing consumer demand for educational and participatory travel experiences has resulted in a variety of specialty niche markets such as nature-based tourism, cultural-heritage tourism, and agri-tourism (Maetzold, 2002). Today, more and more communities seek to link strategic tourism planning with sustainable development. Recently, many programs are organized to provide organizations and individuals with a development process and framing materials to help communities plan, initiate, and expand tourism as a means of long-term economic development (Rizvi, 2008). Further, the community based tourism (alternative tourism) has been growing at rapid growth. This type of tourism has emerged due to development of mass tourism at a tourist destination. The mass tourism exploits the local resources for tourist needs and the local community lost their livelihood. Therefore, many tourists don't want to visit these destinations as these destinations are full of crowd (Middleton and Hawkins Chamberlain, 1997 and Mexa, and Coccossis, 2004).

1.3 INTERNATIONAL TOURISM: AN OVERVIEW

International tourism has become a driving force for many world economies, especially developing nations. In fact, it is not only recognised as an economic instrument but also appreciated as an engine for international peace and understanding. Recognising these vary facts many nations have inclined to promote and develop tourism and hospitality industry

The year 2015 witnessed as a landmark year for the global tourism community. The adoption of the Sustainable Development Goals (SDGs) agenda by UNWTO in the 70th session of the United Nations General Assembly in September, 2015 is a universal agenda for planet and people (UNWTO annual report, 2015). Among the 17 SDGs and 169 associated targets, tourism is explicitly featured in Goals 8, 12 and 14 for its capacity to foster economic growth and decent work for all, promote sustainable consumption and production, and advance conservation and sustainable development of aquatic resources. However, the sector’s cross-cutting nature and impact positions it to contribute strongly to attain all of the 17 Goals. Further, UNWTO says that tourism has been recognised for its critical contribution to
sustainable development but we have a large responsibility to ensure that this potential is realized and that the continued growth of the sector benefits people and planet (UNWTO annual report, 2015).

In December 2015, UNWTO passed another milestone with the adoption of the Paris Agreement on climate change. According to UNWTO this ambitious agreement calls upon our collective action to limit the global average temperature increase to well below 2°C above pre-industrial levels. Tourism is both a contributor to climate change and a victim of it. Warmer temperatures, rising sea levels, coastal erosion and biodiversity loss threaten tourism’s very future in many locations. With its manifold socio-economic benefits and broad influence on a diverse range of sectors, tourism can and should also be a valuable part of the solution. We must therefore place the fight against climate change at the center of tourism development, along with effective resource management, poverty reduction and inclusive growth (UNWTO annual report, 2015). Further, in December 2015, UNWTO declared year 2017 as the International Year of Sustainable Tourism for Development. This is a distinctive opportunity to better establish tourism as a global and national priority, a valuable component of all efforts to advance economic growth, cultural and environmental protection, mutual understanding and peace. UNWTO deems that tourism sector must be given greater credit as it acts as fundamental to shepherding us all into a sustainable and successful future (UNWTO annual report, 2015).

In 2015, more than one billion tourists travelled internationally and tourism has become a leading economic sector, contributing 10% of global GDP and 6% of the world’s total exports (Graph - 1.1). Representing more than just economic strength, these numbers reflect tourism’s vast potential and increasing capacity to address some of the world’s most pressing challenges, including socioeconomic growth, inclusive development and environmental preservation (UNWTO annual report 2015). Built around the millions of cross-cultural encounters happening every day in different corners of the world, tourism is acting as a tool for greater understanding of the world beyond our borders, the first step in building peace within and between communities and nations (UNWTO annual report 2015).
According to UNWTO the short-term data analyzed on Tourism Barometer, in year 2016 International tourist arrivals grew by 5% between January and April 2016 (Graph. 1.1). The Year 2015 was International tourism’s sixth straight year of growth with a record of 1.2 billion tourists. International tourist arrivals grew by 4.4% in 2015 to reach a total of 1,184 million in 2015, marking the sixth consecutive year of above-average growth with international arrivals increasing by 4% or more every year since the post-crisis year of 2010. Moreover, 50 million more tourists (overnight visitors) travelled to international destinations around the world in 2015 than in 2014. Interestingly, during 2015 demand remained strong overall, though with mixed results across individual destinations due to strong exchange rate fluctuations, increased safety and security concerns, and the drop in oil prices and other commodities, which increased disposable income in importing countries but weakened demand in exporters.

Interestingly, the advanced economies show positive trends in teams of international tourism. In fact, the growth of tourism in advanced economy
destinations (+5%) exceeded that of emerging economies (+4%), boosted by the solid results of Europe (+5%). On the other hand the regions like, Europe, the Americas and Asia and the Pacific all recorded approximately 5% growth in 2015. Arrivals in the Middle East increased by 3% while data in Africa, albeit limited, pointed to an estimated 3% decrease largely due to weak results in North Africa, which accounts for over one third of arrivals in the region.

Nevertheless, a range of unforeseen non-economic events have had detrimental impacts upon the performance of the Travel & Tourism sector. Especially year 2015 was overwhelmed by major terrorist attacks in countries including Egypt, France, Indonesia, Kenya, Nigeria, Thailand and Tunisia, which has dented confidence in travel globally as well as to these destinations specifically. Moreover, flight bans from Russia to Egypt and Turkey (albeit in the latter part of the year), and the MERS outbreak in South Korea adversely affected tourism performance in these destinations in 2015.

1.3.1 International Tourism Trends by region

Europe

The European Region exhibited tremendous movement in international tourism (Graph - 1.2). This region indicates growing trends in international tourism. Moreover, in year Europe (+4%), the world’s most visited region, consolidated its healthy growth of recent years with Northern Europe and Central and Eastern Europe (both at +6%) in the lead, followed by Southern and Mediterranean Europe (+4%) and Western Europe (+3%). Interestingly, in 2015, Europe (+5%) led growth in absolute and relative terms supported by a weaker euro vis-à-vis the US dollar and other main currencies. During last year, the arrivals were 609 million i.e. 29 million more than in 2013. The other regions such as Central and Eastern Europe (+6%) rebounded from last year’s decrease in arrivals. Northern Europe (+6%), Southern Mediterranean Europe (+5%) and Western Europe (+4%) also shown sound results in terms of tourist arrivals, especially considering the many mature destinations they comprise.
Asia and the Pacific: Asia and the Pacific has recorded the highest growth (+9%) in International arrivals from January - April 2016 across world’s regions, with robust results in all four sub regions. Graph 1.3 depicts that year 2015 also recorded growth of (+5%); 13 million more international tourist arrivals to reach 278 million, consolidating the growth of previous years. Yet, results were uneven across destinations. Oceania (+7%) and South-East Asia (+6%) led growth, while South Asia and North-East Asia recorded an increase of 4%. In the long-term, the region will continue to be one of the fastest growing tourism regions in the world, forecast to grow at an average of 4.9% a year to reach 535 million international tourist arrivals by 2030.
Americas: The first quarter of 2016 had seen growth of (+6%), led by Central America and South America (both at +7%). Tourist arrivals in the Caribbean (+6%) and North America (+5%) were pulled-up by continued strong outbound demand from the United States, where tourism expenditure increased by 9% through May. During year 2015, Americas (+5%) grew by 9 million arrivals to reach 191 million arrivals, consolidating the strong results of 2014 as depicted by graph 1.4. The appreciation of the US dollar stimulated outbound travel from the United States, benefiting the Caribbean and Central America, both recording 7% growth. Results in South America and North America (both at +4%) were close to the average.

Middle East:

In the first four months of year 2016, international tourist arrivals in the Middle East are estimated to have declined by 7% through April according to available information. As graph 1.5 depicts, in year 2015, international tourist arrivals in the Middle East grew by an estimated 3% to a total of 54 million, consolidating the recovery initiated in 2014.
Graph: 1.5. The Middle East Tourists’ arrivals & receipts

Africa:

From January - April 2016, Africa (+7%), international tourist arrivals experienced a clear rebound in Subsaharan Africa (+13%), while in North Africa results were down by 8% in world regions. Due to constraint of limited available data for Africa points to a 3% decrease in international arrivals (Graph 1.6), reaching a total of 53 million. In North Africa arrivals declined by 8% and in Sub-Saharan Africa by 1%, though the latter returned to positive growth in the second half of the year.

Graph: 1.6. Africa region tourists’ arrivals & receipts
UNWTO Tourism Highlights 2015 Report says that China has been by far the fastest growing source market and has been the world’s top spender in international tourism since year 2012. Chinese outbound travel has been growing exponentially over the last two decades. Moreover, Chinese travellers spent a record US$ 165 billion abroad in year 2014 with an exceptional 27% growth over last year 2013 and US$ 36 billion more in absolute terms. This all is due to rising disposable incomes, an appreciating currency, improved travel facilitation and an easing of restrictions on foreign travel. Currently, China generates around 13% tourism receipts among globally, benefitting many destinations around the world, particularly in Asia and the Pacific. In year 2014 the gap between top spender China, and second largest spender the United States in terms of expenditure widened to US$ 54 billion, despite a robust 6% increase in tourism spending from the United States, to reach US$ 111 billion. Germany is the third largest spender showed a modest 1% increase in expenditure to reach US$ 92 billion. The United Kingdom (+4%) moved up one place in the ranking to become the 4th largest spender on international tourism, with US$ 58 billion, overtaking the Russian Federation, which is now 5th with US$ 50 billion. Being the second fastest growing market after China in recent years, the Russian Federation decreased spending in US dollar terms in year 2014 as a result of the substantial depreciation of the rouble. France with an increase of (+11%) and Canada with an increase of (+3%) held on to 6th and 7th places in the ranking, with expenditures of US$ 48 billion and US$ 34 billion respectively, while Italy with a positive increase of (+7%) moved up one place and reached to 8th position with US$ 29 billion expenditure. In year 2015, Australia moved down one place in the ranking and reached to 9th position as expenditure decreased by 2% to US$ 26 billion. Brazil remained same as on 10th place in the ranking, with an expenditure of US$ 26 billion. During year 2015, other source markets in addition to the Top 10 which showed double-digit growth in expenditure were: Saudi Arabia, Norway, Sweden, Spain, India, Taiwan (pr. of China), the Philippines, Qatar, Thailand, Czech Republic and Colombia (UNWTO Tourism Highlights 2015 Report).
According to UNWTO Tourism Towards 2030 vision (UNWTO annual report 2015), the number of international tourist arrivals worldwide is expected to increase by an average of 3.3% a year over the period 2010 to 2030. Over time, the rate of growth will gradually slow, from 3.8% at the beginning of the period to 2.9% in 2030, but this is on top of growing base numbers. The report said that in absolute numbers, international tourist arrivals will increase by some 43 million a year, compared with an average increase of 28 million a year during the period 1995 to 2010. At the projected rate of growth, international tourist arrivals worldwide are expected to reach 1.4 billion by 2020 and 1.8 billion by the year 2030.

Further report says that international tourist arrivals in the emerging economy destinations of Asia, Latin America, Central and Eastern Europe, Eastern Mediterranean Europe, the Middle East and Africa will grow at double the rate (+4.4% a year) of that in advanced economy destinations (+2.2% a year). As a result, arrivals in emerging economies are expected to exceed those in advanced economies before 2020. In 2030, 57% of international arrivals will be in emerging economy destinations (versus 30% in 1980) and 43% in advanced economy destinations (versus 70% in 1980). Interestingly, the strongest growth by region will be seen in Asia and...
the Pacific, where arrivals are forecast to increase by 331 million to reach 535 million in 2030 (+4.9% per year). The Middle East and Africa are also expected to grow more than double their number of arrivals in this period, from 61 million to 149 million and from 50 million to 134 million respectively. Europe (from 475 million to 744 million) and the Americas (from 150 million to 248 million) will grow comparatively more slowly. Thanks to their faster growth, the global market shares of Asia and the Pacific (to 30% in 2030, up from 22% in 2010), the Middle East (to 8%, from 6%) and Africa (to 7%, from 5%) will all increase. As a result, Europe (to 41%, from 51%) and the Americas (to 14%, from 16%) will experience a further decline in their share of international tourism, mostly because of the slower growth of the comparatively mature destinations in North America, Northern Europe and Western Europe (UNWTO annual report 2015).

1.3.2 The Economic Impact of International Travel & Tourism:

Recent decade has witnessed that travel & Tourism industry achieved rapid growth levels by most macro-economic measures from year 2000 to till date. It has played significant economic role in facilitating international opportunities for work not only for highly skilled professional but also for manual workers. A recent report of WTTC (World Travel and Tourism Council) showed that travel & tourism is constantly responsible for the growth in global trade over year by year. The huge scale of the global Travel & Tourism industry is clearly illustrated by estimates of its economic contribution. In 2015, Travel & Tourism in total contributed US$7.2 trillion to world GDP, representing 9.8% of global GDP. The sector supported 284 million jobs, or 1 in 11 jobs in the world. Travel & Tourism grew by 3.1% in year 2015 - the 6th consecutive year of positive growth for the sector. The sector’s contribution to GDP is forecast to grow by 3.3% in year 2016. Travel & Tourism will outperform the global economy throughout the next decade, growing by an expected 4% on average annually over the next ten years. Travel & Tourism’s direct contribution to world gross domestic product (GDP) and employment in year 2015 was US$2.2 trillion (2015 prices) and 108 million jobs respectively.
1.3.3 Domestic Product (GDP)

The tourism industry is the largest and rapidly growing industry in India, employing over 25 million people, accounting for 8.9% of total workforce, and generating over 4.5 of GNP. There is a visible evidence of growing competitiveness of tourist destinations at the global level and India is no exception in this context. However, the Indian tourism industry is confronted with considerable challenges imposed by the turbulent and rapidly changing external environment that it operates in. Moreover, many nations (Singapore, Thailand, China and others) are receiving more tourists than India despite her long and influential history and culture i.e. tourism resources. In other words, for the successes to continue, we need to develop tourist – centric products to increase tourism share. It is believed that the success of tourist destination is dependent upon the quality of visitors’ experience, it is crucial for destination service providers to understand how the elements of their product/service delivery are evaluated by visitors. Thus, there is need of professional approach to develop product/service, particularly in the area of inbound tourism. Such an approach is crucial, considering the marketing problems the industry is currently experiencing (WTTC: Travel & Tourism Economic Impact 2016 Annual Update Summary).

Taking its wider impacts, including indirect and induced contributions, into account, Travel & Tourism’s total contribution to the global economy in year 2015 was US$7.2 trillion (2015 prices), which equates to 9.8% of total GDP. The total contribution of Travel & Tourism to employment grew by 2.6% in year 2015, while the total GDP contribution grew by 3.1%; faster than wider economic growth (2.3%) for the 5th consecutive year. In GDP growth terms, tourism industry outperformed several other major economic sectors in year 2015, including manufacturing and retail. At a country level, direct Travel & Tourism GDP growth outpaced economy-wide GDP growth in 127 of the 184 countries covered by the annual Economic Impact Research in year 2015. Likewise, economies where Travel & Tourism most markedly outperformed the wider economy in year 2015 included Iceland, Japan, Mexico, New Zealand, Qatar, Saudi Arabia, Thailand, and Uganda. Despite
continuing to outpace the wider global economy in year 2015, growth in direct Travel & Tourism GDP was weaker than in each of the previous 4 years, registering growth of 3.7%. In part, this was due to a weaker than expected global economic backdrop, with world GDP growth in 2015 now recorded at 2.3%. Notwithstanding the below-forecasted Travel & Tourism GDP growth in year 2015, various other sector indicators reflect the robust performance of Travel & Tourism in year 2015. During year 2015 hotel industry perform strongly with occupancy rates, average daily rates and revenue per available room indicating a strong year for all world regions, with the exception of Asia Pacific and the Middle East. Interestingly year 2015 grew by 6.5% in terms of Global air passenger traffic; registering the fastest pace after the post-global financial crisis rebound in 2010 and well above the ten-year average annual growth of 5.5%. Contributing to this strong growth were lower air fares by 5% down approximately comparing to 2014 due, in no small part to the decline in oil prices. International arrivals grew by 4.4% globally in year 2015, marginally ahead of the 4.2% growth in year 2014 (WTTC: Travel & Tourism Economic Impact 2016 Annual Update Summary). But sliding pressure on average spends led to world visitor exports growth slowing to 2.4% in year 2015 compared to 4.0% in year 2014. Moreover, all world sub-regions experienced growth in total Travel & Tourism GDP in year 2015, with Southeast Asia experiencing the strongest growth rate of 7.9%, ahead of South Asia (7.4%) followed by the Middle East (5.9%), Caribbean (5.1%), Sub-Saharan Africa (3.3%), North America (3.1%), Europe (2.5%), Northeast Asia (2.1%), Latin America (1.5%) and North Africa (1.4%) (WTTC: Travel & Tourism Economic Impact 2016 Annual Update Summary).

Over the last decade, Asia has traditionally been the fastest growing region among world in terms of its total Travel & Tourism GDP contribution. However, in 2015 its growth slowed considerably to 3.7% compared to 6.7% in last year 2014. This was mostly due to weakness in Northeast Asia, notably Macau, as well as Hong Kong, Taiwan, and South Korea. The weakness in Northeast Asia was despite the spectacular growth in outbound tourism expenditure from China in year 2015, recorded at 67% for the year to September 2015 in nominal US dollar terms.
Interestingly Japan was the exception in Northeast Asia in truly benefitting from the boom in outbound travel from China in 2015 or we can say Chinese travellers love to travel to Japan. Japan’s international arrivals grew by 47% during year 2015, with international receipts rising by 36% in nominal US dollar terms. Otherwise Chinese tourists appear to be showing a preference to travel outside the region, especially where visa entry has been made easier. Europe region has also been benefited from increasing numbers of Chinese visitors, with major destinations like the UK and Germany, alongside emerging destinations like Iceland, profiting from strong Chinese outbound trends. Similarly, in Oceania, Australia and New Zealand are continuing to see strong growth from Chinese tourists as well. The Travel & Tourism sector is forecast to grow, in terms of GDP contribution, by 4% on average per year over the next ten years, continuing to outperform the global economy throughout the forecast period (WTTC: Travel & Tourism Economic Impact 2016 Annual Update Summary).

The divergence in growth between economy-wide GDP and direct Travel & Tourism GDP is expected to widen relative to the last few years to 1.4 percentage points, as the components of Travel & Tourism GDP continue to grow more quickly than their macro economy counterparts and other sectors. The report says that Asia continent will be the fastest growing sub-region for total Travel & Tourism GDP long-run growth to year 2026 (7.1%) as India (7.5%) outpaces China (7.0%). The next tier of sub-regions, with growth of 4%-6% in total Travel & Tourism GDP, includes Southeast Asia (5.8%), followed by Northeast Asia (5.6%), Sub-Saharan Africa (5.2%), the Middle East (4.9%) and North Africa (4.2%). Meanwhile, growth in Latin America (3.7%), North America (3.5%), the Caribbean (3.4%) and Europe (2.8%) is expected to average below the global average of 4% per year (UNWTO annual report 2015). Some of these regional growth rates should however be seen in the context of past performance. North Africa’s total Travel & Tourism GDP growth averaged -2.8% from year 2010 and 2015. It is expected that by year 2026, North Africa’s total Travel & Tourism GDP will only be 33% higher versus year 2010 levels, compared to growth over the same period of 178% for Southeast Asia. The fastest growing G20 countries for total Travel & Tourism GDP to year 2026 will be China, India,
Indonesia, Mexico and South Africa. Amongst the smaller non-G20 economies, Kyrgyzstan, Myanmar, Tanzania, Vietnam and Zambia are expected to show the strongest growth. In line with last year’s predictions, China is still expected to overtake the USA in terms of Travel & Tourism investment by the end of the forecast period – but remain behind the USA in terms of Travel & Tourism total GDP, direct GDP, domestic spending and visitor exports (WTTC: Travel & Tourism Economic Impact 2016 Annual Update Summary).

Interestingly, India’s strong forecast growth will propel it into the top ten Travel & Tourism economies by year 2026, moving from 12th place in year 2015 up to 7th place by year 2026 in terms of total Travel & Tourism GDP (WTTC: Travel & Tourism Economic Impact 2016 Annual Update Summary).

According to WTTC Economic Impact report 2016, by the end of 2026, Thailand will move up to second place in the global league table in terms of visitor exports, surpassing China and Spain. China, the USA, Germany and the UK will remain the top four markets by year 2026 for outbound spending. Some other countries like India, Indonesia and Singapore will make noticeable moves up the global league table for outbound spending

1.3.4. Employment

According to World Travel & Tourism Council ECONOMIC IMPACT 2016 ANNUAL UPDATE SUMMARY, the Travel & Tourism sector outperformed comparatively employment growth other than various other industries in year 2015, including the financial services, education and health care sectors. In year 2015 the Travel & Tourism sector supported 284 million jobs, or 1 in 11 of all jobs in the worldwide. In year 2015, around 2.5 million new jobs were generated directly by tourism sector, reaching direct jobs number to 108 million. Summarising, travel and tourism industry sector generated 7.2 million new jobs by direct, indirect and induced activity. The continual demand for Travel & Tourism industry, together with the sector’s ability to consistently outperform the wider global economy and be resilient in the face of shocks, continues to underline its great significance and value as a key
sector for economic development and job creation throughout the world. The report concluded that by the year 2026, Travel & Tourism industry is expected to support 370 million jobs in total globally, which will equate to 1 in 9 of all jobs in the world. (Travel & Tourism ECONOMIC IMPACT 2016 ANNUAL UPDATE SUMMARY)

1.3.5 Capital Investment In Tourism Sector

Capital investments in the tourism sector include spending by all sectors directly involved in the travel and tourism industry. Spending by other industries on specific tourism assets such as new visitor accommodation and passenger transport equipment, as well as restaurants and leisure facilities for specific tourism use also form part of capital investments. Such investments lead to social development of an economy as infrastructure created for tourism purposes in areas of transportation, accommodation etc. can also be utilised by the community in general. Travel & Tourism industry is expected to have attracted capital investment of USD814.4bn in year 2014. This is further rised by 4.8% in 2015, and rise by 4.6% pa over the next ten years to USD 1,336.4bn in year 2025. Travel & Tourism’s share of total national investment will rise from 4.4% in year 2015 to 4.9% by year 2025 (Travel & Tourism Economic Impact 2015 WORLD)

1.3.6 Visitor Exports

Visitor exports are the money spent by foreign visitors to a country. It is a main component of the direct contribution of Travel & Tourism. Total worldwide visitor exports (i.e. spending by foreign visitors on Travel & Tourism goods and services, including transport, outside their home countries) has grown by 20.1 % between 2000 and 2010. It is appreciably faster than the corresponding growth in industry GDP or employment over the same period. Visitor exports generated USD1, 308.9bn (6.1% of total exports) in 2015. This is forecast to grow by 3.0% in 2016, and grow by 4.3% pa, from 2016-2026, to USD2, 056.0bn in 2026 (6.2% of total). In year 2015, exports from international tourism increased by 4% and the world are expected to attract 1,172,740,000 international tourist arrivals by year 2025. International tourist arrivals (FTAs’) are forecast to reach a total of 1,796,210,000, generating
expenditure of USD 2,140.1bn, with an increase of 4.2% per annum (WTTC, Travel & Tourism Economic Impact 2015 WORLD).

Visitor exports make a noteworthy contribution to total exports in Asia-Pacific countries also, although a slightly smaller proportion than the global average with many economies dependent on trading raw materials and manufactured goods. The importance of visitor exports within Asia-Pacific has fallen slightly from last decade, comprising a smaller share of total exports. There is some rapid growth in tourism activity and is related to strong performance in other sectors. Clearly, there is scope for auxiliary growth in international travel in the region. Interestingly, there is noticeably increase in the number of middle class families able to spend on international travel has grown extremely over the period of last ten years. Especially China will show further strong growth. This rising demand is most likely to benefit other destinations within Asia-Pacific according to the usual pattern of travel demand. Asian destinations that facilitate international arrivals, by increasing transport links or making visa processes easier, will benefit most from this additional demand. Case studies show clear benefits to destinations from easier access (WTTC, Travel & Tourism Economic Impact 2015 WORLD).

1.4 INDIAN TOURISM INDUSTRY: A CHANGING PARADIGM

India is recognised as a tourist destination of marvellous history, culture, heritage and natural resources globally. Its touristic resources have become a magnetic force for international tourists. In fact, India can always boast of its rich cultural heritage. Indian tradition and culture are integral part of travel and tourism industry in India. In ancient times, travel was primarily meant for pilgrimage and People travelled to participate in large scale feasts, fairs and festivals in different parts of the country. This has developed the concepts of ‘Athithi Devo Bhava’ (the guest is god) and ‘Vasudhaiva Kutumbakam’ (the world is one family) (Vinayek et al 2013). With the passage of time, the rulers\ kings constructed luxurious palaces, enchanting gardens, marvellous temples, grand forts, tombs, and memorials in india. These bear testimony to the exquisite inheritance of this land, and are examples of unparalleled craftsmanship of the people of the bygone ages. Thus, the beauty of
India’s cultural heritage and the richness of nature’s endowments make India tourists’ paradise (Vinayek et al 2013).

Over the years tourism industry has become economic development instrument in India. The government has also recognised tourist as an industry and extended various financial and non-financial incentives to streamline the growth and development of this young industry. After adoption of economic reforms in 1990, the pace of tourism & hospitality industry diversified manifolds. Its performance was also questioned in the parliament to further streamline the industry with the view to redicrate poverty and social upliftment of the society. Today, this industry is recognised a core component of Indian economy to help government to solve the problem of un-employment, protection & preservation of cultural & historical heritage.

According to Ministry of Tourism, (2015) tourism industry is accepted as the potent engine for inclusive social economic progress at universal level through its forward and backward linkages and ability to create employment in the economy. Tourism sector has a very high employment potential with approximately 90 jobs creation per Rs. 10 lakhs of investment. Moreover, there is more scope for employment generation and related activities in the form of accommodation projects, food oriented projects, amusement parks and water sports etc. this industry is one of the largest employment generators in India among other various sectors of economy and plays a very noteworthy role in promoting inclusive growth of the less-advantaged sections of the society and poverty eradication. The main objective of the tourism policy in India is to position tourism as a major engine of economic growth and harness its direct and multiplier effect on employment and poverty eradication in a sustainable manner by active participation of all segments of the society. Apart from Marketing and promotion, the focus of tourism development plans is also on integrated development of tourism infrastructure and facilities through effective partnership with various stakeholders. The role of Government in tourism development has been redefined from that of a regular to that of a catalyst (Annual report 2015-16, Ministry of Tourism, India).
According to UNWTO Barometer (May 2016), India ranks 40th in terms of International Tourists Arrivals during year 2015. The FTAs during year 2015 was highest in West region (30.6%) followed by South region (29.1%), North region (28.4%), East region (11.4%) and North – East region (0.5%). Till last decade, tourism in India was seen just as a simple service sector. But, travel and tourism has now been acknowledged as an export industry due to its important advantages. In India tourism gained importance slowly, it has grown at a rapid pace and improved its share in international tourist arrivals as well as in foreign exchange earnings (Julius 2012). Further, the year 2015 witnessed a positive growth of 4.5 % in Foreign Tourist Arrivals (FTAs) in India; this growth is equivalent to the medium growth rate of 4.5 % witnessed in International Tourist Arrivals, globally. During year 2015 (January – December) FTAs were 80.27 lakh compared to the FTAs of 76.79 lakh during last year. Likely, India tourism grow by 9.6% in the Foreign Exchange Earnings (FEEs) from tourism in rupee terms during 2015 were Rs.1, 35,193 crore (Annual report 2015-16, Ministry of Tourism, India).

On 27th November 2014, India introduced its visa on arrival facility enabled by ETA facility for tourists and business visitors, to citizens of following countries – Australia, Brazil, Cambodia, Cook Islands, Djibouti, Fiji, Finland, Germany, Indonesia, and Israel. This shows the inclines of The Ministry of Tourism towards tourism promotion & development. From January - December 2015, a total of 4,45,300 tourists arrived on e-Tourist Visa. 150 countries are eligible for e-tourist visa as on 26.02.2016. During January 2016, Japan, Jordan, Kenya, Kiribati, Laos, Luxembourg, Marshall Islands, Mauritius, Mexico, Micronesia, Myanmar, Nauru, New Zealand, Niue Island, Norway, Oman, Palau, Palestine, Papua New Guinea, Philippines, Russia, Samoa, Singapore, Solomon Islands, South Korea, Thailand, Tonga, Tuvalu, UAE, Ukraine, USA, Vanuatu and Vietnam. The facility was extended to China, Macau and Hong Kong on 30 July 2015. The facility was further extended to citizens of Andorra, Argentina, Armenia, Aruba, Belgium, Bolivia, Colombia, Cuba, East Timor, Guatemala, Hungary, Ireland, Jamaica, Malta, Malaysia, Mongolia, Monaco, Mozambique, the Netherlands, Panama, Peru, Poland,
Portugal, Seychelles, Slovenia, Spain, Saint Lucia, Saint Vincent and the Grenadines, Surinam, Sweden, Taiwan, Tanzania, Turks and Caicos Islands, the United Kingdom, Uruguay and Venezuela on 15 August 2015. The Government of India, w.e.f. November, 2015, has also revised the e-Tourist Visa (e-TV) fee in four slabs of 0, US$ 25, US$ 48, and US$ 60. Presently e-TV application fee is US$ 60 and bank charge is US$ 2 which is uniform for all the countries. The revision of Visa fee has been done on the principle of reciprocity. Bank charges have also been reduced from US$ 2 to 2.5% of the e-TV fee. There is no bank charge for zero visa fees. This facility is now available in 16 airports as on 26th February, 2016 and will be extended to 180 countries (Annual report 2015-16, Ministry of Tourism, India).

Further, The Ministry of Tourism has launched the 24x7 Toll Free Multi-Lingual Tourist Help Line in 12 International Languages including Hindi and English on 08.02.2016. This service will be available on the existing toll free number 1800111363 or on a short code 1363. This is operational 24X 7 (all days) round the year offering a “multi-lingual helpdesk” in the designated languages to provide support service in terms of providing information relating to Travel & Tourism in India to the domestic and International tourists/visitors and to assist the callers with advice on action to be taken during times of distress while travelling in India and if need be alert the concerned authorities. The languages handled by the contact centres include ten International languages besides English and Hindi, namely Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish. The calls made by tourists (both international and domestic) while in India are free of charge.

The Government of India also provides financial assistance to central agencies. The objective is to ensure tourism infrastructure development through central financial assistance of the Ministry by the central agencies like Archaeological Survey of India, Port Trust of India, ITDC, Ministry of Railways, etc. who own the assets. The Scheme for Products/ Infrastructure Development of Destinations and Circuits (PIDDC) has been delinked from the Union support from the current financial year 2015-16. There is no budgetary support for the scheme for the states;
however, a provision of Rs. 20 crores has been made for the UTs only during year 2015-16. In year 2015-16, the development of niche tourism is sought to be achieved by taking various steps, such as; constitution of National Medical & Wellness Tourism Board on 5th October 2015, with the Hon’ble Minister (Tourism) as its Chairman, constitution of Task Force on Cruise Tourism on 24th November 2015, approval of 08 golf events by India Golf Tourism Committee (IGTC) during the year 2015-16 (till December 2015) and release of an amount of Rs.281.71 lakh. The Ministry also provided a financial assistance of Rs.84.84 lakh during 2015-16, till December, 2015 to the medical tourism service providers under MDA scheme. With a view to bring in more transparency and accountability, this Ministry has introduced online system of receiving, processing and conveying/ granting approvals for hotel project, Hotel classification & re-classification status to functioning hotels and project level approval for hotel under construction. This online process has also been integrated with payment gateway.

Ministry of Tourism has set up a Web-based Public Delivery System for recognition of the Travel Trade Service Providers with the objective to ease the process of filling application by the travel trade service providers seeking recognition from this Ministry and also to bring in transparency in granting the approvals. This online process has also been integrated with payment gateway with effect from January, 2016. It has been the endeavour of this Ministry to put in place a system of training and professional education, with necessary infrastructure support, capable of generating manpower sufficient to the needs of the tourism and hospitality industry, both quantitatively and qualitatively. As of now, there are 42 Institutes of Hotel Management (IHMs), comprising 21 Central IHMs and 21 State IHMs, and 9 Food Craft Institutes (FCIs), which have come up with the support of the Ministry besides many universities. These institutes were set up as autonomous societies with the specific mandate to impart hospitality education/ conduct training in hospitality skills.

The Ministry of Tourism launched a mobile application called Swachh Paryatan on 22 February 2016 which will let citizens to report unattended garbage piles at various tourist destinations across the country. In the pilot phase, 25 monuments identified as
Adarsh Smark by ASI have been taken up. A Nodal officer at each of these 25 monuments is made responsible to ensure clearing of the garbage piles reported. The ASI nodal offices will update database on completion of the task so that the system can send an SMS to the complainant that his /her complaint has been attended successfully.

The Ministry of Tourism has taken the initiative of identifying, diversifying, developing and promoting niche products of the country. This is done in order to overcome the aspect of ‘seasonality’ and to promote India as a 365 days destination, attract tourists with specific interest and to ensure repeat visits for the unique products in which India has a comparative advantage. Thus, new products may be added in due course. The Ministry of Tourism has constituted committees for the promotion of Golf tourism and Medical & Wellness Tourism. Guidelines have also been formulated by the Ministry to support Golf, Polo, Medical and Wellness Tourism (Annual report 2015-16, Ministry of Tourism, India).

Accordingly, the following Niche Products have been identified by the Ministry of Tourism for development and promotion:

(a) Cruise,
(b) Adventure,
(c) Medical,
(d) Wellness,
(e) Golf,
(f) Polo,
(g) Meetings Incentives Conferences & Exhibitions (MICE),
(h) Eco-tourism,
(i) Film Tourism,
(j) Sustainable Tourism,

1.4.1 Tourism Trends in India

Table 1.1 and graph 1.7 & 1.8 exhibit international tourist arrival to India (FTAs) and foreign exchange earnings (FEEs) from year 2000 -2015. In year 2000,
India witnessed total FTAs 2.65 lakhs with a growth of 6.7% over last year and total earning FEE reached to US$ 3.46 billion with growth of 15%. There was a downfall of tourist arrival FTAs in year 2001 to 2.54 lakhs with a reduction of 4.2% and likewise reduction in FEE to US$3.198 billion (-7.6%). Similarly, in 2002, FTAs was 2.38 lakhs with a reduction of (-6.0%) along with downfall in FEE to 3.19 billion by -2.97%. But, year 2003 witnessed a growth of 14.34% over last year and reached to 2.73 lakhs with earning FEE US$ 4.46 billion with increase of 43.83%. Likely, year 2004 showed positive growth of FTAs of 3.46 lakhs with growth rate of 26.82% and also earned FEE of US$6.17 billion at a growth rate of 38.25%. Year 2005 kept same pace of growth in FTAs to 39.18 lakhs with an increase of 13.34% and FEE increased by 21.44% to US$7.49 billion as compared to last year 2004. Likewise, 2006 observed almost same growth rate of 13.50% accounting to 44.47 lakhs FTAs with an increase of 15.23% in FEE to US$8.64 billion compared to last year 2005. Total FTAs in 2007 increased by 14.26% to 50.81 lakhs with a rapid growth in FEE by 24.26% and reached to US$10.72 billion over year 2006. In year 2008, Due to 26/11 terrorist attack, there was a slowdown in tourist arrivals in India, total FTAs was 52.82 lakhs with a growth rate of 3.96% and total earned FEE was US$11.83 billion with a growth of 10.28%. 

Due to global recession and 26/11 accident, India witness a slowdown in FTAs to 51.67 lakhs by reduction of -2.18% and similarly FEE also reduced by -5.88% to US$11.13 billion. But year 2010 observed an increase of tourist arrival to India and reached FTAs to 57.75 lakhs by increase of 11.77% and there was a good growth in earning of FEE by 27.45% to US$14.19 billion over last year. Year 2011 witness of total FTAs to 63.09 lakhs with a growth rate of 9.24% and FEE in this year reached to US$16.56 billion with an increase of 16.71% over previous year 2010. In year 2012, FTAs reached to 65.77 lakhs with the growth rate of 4.26% and FEE reached to 17.73 billion with the growth of 7.08% over last year 2011. Similarly, FTAs reached to 69.67 lakhs with an increase of 5.93% and FEE reached to 18.44 billion with an increase of 4.00% during year 2013.
Year 2014 again witnessed a double digit growth of 10.21% and FTAs reached to 76.79 lakhs and FEE earnings reached to 20.23 billion with growth rate of 9.71% over last year 2013. Similarly, year 2015 observed a growth rate of 4.53% in FTAs and reached to 80.27 lakhs alongwith growth rate of 4.13% in FEE reaching to 21.07 billion.

<table>
<thead>
<tr>
<th>Year</th>
<th>Foreign Tourist Arrivals (numbers)</th>
<th>Percentage Change Over Previous Year</th>
<th>Foreign Exchange Earnings (Rs. Crore)</th>
<th>Percentage Change Over Previous Year</th>
<th>Foreign Exchange Earnings (Million US$)</th>
<th>Percentage Change Over Previous Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>26,49,378</td>
<td>6.70</td>
<td>15,626</td>
<td>20.6</td>
<td>3,460</td>
<td>15</td>
</tr>
<tr>
<td>2001</td>
<td>25,37,282</td>
<td>-4.23</td>
<td>15,083</td>
<td>-3.47</td>
<td>3,198</td>
<td>-7.57</td>
</tr>
<tr>
<td>2002</td>
<td>23,84,364</td>
<td>-6.03</td>
<td>15,064</td>
<td>-0.13</td>
<td>3,103</td>
<td>-2.97</td>
</tr>
<tr>
<td>2003</td>
<td>27,26,214</td>
<td>14.34</td>
<td>20,729</td>
<td>37.61</td>
<td>4,463</td>
<td>43.83</td>
</tr>
<tr>
<td>2004</td>
<td>34,57,477</td>
<td>26.82</td>
<td>27,944</td>
<td>34.81</td>
<td>6,170</td>
<td>38.25</td>
</tr>
<tr>
<td>2005</td>
<td>39,18,610</td>
<td>13.34</td>
<td>33,123</td>
<td>18.53</td>
<td>7,493</td>
<td>21.44</td>
</tr>
<tr>
<td>2006</td>
<td>44,47,167</td>
<td>13.49</td>
<td>39,025</td>
<td>17.82</td>
<td>8,634</td>
<td>15.23</td>
</tr>
<tr>
<td>2008</td>
<td>52,82,603</td>
<td>3.96</td>
<td>51,294</td>
<td>15.63</td>
<td>11,832</td>
<td>10.28</td>
</tr>
<tr>
<td>2009</td>
<td>51,67,699</td>
<td>-2.18</td>
<td>53,700</td>
<td>4.69</td>
<td>11,136</td>
<td>-5.88</td>
</tr>
<tr>
<td>2010</td>
<td>57,75,692</td>
<td>11.77</td>
<td>64,889</td>
<td>20.84</td>
<td>14,193</td>
<td>27.45</td>
</tr>
<tr>
<td>2011</td>
<td>63,09,222</td>
<td>9.24</td>
<td>77,591</td>
<td>19.57</td>
<td>16,564</td>
<td>16.71</td>
</tr>
<tr>
<td>2012</td>
<td>65,77,745</td>
<td>4.26</td>
<td>94,487</td>
<td>21.78</td>
<td>17,737</td>
<td>7.08</td>
</tr>
<tr>
<td>2013</td>
<td>69,67,601</td>
<td>5.93</td>
<td>1,07,671</td>
<td>13.95</td>
<td>18,445</td>
<td>3.99</td>
</tr>
<tr>
<td>2014</td>
<td>76,79,099</td>
<td>10.21</td>
<td>1,23,320</td>
<td>14.53</td>
<td>20,236</td>
<td>9.71</td>
</tr>
<tr>
<td>2015</td>
<td>80,27,133</td>
<td>4.53</td>
<td>1,35,193</td>
<td>9.63</td>
<td>21,071</td>
<td>4.13</td>
</tr>
</tbody>
</table>

Source: Ministry of Tourism, Govt. of India (compiled by the scholar)
1.4.2. Tourism Satellite Account

It is important to know the contribution of tourism in the total economy and the total jobs in the country. National Accounts (prepared every year by Ministry of Statistics & PI) measure the growth and contribution of various sectors like manufacturing, agriculture, services such as banking, transport, insurance, etc.,
while computing the GDP of the country. However, the System of National Accounts is not able to measure the growth and contribution of tourism in GDP. This is because tourism is not an industry in the way industry is defined in the system of National Accounts. Instead, tourism is a demand based concept defined by its output but by its use.

Industries defined in the National Accounts, such as air transport, hotels & restaurants, etc. produce the same output irrespective of whether it is consumed by tourist or non-tourist. While the total output of these industries is captured by the National Accounts, it is only the consumption by tourists that defines the tourism economy, which is not readily available in the National Accounts to assess the specific contribution of tourism; the need for a Tourism Satellite Account (TSA) thus arises.

The 1\textsuperscript{st} Tourism Satellite Account for India (TSAI) for the reference year 2002-03 was prepared in the year 2006. The 2\textsuperscript{nd} TSAI was prepared in 2012 for the reference year 2009-10. As per the 2\textsuperscript{nd} TSAI 2009-10 and subsequent estimation for the next three years namely 2010-11, 2011-12 and 2012-13 the contribution of tourism to total Gross Domestic Product (GDP) and employment of the country were as given below:

**Table 02: Source: Ministry of Tourism, Govt. of India**

<table>
<thead>
<tr>
<th>Year</th>
<th>Contribution of Tourism in GDP of the Country (%)</th>
<th>Contribution of Tourism in Employment of the Country (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Direct</td>
<td>Indirect</td>
</tr>
<tr>
<td>2009-10</td>
<td>3.68</td>
<td>3.09</td>
</tr>
<tr>
<td>2010-11</td>
<td>3.67</td>
<td>3.09</td>
</tr>
<tr>
<td>2011-12</td>
<td>3.67</td>
<td>3.09</td>
</tr>
<tr>
<td>2012-13</td>
<td>3.74</td>
<td>3.14</td>
</tr>
</tbody>
</table>
Graph 1.10: Contribution of Tourism in GDP of the Country (%) per year

Graph 1.11: Contribution of Tourism in Employment of the Country (%) per year
### 1.4.3 FTAs In India During 2000 - 2015 From Top 15 Source Countries:

<table>
<thead>
<tr>
<th>Year</th>
<th>USA</th>
<th>Bangladesh</th>
<th>UK</th>
<th>Sri Lanka</th>
<th>Russia</th>
<th>Canada</th>
<th>Malaysia</th>
<th>France</th>
<th>Australia</th>
<th>Germany</th>
<th>Japan</th>
<th>China Main</th>
<th>Singapore</th>
<th>Nepal</th>
<th>Thailand</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>348292</td>
<td>414437</td>
<td>432644</td>
<td>129193</td>
<td>34814</td>
<td>84013</td>
<td>60513</td>
<td>100022</td>
<td>53995</td>
<td>83881</td>
<td>98159</td>
<td>14420</td>
<td>46612</td>
<td>38801</td>
<td></td>
</tr>
<tr>
<td>2001</td>
<td>329147</td>
<td>431312</td>
<td>405472</td>
<td>112813</td>
<td>15154</td>
<td>88600</td>
<td>57869</td>
<td>102434</td>
<td>52691</td>
<td>80011</td>
<td>80634</td>
<td>13901</td>
<td>42824</td>
<td>41135</td>
<td></td>
</tr>
<tr>
<td>2002</td>
<td>348182</td>
<td>435867</td>
<td>387846</td>
<td>108008</td>
<td>18643</td>
<td>93598</td>
<td>63748</td>
<td>78194</td>
<td>50743</td>
<td>64891</td>
<td>59709</td>
<td>15422</td>
<td>44306</td>
<td>37136</td>
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</tr>
<tr>
<td>2003</td>
<td>410803</td>
<td>456371</td>
<td>615803</td>
<td>136400</td>
<td>56446</td>
<td>157643</td>
<td>96276</td>
<td>152258</td>
<td>96851</td>
<td>34100</td>
<td>68666</td>
<td>77024</td>
<td>42771</td>
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<tr>
<td>2004</td>
<td>526120</td>
<td>477446</td>
<td>555907</td>
<td>128711</td>
<td>47077</td>
<td>135884</td>
<td>84390</td>
<td>131824</td>
<td>58730</td>
<td>42824</td>
<td>48368</td>
<td>42771</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td>611165</td>
<td>456371</td>
<td>734240</td>
<td>154813</td>
<td>62020</td>
<td>176567</td>
<td>107286</td>
<td>175345</td>
<td>103082</td>
<td>44306</td>
<td>42771</td>
<td></td>
<td></td>
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<td>2006</td>
<td>696739</td>
<td>484401</td>
<td>454611</td>
<td>204084</td>
<td>55453</td>
<td>112741</td>
<td>204827</td>
<td>145538</td>
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<td>92908</td>
<td>83037</td>
<td>50037</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>799062</td>
<td>480240</td>
<td>796191</td>
<td>204084</td>
<td>208214</td>
<td>112741</td>
<td>204827</td>
<td>88103</td>
<td>92908</td>
<td>83037</td>
<td>50037</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>804933</td>
<td>541884</td>
<td>776530</td>
<td>218805</td>
<td>91095</td>
<td>115794</td>
<td>207802</td>
<td>145352</td>
<td>98093</td>
<td>97851</td>
<td>78133</td>
<td>58065</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>827140</td>
<td>468899</td>
<td>769251</td>
<td>239995</td>
<td>94945</td>
<td>242069</td>
<td>135433</td>
<td>191616</td>
<td>124756</td>
<td>100209</td>
<td>95328</td>
<td>67309</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2010</td>
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<td>431962</td>
<td>759494</td>
<td>266515</td>
<td>122048</td>
<td>242372</td>
<td>179077</td>
<td>168019</td>
<td>119530</td>
<td>107487</td>
<td>104374</td>
<td>76617</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>2011</td>
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<td>798249</td>
<td>305853</td>
<td>144312</td>
<td>259017</td>
<td>208196</td>
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<td>119131</td>
<td>92404</td>
<td></td>
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</tr>
<tr>
<td>2012</td>
<td>1039947</td>
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<td>788170</td>
<td>296983</td>
<td>177526</td>
<td>256021</td>
<td>195853</td>
<td>22015</td>
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<td>105141</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>2013</td>
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<td></td>
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</tr>
</tbody>
</table>

Table 03: Source: Ministry of Tourism, Govt. of India
1.5. OUTBOUND TOURISM TRENDS FROM EAST ASIAN COUNTRIES:

**China:** Recently, China has emerged as the top inbound tourist country for many countries. According to WTTC’s (World Travel & Tourism Council) Economic Impact Report 2016 report illustrates that Chinese tourist(s) expenditure on outbound travel has increased by 53% reaching to US$ 215 billion in during year 2015, favourably impacting longer haul destinations such as Europe and Oceania. Whereas stern declines were noticed in its (China) neighbouring regions such as Macau, Hong Kong and Taiwan, due to local factors. Meanwhile Japan benefitted from a mini-boom in travel & tourism visitor exports with increased Chinese outbound travel contributing to a 49% year on year increase. In contrast to the remarkable increase in Chinese travellers going abroad, inbound tourism into China has not been growing with the similar rate. Interestingly, most trendy destinations among Chinese outbound tourists were mostly nearby Asian countries. The top 7 outbound tourism countries among Chinese tourists were Thailand, South Korea, Japan, Singapore, Malaysia, United States and Indonesia. Presently, more than 50% of Chinese outbound tourist(s) like to travel in group organized by travel agencies as most of the tourists travel other countries for the first time and legging behind of experience and lack of language.

According to China Tourism Research Institute (2016), China had 120 million outbound tourists in 2015 and they spent 104.5 billion US dollars, increases of 12% and 16.7% compared with 2014. The main force behind this growth includes rise in personal income, favourable policies, and appreciation of RMB. However, due to the earthquakes in Indonesia, Nepal and MERS in South Korea, the growth rate of outbound tourism was gradually declining (Travel China guide, 2016).

**Japan:** According to btrax report (2015), in Asian market, Japan just follows China in terms of outbound travellers. Japanese outbound travel was weighed down due to weak value of their currency (Yen) resulting drop down to 16.2 million in year 2015 instead of 16.9 million travellers of 2014. In 2013, more than 17 million Japanese tourists travelled abroad and out of them, 3.7 million travelled to the US (nearly 22% of all Japanese outbound travellers). The US is the most popular
international destination for Japanese travellers, just surpassing China in 2012. Other popular destinations for Japanese tourists include South Korea, Italy, France, Taiwan and Hong Kong (btrax report 2015). According to the World Tourism Organization (UNWTO), Japan used to be the world's third largest market in terms of spending on international tourism, but it has lost ground since the late-1990s: it fell to seventh place in the global ranking in 2007 and ninth in 2011, before recovering to eighth place in 2012. However, this is not to say Japanese people stopped travelling. There were numerous countries that recorded year-on-year increases for Japanese visitors, including Taiwan, Hong Kong and the USA (btrax report, 2016).

**Korea:** South Korea is the third largest outbound travel market in Asia Pacific after China and Japan. The growth in outbound travel from Korea from past 30 years has been vast, as Korean companies have internationalised and as Korean people have increasingly been able to afford international leisure travel. In year 1989, Korean government completely relaxed the travel restrictions for leisure overseas travel and result a jump of 67.35 in the number of Korean outbound tourists in the same year, exceeding one millions for the first time. The number constantly increased over the years surpassing five millions in 2000 and ten millions in 2005. Similar to other Asian nationals, Korean leisure travellers like to travel in organised group tours that traditionally dominated the leisure market (Amadeus report, 2013).

In 2015, total number of outbound tourists from South Korea was 19.31 million grew by 17.5% over last year 2014 and in 2014 it was 16.08 million increased by 20.1% over past year. The number of South Korean travellers travelling outside of South Korea was 14.9 million in 2013, which was nearly 1.4 percent of all global outbound travel (WTTC report, 2015). As per the 2015 ITA Travel and Tourism Top Markets report, in year 2013, South Korean tourists spent around $21.7 billion while travelling to other countries. Further, report analysed that South Korean tourist(s) spending abroad has increased spectacularly, by almost 204 percent since 2000. Interestingly, even though with this high growth, the South Korean market has moved to only 14th place in 2013 compared to 15th place in 2000 (2015 ITA Travel and Tourism Top Markets Report).
Taiwan: In 1979, Taiwan's government relaxed its ban on overseas travel, and permitted residents to travel to mainland China to visit relatives in 1987. Thus, Taiwan becomes one of the world's most prominent tourist-exporting countries. Taiwan has been recognized as an export-oriented economy (Ghartey, 1993; Jin, 1995). In year 2012, 10.24 million tourists travelled overseas with an increase of 6.84% over last year. In 2013, total 11.05% tourists travelled to other countries with a growth rate of 7.94% over past year. Further, in 2014 outbound tourists from Taiwan reached to 11.85 million with an increase of 7.16%. In 2015, the rapid growth of outbound tourists keep same pace and reached to 13.18 million with an increase of 11.30% over last year (Tourism Bureau, M.O.T.C. Republic of China (Taiwan)).

<table>
<thead>
<tr>
<th>Year</th>
<th>CHINA Tourists (Numbers)</th>
<th>Annual Growth %</th>
<th>JAPAN Tourists (Numbers)</th>
<th>Annual Growth %</th>
<th>SOUTH KOREA Tourists (Numbers)</th>
<th>Annual Growth %</th>
<th>TAIWAN Tourists (Numbers)</th>
<th>Annual Growth %</th>
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<td>220015</td>
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<td>219516</td>
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<td>207415</td>
<td>-5.5</td>
<td>102993</td>
<td>-3.6</td>
<td>36349</td>
<td>1.4</td>
</tr>
</tbody>
</table>

Table 04: Source: Ministry of Tourism, Govt. of India (compiled by the scholar)
1.5.1 Foreign tourist(s) arrivals to India from East Asian countries:

The table 04 represents the foreign tourist(s) arrival to India from top 15 countries over the year by year. The United States of America is on the top all the time and with a rapid growth followed by Bangladesh, UK, Sri Lanka, Russia, Canada, Malasiya, France, Australia, Germany, Japan, China (main), Singapore, Nepal & Thailand. This table describes that there is continuous growth in the FTAs from Japan & China (main) over the year by year.

![Graph 1.12: FTAs from year 2002 – 2015 (East Asian Tourists)](image)

**Graph 1.12: FTAs from year 2002 – 2015 (East Asian Tourists)**

Table 04, Graph no.1.12 & Graph no. 1.13 represent tourist arrivals, trends of growth over by year from East Asian countries to India during year 2002-2015. In year 2002, Japan was on the top of table with FTAs (50709) followed by South Korea (29374), China (15422) and Taiwan (7785). Year 2003 again witnessed highest FTAs from Japan (77996) with an increase of 53.8 percentage followed by South Korea (35584) with an increase of 21.1 percentages, China (21152) with an increase of 37.2 percentages and Taiwan (12685) with an increase of 62.9 percentages, so in year 2003 Taiwan has highest growth (62.9%) rate among all four nationals. Japan again witnessed highest FTAs (96851) in year 2004, with an increase of 24.2 percentage followed by South Korea (47835) with an increase of 34.4 percentages, China (34100) with an increase of 61.2 percentages and Taiwan (18179) with an increase of 43.3 percentages, so China has highest growth (61.2%) rate among all four nationals during year 2004.
Likely in Year 2005, Japan was at the top of highest FTAs (103082) with an increase of 6.4 percentage followed by South Korea (49895) with an increase of 4.3 percentage, China (44897) with an increase of 31.7 percentages and Taiwan (18894) with an increase of 3.9 percentages. This year witnessed single digit growth from three nationals i.e. Japan, Korea & Taiwan. In year 2005, China had highest growth (31.7%) rate among all four nationals.

In year 2006, the trends remain almost same. India got highest FTAs from Japan (119292) with an increase of 15.7 percentage followed by South Korea (70407) with an increase of 41.1 percentage, China (62330) with an increase of 38.8 percentage and Taiwan (26503) with an increase of 40.3 percentage, so in year 2003 South Korea witnessed highest growth (62.9%) rate among all four nationals. In year 2007, China had highest growth rate of 41.3 percentage with FTAs (88103) followed by Japan with and increase rate of 22.0 percentage with FTAs (145538), South Korea 20.1 percentage with FTAs (84583) and Taiwan had an increase of 13.3 percentage with annual FTAs (30024). Due to economic slowdown and terrorist attack 26/11 on Mumbai slow-down the tourist arrivals to India. Likewise, in Year 2008, Japan was at the top of highest FTAs (150732) with an increase of 3.6 percentage followed by
China (98721) with an increase of 12.1 percentage where as South Korea (82335) with a decrease of 2.7 percentage and Taiwan (29438) with a decrease of 2.0 percentage. Similarly in year 2009, the impacts of global recession and 26/11 attack remain same and there was no good sign of inbound tourism. China just had an increase of 1.5 percentage in FTAs (100209) whereas rest three nationals showed negative response to FTAs to India, FTAs from Japan fall out by 17.2 percentage accounting to only FTAs (124756), FTAs (70485) from Korea was fell down by 14.4 percentage and there was negative response of 20.3 percentage accounting to (23464) FTAs.

After economic recession in 2010, Indian inbound tourism again got some good response in terms of FTAs. Japan led by 34.7 percentage growth with FTAs (168019), Korean FTAs (95587) with an increase of 35.6 percentage and Taiwan also had some positive increase of 1.9 percentage accounting to FTAs (23915). In Year 2011, Japan was at the top of highest FTAs (193525) with an increase of 15.2 percentage followed by China FTAs (142218) with an increase of 19.0 percentage, South Korea (108625) with an increase of 13.6 percentage and Taiwan (25916) with an increase of 8.4 percentage. In this year Chinese tourists had highest rate of FTAs increase among East Asia.

In terms of growth Taiwanese FTAs (31639) increased by 22.1 percentage in year 2012, followed by China FTAs (168952) with an increase of 18.8 percentage, Japan FTAs (220015) with 13.7 percentage increase whereas Korean FTAs (109469) increased by 0.8 percentage. In year 2013, Japan was at the top of highest FTAs (220283) with slight increase of 0.1 percentage followed by China (174712) with an increase of 3.4 percentage, South Korea (112619) with an increase of 2.9 percentage and Taiwan (35491) with an increase of 12.2 percentage. So, in this year Taiwan was on the top among East Asian tourists in terms of percentage increase. In 2014, China had highest growth rate of 3.6 percentage with FTAs (181020) followed by Taiwan 1.0 percentage increase in FTAs(35857) where as Korea showed negative growth rate of 5.1 percentage with FTAs (106870) and Japan also showed a negative increase of 0.3 percentage accounting to FTAs (219516). Similarly year 2015 witnessed that
China had highest growth rate of 14.0 percentage accounting to FTAs (206322) followed by Taiwan 1.4 percentage increase in FTAs (36349) where Japan and South Korea witnessed a negative increase of 5.5 percentage & 3.6 percentage accounting to FTAs (207415) & (102993) respectively.

1.5.2 East Asian Tourist(S) Arrivals & Share In Indian Tourism From 2010-2015

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Arrivals</th>
<th>% Share</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Chinese</td>
<td>Taiwan</td>
<td>Japan</td>
</tr>
<tr>
<td>2010</td>
<td>119530</td>
<td>23915</td>
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<td>2011</td>
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</tr>
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<td>2014</td>
<td>181020</td>
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</tr>
<tr>
<td>2015</td>
<td>206322</td>
<td>36349</td>
<td>207415</td>
</tr>
</tbody>
</table>

Table 05: EAST ASIAN tourist’s arrival share from year 2010 - 2015

Graph 1.14: East Asian tourists’ arrival trends from year 2010 - 2015
The table no.05 and graph no.1.14 represent the market share of East Asian (China, Taiwan, Japan and South Korea) tourists visiting India and the trends. In year 2010, total share of four countries was 7.04 percent of total FTAs comprising China (2.07%), Taiwan (0.41%), Japan (2.91%) and South Korea (1.65%). Year 2011 witnessed similar share of 7.45 percent with China (2.25%), Taiwan (0.41%), Japan (3.07%) and South Korea (1.72%). In year 2012 there was East Asian tourist share was 8.05 percent of total FTAs to India with China market share (2.57%), Taiwan (0.48%), Japan (3.34%) and South Korea (1.66%). Total share of four countries in year 2013 was 7.79 percent with highest share from Japan (3.16%) followed by China (2.51%), South Korea (1.62%) and Taiwan (0.51%). Similarly Japan had highest share (2.86%) followed by China (2.36%), South Korea (1.39%) and Taiwan (0.47%) comprising a total of 7.07 percent for year 2014. Japan (2.58%) and China (2.57%) had almost equal share for year 2015, followed by South Korea (1.28%) and Taiwan (0.45%). Thus, year witnessed a total share 6.89 percent of total tourist arrivals during year 2015.

Overall, we can conclude that share of East Asian countries FTAs (China, Japan, South Korea and Taiwan) has significant place among other region of world. So, we may conclude that East Asian tourist arrivals to India in increasing significantly year by year and bringing foreign exchange to country.

1.6 TOURIST DESTINATION IMAGE: CONCEPTUAL FRAMEWORK

During last three decades, tourist destination image has become more popular area for research among the tourism scholar. In fact, recent researches highlighted the fundamental role of destination image to understand travel behaviour and developing effective tourism marketing strategies and the need to develop methodologies to comprehensively and accurately measure the destination image concept.

Today, many people travel to long-haul destinations/tourist places for vacations, pleasure and recreation purposes. Some destinations become fashionable and after sometimes fall out of favour with the tourists for a variety of reasons. In today’s volatile tourism business environment the competition among tourists’
destinations has increased tremendously. Thus, why do people choose one destination over the other, where as these destinations have comparable characteristic. This is the point where a concept of destination image emerges.

The crucial role of destination image, in terms of understanding travel behaviour and in designing effective tourism marketing strategies, highlights the need to develop methodologies to comprehensively and accurately measure this concept. To achieve this task, tourism researchers have the benefit of accessing the methodologies which have been developed to measure product image in general. However, due to the more complicated and diverse nature of the tourism product, it is necessary to develop more specific and more complex conceptual frameworks and methodologies in order to reliably and validly measure destination image.

Generally, people create develop their own image of a destination on the basis of their knowledge, visit, information from friends & relatives and electronic sources. In most of cases the image in influenced by the external factors. In other words, the image projected by tourist destinations through the promotional activities as well as all sources of information to their prospective tourists is the focus of central interest to tourist destination bodies. The comparison between the projected image and the perceived image by the visitor has to be efficient because it represents a critical link (Andreu, et al., 2000). Cooper et al. (1998) define destinations as the focus of facilities and services designed to meet the needs of the tourists. Whereas Murphy et al. (2000) opines traditionally, destinations are regarded as well defined geographical areas, such as a country, an island or a town. According to Chand (2010 b) tourist designations are amalgamation of individually produced tourism amenities’ and services (accommodation, transportation, catering, entertainment etc.) and an extensive range of public goods such as landscape, scenery, sea, lakes, socio – cultural surroundings, atmosphere etc. All these elements are branded together under the name of inclusive destination package. Plog (2004) point out that destination image perceived by potential tourist’s preconditions their behaviours, such as destination choice, trip planning, and activity participation, and also influences post – trip destination evaluation. Hence, creating and managing positive image is a corner stone in planning, promoting, and policy asking for tourism for tourism destinations.
Moreover, image is constructed on your own, strategically projected and socially shared, being a result of complex, selective perception and leaning and resulting itself in image - biased behaviour. In fact, each destination possesses an image that differentiates it from others.

In order to understand country image, we return to the definitions of the country image and its components. “Country image is a set of beliefs and perceptions that people have about a given country. Further, country image is constituted of history, geography, art, music, citizens, and attributes.” Perhaps, media and entertainment industry are considered helpful to carry strong image of a country (Kotler, 2000).

A person’s self-image consists of their actual, ideal, and social selves (Sirgy, 1985). Sirgy & Su (2000) say that destination image is the concept of self-congruity, which identifies the degree of resemblance between destination image and tourists’ self-image. Whereas the destination’s consistency with a person’s actual or ideal self-image influence pre-visit preferences e.g. destination choice, and post-visit intentions e.g. satisfaction, revisit intention, intention to recommend (Litvin & Goh, 2002).

Image of a destination held about a destination before visiting a destination is due to information that he has about the destination from various sources and this image is in metal stage image. Tapachi and Waryszak (2000) pointed that at many occasions, it is probably images’ ideas and thoughts to shape the decision of where a tourist will visit, rather than real information. Chen and Kerstetter (1999) clearly said that individuals’ process of choosing where to entertain and visit is directly related to destination image. Further, Um and Crompton (1999) stated that potential tourists generally have limited information about a destination which they have not visited before. This information is symbolic which is gained though many sources like media or their social groups and this information lead them to build alternative destination images.

Leisen (2001) states that a traveller constructs an image by analysing information about a destination from various sources over time and this information of the destination may be structured into a mental squeeze that is meaningful to the individual.
Capriotti (Ugarte Octero, 2007) categorises images as given below:

1. Image as fiction: Image sometimes created is different from the reality which represents.
2. Image as icon: The image is seen as a symbolic representation of an object.
3. Image as position: Many authors conceive the image as mental representation, concept of idea focused on person. In this way, image is based on several cognitive components, affective ones (feeling caused and behavioural components.

During last decades, the Internet has become one of the most important sources of tourism information and sifting identification of customer needs and the establishment of direct contact with consumers, offering them comprehensive, personalized and up-to-date information (Pan and Fesenmaier, 2006; Buhalis and Law, 2008, Wu, et al., 2008, Vich-I-Martorell, 2004). Buhalis, (1997) demonstrates that technological advancement in each sector, the global media and increased international competition, all affect the way in which destinations are imagined, perceived and consumed. Similarly it should be noted that image of a destination doesn’t depend upon on exclusively on the destination, but it is closely related to image of various image entities, given the fact that the tourist take, in general, characteristics attributes of a larger entity.. the province, region , community, country – as own image attributes.

Explaining a precise meaning of the term ‘tourist destination image’ is complex. The terminology has been used in a variety of contexts, including those pertaining to the destination images projected by tourism planners, the publicly held or ‘stereotype’ image of destinations and the destination images held by individuals.

Destination image is one of the current issues in tourism marketing. Della Corte and Micera (2007) point that the image in the actual demand of a destination, not only in the mind of the potential tourists, defining destination image as "the whole of beliefs, ideas and impressions a destination can generate in potential and actual tourists’ minds. According to Boulding (1956) image is defined as “the people
feelings of anything that they aware”. Similarly, Mayo (1973) defines image as “people hold are a way of organizing the different stimuli received on a daily basis and help make sense of the world in which we live”. Whereas Crompton, (1979) states that image is “the sum of beliefs, impressions, ideas and perceptions that people hold of objects, behaviours and events”. Barich and Kotler (1991) defined image as “the sum of beliefs, attitudes, impressions that an individual or group has of an object and impressions may be true or false, real or imagined”.

Lawson and Baud-Bovy (1977) define destination image as “an expression of knowledge, impressions, prejudices, imaginations and emotional beliefs an individual has of a particular place”. Assael (1984) also defines destination image as “overall perception of the destination built-up by processing information from various sources over time”. Further, Tapachai & Waryszak (2000) put forward the definition of destination image as “perceptions or impressions of a destination held by tourists with respect to the projected benefit or consumption values”. Kim & Richardson (2003), demonstrated destination image as totality of impressions, beliefs, ideas, expectations, and feelings accumulated towards a place over time by an individual or group of people. Hose and Wickens (2004) define destination image as any visual, oral or written symbol of a tourism destination that is recorded and can also be transmitted to others. In this way, they include in the representations also the informal written comments on a postcard or the telephone conversation to those “back at home”. Image can be any individual freedom to structure the own perceptions of a tourism location. As absurd as it may sound, image can be considered also as a product, as well as with the conceptual differences associated with the positioning of products and the implications for consumer behaviour, even the element of intangibility renders more difficult its perception.

According to Kotler et al. (1993), an image of a country will be the sum of all those emotional and aesthetic qualities such as experience, beliefs, ideas, re - collections, and impressions that a person has of a country. Whereas Tasci et al. (2007) analyse the destination image is an influencing system of thoughts, opinions, feelings, visualisations, and intentions toward a destination.
Reilly (1990) tries to analyse Ditcher’s definition from the social psychology field that the concept of ‘image’ can be applied to a political candidate, a product, a country. It describes not individual traits or qualities but the total impression an entity makes on the minds of others. He further states that psychological tradition and consumer behaviour theory describes destination image as an overall impression rooted with the destination.

Some researcher has defined image as given below:

- The sum total of the impressions a consumer receives from many sources (Herzog, 1963).
- Total perception of a product that is formed by processing information from various resources over time (Assael, 1984).
- Phelps (1986) define destination image as perceptions or impressions of a place.
- A mental depiction of an object or place which is not physically before the observer (Fridgen, 1987).
- According to Gartner and Hunt (1987), destination image is the impressions that persons hold about a state in which they do not reside.
- Moutinho (1987) describes as an individual’s attitude toward the destination attributes based on their knowledge and feelings.
- Perceptions of potential tourist destinations Calantone et al. (1989).
- Embacher and Buttle (1989) define as ideas or conceptions held individually or collectively of the destination under investigation.
- As per Chon (1990) tourism image is result of the interaction of a person’s beliefs, ideas, feelings, expectations and impressions about a destination.
- According to Echtner and Ritchie (1991) destination image as the perceptions of specific destination attributes and the holistic impression made by the destination.
• Overall impression or attitude that an individual acquires of a place: Dadgostar and Isotalo (1992).

• Milman and Pizam (1995) depict as visual or mental impression of a place, a product, or an experience held by the general public.

• According to MacKay and Fesenmaier (1997), image is a composite of various products (attractions) and attributes woven into a total impression.

• Pritchard (1998) as a visual or mental impression of a specific place.

• Baloglu and McCleary (1999a) say that destination image is an individual’s mental representation of knowledge, feelings, and global impressions about a destination.

• Coshall (2000) describes as the individual’s perceptions of the characteristics of destinations.

• According to Murphy, Pritchard and Smith (2000), destination image is the sum of associations and pieces of information connected to a destination, which would include many components of the destination and personal perception.

• Tapachai and Waryszak (2000) refer as perceptions or impressions of a destination held by tourists with respect to the expected benefit or consumption values.

• Bigne, Sanchez and Sanchez (2001) analyse as the subjective interpretation of reality made by the tourist.

• According to Kim and Richardson (2003), it is totality of impressions, beliefs, ideas, expectations, and feelings accumulated towards a place over time.

• According to Pike and Ryan (2004), the focus of destination positioning strategy should be to reinforce positive images held by the target audience, change negative images or create a new positive image. In this way we can say that understanding of destination image and visitors’ perception is sarcastic for
a destination and provides the foundation of more effective and efficient planning of destination. Also, Echtner & Ritchie (2003) observe that a destination must be favourably differentiated from its competition, or positively positioned in the minds of the customers, if need to be promoted in the specific market. Moreover, collectively we may define as ‘destination image is a sum of impressions and beliefs that people have about a place’ (Alvarez and Campo, 2014).

This situation gives rise to most significant marketing challenges that we need for an effective destination positioning strategy. Calantone et al. (1989) observed that a key component of this positioning process is the creation and management of an exclusive and appealing perception, or image, of the destination. If a destination needs to be successfully promoted in the targeted markets, it must be favourably differentiated from its competition, or positively positioned, in the minds of the consumers/tourists.

Choudhary (2000) identifies that the image of ‘India’ as a destination has not been properly positioned across the globe & India is underscored as less attractive by the outside world. According to Echtner and Ritchie (1993), image of a country plays a vital role while selecting a destination by the foreign tourists, also creating and managing a perfect image by the marketers of tourism destinations is critically to positioning strategy of the destination. Destination image study is a relatively recent addition to the field of tourism research. However, several studies have illustrated that destination images do, indeed, influence tourist behaviour (Hunt, 1975; Pearce, 1982). Interestingly, destination image has vital role in the minds of tourists while choosing a destination and the ultimate goal of any destination is to influence possible tourists’ travel-related decision making and choice through marketing activities. Moreover, all elements responsible for the development of an image can’t be controlled, tourism marketers want to strategically establish, reinforce and, if necessary, change the image of their destination (Chi & Qu, 2008). Similarly, a destination having excellent tourism resources is not sufficient to attract an optimal number of tourists at that destination. The image and attitude are the two important factors towards of the
destination choice selection process. In order some individuals have a positive image about a destination, others have a negative one. Some decide to spend their holidays at a certain place whereas others choose another place. Here, question rises that what influences these individual differences? Such questions have been in the focus area of research in several disciplines such as social psychology, sociology or marketing, all using the concept of image (Frias et al., 2008). Tasci and Kozak (2006) describe that the destination image can even enhance destination brand. In other words we can say brand positioning of a destination is dependent on the positive destination image. A destinations’ brand name is often confused with the destination image could be an important factor in the destination selection process as well as loyalty to a destination. Moreover, the image of a destination along with destination brand can influence on customer loyalty to a destination. Pike (2008) distinguished the three central positioning elements for destinations as the place name, the symbol, and the positioning slogan. These three elements are significant to market the destination as they act as an immediate representation of the destination and help to modify the current product against competitors. In similar vein, Cai (2002) said that the ability of a destination to market itself through positive image building will help to differentiate itself among similar available destinations. The stimuli to travel, and the process of primary image construction, starts when an individual becomes aware of certain needs and perceives that particular place or destinations can satisfy those needs. Mill and Morrison (1985) suggest that travel motivations can fit into Maslow’s hierarchy of needs-namely, physiological, safety, belonging, esteem and self-actualisation, but also added two more needs i.e. knowledge and aesthetics. Similarly, Chon (1989) also derived that Maslow’s hierarchy of needs are the base for travel motivations, depicted these needs and motives as ‘push’ factors. Further, Witt et al. (1989) put forward that a destination may contribute to its attractiveness (the ‘pull’ factors) by three basic factors:

1. Static factors: These include natural and cultivated landscape, the climate, mode of travel destination and available at destination, and historical and local cultural attractions associated with destination.
2. Dynamic factors: These factors include accommodation, catering, personal attention and service, entertainment and sport, access to the market, political conditions and trends in tourism at the destination.

3. Current decision factors: These include the marketing of the destination and pricks in the region of destination as well as in the country of origin to be visited.

Further the author suggests that destinations, attractiveness depend on the relationships and interactions of the determinants as well as the qualities associated with them. The ‘push’ and ‘pull factors act together to function as antecedent events for an individual’s travel motivation, resulting an individual becomes a potential tourist.

Baloglu and McCleary (1999a) suggest a PATH model to explain the process of forming the image of a tourist destination. Information source, age of a person and level of education influence cognitive and perceptual assessment. Similarly, Tasci (2007) suggests that the age, race, and a previous visit to the tourist destination play important role for creation of destination image in the minds of tourists. Moreover some other scholars advocate that education level and (socio-psychological) motivation to travel influence affective assessment of a tourist, i.e., feelings and emotions.

1.7 INDIA’S’ LOOK EAST POLICY

India's Look East policy represents its efforts to cultivate extensive economic and strategic relations with the nations of Southeast Asia in order to bolster its standing as a regional power and a counterweight to the strategic influence of the People’s Republic of China. Initiated in 1991, it marked a strategic shift in India’s perspective of the world (Thongkholal Haokip, 2011). It was developed and enacted during the government of Prime Minister Shri P.V. Narasimha Rao and rigorously pursued by the successive administrations of Shri Atal Bihari Vajpayee and Dr. Manmohan Singh. India's strategy has focused on forging close economic and commercial ties, increasing strategic and security cooperation and the emphasis of historic cultural and ideological links (Sultan Shahin, 2003). India sought to create
and expand regional markets for trade, investments and industrial development. It also began strategic and military cooperation with nations concerned by the expansion of China's economic and strategic influence.

It has numerous free trade agreements within East Asian economies, including a Comprehensive Economic Cooperation Agreement with Singapore and an Early Harvest Scheme with Thailand, while it is negotiating agreements with Japan, South Korea, and Association of Southeast Asian Nations (ASEAN) member states. Ties have been strengthened with Taiwan, Japan and South Korea over common emphasis on democracy, human rights and strategic interests. South Korea and Japan remain amongst the major sources of foreign investment in India.

More specifically, Look East Policy envisages three pronged approach towards the countries of South-East Asia. First, to renew political contacts and understanding with ASEAN member states. Second, to achieve enhanced economic interactions including investment and trade, science and technology, tourism, etc. with South-East Asian countries, and third to strengthen defence and strategic links with these countries to achieve better understanding.

Prime Minister Narendra Modi underscored the centrality of the 10-nation ASEAN bloc in India’s plan to scale up its ‘Look East’ policy to an upgraded ‘Act East Policy’. In his opening statement at the 12th ASEAN summit, Modi said: “My government has been in office for six months and the intensity and (the) momentum with which we have enhanced our engagement in the East, is a reflection of the priority that we give to this region... A new era of economic development, industrialization and trade has begun in India. Externally, India’s ‘Look East Policy’ has become ‘Act East Policy’,” Modi said.

1.8 STUDY AREA:

The Republic of India is one of the famous tourist destination in Asia & worldwide. India is bounded by the Himalayan ranges in the north and Indian Ocean on the south, the Arabian Sea on the south-west, and the Bay of Bengal on the south-east. India is famous for its cultural fusion and various religions like Christianity,
Buddhism, Islam, Hinduism, Jainism, Sikhism and Zoroastrianism etc. It has a wide array of places/monuments for sightseeing and enjoyment. The monuments, museums, forts, sanctuaries, places of religious interest, palaces, etc. offer a pleasure to the tourists. Each & every region is associated with its handicrafts, fairs, folk dances, music and its people. The charming backwaters, hill stations and landscapes make India a beautiful country.

In our research we have included two famous tourist circuits (a) Golden triangle; (b) Buddhist destinations. These two circuits have more tourists from East Asian nationals other than other destinations of India.

1.8.1 Buddhism in India

It is believed that Buddhism originated around 2600 years ago in India and it is one of the most intriguing philosophical products, though this profound Indic philosophical tradition has never been viewed as a religion in the theistic sense or in the context of being a faith. But the Buddhism remained a powerful integrated philosophical whole, encompassing all facets of both spiritual and material culture that have guided humanity for centuries. Sir Edwin Arnold narrated in his book “The Light of Asia (1879)” that Buddhism has influenced millions for over 26 centuries and the spatial dimension of its dominions extended “from Nepal and Ceylon over the whole Eastern Peninsula to China, Japan, Tibet, Central Asia, Siberia, and even Swedish Lapland.” So, Buddhism remained as the powerful foundation for societal and cultural transformation in Asia during that era. Buddhism still remains a key anchor for Asian identity and a phenomenon of unprecedented Pan-Asian importance, especially in terms of spiritual connectivity among nations with enduring impact. Buddhism travelled from India in myriad directions along the web of trans-Asian overland and maritime trade networks. The fabled Silk Route across Central Asia became the main corridor along which Buddhist philosophical ideas including medicine, astronomy, mathematics, artistic and architectural styles, the art of diplomacy and statecraft, etc., were transmitted to China and beyond while also connecting various Asian spots cutting across races, regions, ethnicities, languages, genders and cultures.
Therefore we can conclude that Buddhism religion is the foundation stone for the adoption of culture, thoughts, idioms and common spiritual beliefs and practices among people in India, China, Japan, Korea and in other parts of Asia. In other words, it was the single most important factor for defining the hitherto ill-defined “Asia” with a cultural coherence, providing a channel for the flow of ideas and interactive relationships. Through the movement of ideas, commodities and peoples, it integrated myriad societies and regions, effectively interweaving them into a common culture of ethical values especially among the social and political elites in Asia.

Source: Maps of India, 2005
Buddhism is once again making a comeback and its growing popularity is linked to the peaceful nature of its philosophy and to its geographic spread. Over 98 percent of the world’s Buddhist population lives in the Asia-Pacific region. Their number is still growing, with over 14 countries in Asia having more than 50 per cent Buddhist population, and seven of these having over 90 per cent population practicing Buddhism.

It is already a catalyst not for meeting the spiritual quest but is also proving as a currency of well-being and prosperity to millions in Japan, Korea, Taiwan, Southeast Asian countries and even in China.

In fact, a new pattern of intra-Asian connections is fast re-emerging with profound implications for the Asian renaissance in the 21st Century, and India seems to have taken note of that with great interest.

Buddhism has already gained prominence in India’s diplomacy for fostering deeper engagement with ASEAN countries as part of the ‘Look East’ and now “Act East” policy. In fact, Buddhism is also fast becoming a brand symbol of rising India. The country is sitting atop a millennia-old tourist mine. Numerous Buddhist sites in India, directly linked to the spiritual destinies of millions in Asia, could form a part of Buddha-Industry, which, in turn, could transform the lives of millions, providing lucrative career options to a large youth component. Buddhism is a world religion, which arose in and around the ancient Kingdom of Magadha (now in Bihar, India), and is based on the teachings of Siddhartha Gautama who was deemed a "Buddha" ("Awakened One"). Buddhism spread outside of Magadha starting in the Buddha's lifetime. With the reign of the Buddhist Mauryan Emperor Ashoka, the Buddhist community split into two branches: the Mahasamghika and the Sthaviravada, each of which spread throughout India and split into numerous sub-sects. In modern times, two major branches of Buddhism exist: the Theravada in Sri Lanka and Southeast Asia, and the Mahayana throughout the Himalayas and East Asia.

Our research area is Buddhist sector within India. The main Buddhist pilgrimage destinations visited by the tourists covering study are given below:
**Bodhgaya** - Situated on the bank of river Neranjana, is the most holy place for the followers of the Buddhist faith all over the world. It is a religious site and place of pilgrimage associated with the Mahabodhi Temple Complex. It is believed that Gautama Buddha have attained Enlightenment under the Bodhi Tree situated in the Mahabodhi Temple complex. The history of Bodhgaya is documented by many inscriptions and pilgrimage accounts of the Chinese pilgrims Faxian in the 5th century and Xuanzang in the 7th century. The area was at the heart of a Buddhist civilization for centuries, until it was conquered by Turkic armies in the 13th century. The place name, Bodhgaya, did not come into use until the 18th century CE. Historically, it was known as Uruvela, Sambodhi, Vajrasana or Mahabodhi. The main temple complex houses the famous Mahabodhi temple. Inside the Mahabodhi temple complex you can also enjoy the Lotus Pond or the meditation garden. Bodhgaya has temples or monasteries from many other nations with a Buddhist tradition (Bhutan, Bangladesh, China, Japan, Myanmar, Sri Lanka, Thailand, Tibet), all within easy walking distance from the Mahabodhi temple. Bodhgaya is often visited by the Dalai Lama and other Lamas (Buddhist religious heads) from Dharmashala, and thus, make it clear that it is not merely a historical site, but a vibrant centre of a living faith. In 2002, Mahabodhi Temple became a UNESCO World Heritage Site. In Bodhgaya, you can find accommodation ranging from cheaper to high end. Some famous hotels are Lotus Nikko, Taj Darbar, Sujata Hotel, Mahabodi Hotel Resort & Convention Centre, The Imperial, The Royal Residency etc. One can find cheaper guesthouse near the Mahabodhi Temple. Bodhgaya is well connected by road to Gaya 17kms away & Varanasi 252 kms away.

**Vaishali:**

The first republic of the world, Vaishali holds special significance for the Buddhist devotees. The ancient city of Vaishali was the place, where Lord Buddha had delivered his last sermons and announced His prospective mahaparinirvana that was to take place in Kushinagar. To commemorate the event, Emperor Ashoka, in the 3rd century B.C. erected one of his famous lion pillars here. A hundred years after the Mahaparinirvana of the Buddha - Vaishali hosted the second great Buddhist council.
Two stupas were erected to commemorate this event. Jainism, too, has its origins in Vaishali, for in 527 B.C., Lord Mahavir was born on the outskirts of the city, and lived in Vaishali till he was 22 years old. Vaishali is then twice blessed and remains an important pilgrim centre for both Buddhists and Jains, attracting also historians foraging for the past. Legend has it that on one of his visits, several monkeys dug up a tank for his comfortable stay and offered him a bowl of honey. This is regarded as one of the great incidents in the legends of Buddha, who announced his approaching Nirvana and preached his last sermon here. We can visit Ashoka Pillar, Budha Stupa I, Budha Stupa II, Abhiskek Pushkarn (Coronation tank). Vaishali doesn't have many hotels to serve the tourists, only famous hotel is Vaishali Residency. Vaishali is well connected by road to Patna, 56 Kms away & Muzaffarpur 36 Kms away.

Rajgir

Rajgir has got the name from Raj Griha meaning the abode of the king. The city was the capital of the mighty Magadha Empire during the period of Lord Buddha's lifetime when Patliputra was not formed. Rajgir is one of the most important tourist places in India. Rajgir has its own very scenic beauty surrounded by five holy hills, the picturesque little town of Rajgir is important for Buddhists as well as Jains. Here the two rock-cut caves were the favourite retreats of the Buddha and it was on this hill that he preached two of his most famous sermons. Buddha spent many years in Rajgir and also delivered sermons here. Rajgir is equally important for the Jain as well as Hindu pilgrims, for Lord Mahavira (the founder of Janism) resided here for some time and the place finds its reference in Hindu epic - Mahabharata. The historic sites of Rajgir associated with Buddhism, Jainism and Hinduism attract pilgrims from all over world. Famous sightseeing places are Griddhakuta or Venture's Peak, Venuvana, Sattapani Caves, Buddha's sculpture. The Indo Hokee and The Rajgir Residency are two quality hotels to serve the tourists. There are some budget guest houses also available which a tourist can opt to stay during his visit to Vaishali. Rajgir is connected by road to Patna, 110 kms away.

Nalanda:

Nalanda, situated 14 Kms away from Rajgir & 95 Kms away from Patna, was known as acclaimed Mahavihara, a large Buddhist monastery in the ancient kingdom
of Magadha in India. It was a centre of learning from the fifth century CE to c. 1200 CE. The highly formalized methods of Vedic learning helped inspire the establishment of large teaching institutions such as Taxila, Nalanda, and Vikramashila which are often characterised as India's early universities. It is an UNESCO World Heritage Site.

The famous tourist monuments are:

A. Nalanda Archaeological Museum: The Archaeological Survey of India maintains the museum near the ruins for the benefit of visitors. The museum exhibits the antiquities that have been unearthed at Nalanda as well as from nearby Rajgir.

B. The Xuanzang Memorial Hall at Nalanda: The Xuanzang Memorial Hall is an Indo-Chinese undertaking to honour the famed Buddhist monk and traveller. A relic, comprising a skull bone of the Chinese monk, is on display in the memorial hall.

C. Nalanda Multimedia Museum: Another museum adjoining the excavated site is the privately run Nalanda Multimedia Museum. It showcases the history of Nalanda through 3-D animation and other multimedia presentations.

Sarnath

Sarnath is located 13 Kms away from Varanasi (the city of Ganges). Sarnath has been developed as famous pilgrimage centre, both for Buddhists from India and abroad. Here you can visit the deer park, where Gautama Buddha first taught the Dharma and Buddhist Sangha came into existence through the enlightenment of Kondanna. Dhamekh Stupa is one of the prominent Buddhist structures in India. Dhamekh Stupa was constructed by the great Mauryan king Ashoka. It is cylindrical in shape and about 34 m high and 28.3 m in diameter. Sarnath Museum is the oldest site museum of Archaeological Survey of India. It houses the findings and excavations at the archaeological site of Sarnath, by the Archaeological Survey of India. The main attraction of the Sarnath Archaeological Museum is the superb Ashokan Pillar. It has four back-to-back lions, which has been adopted as the National
symbol of India. Below this are representations of a lion, an elephant, horse and the bull.

A number of countries in which Buddhism is a major (or the dominant) religion, among them Thailand, Japan, Tibet, Sri Lanka and Myanmar, have established temples and monasteries in Sarnath in the style that is typical for the respective country. Thus, pilgrims and visitors have the opportunity to experience an overview of Buddhist architecture from various cultures. As Sarnath is situated near Varanasi so, accommodation is available at Varanasi hotel. Some famous hotels are Ramada Plaza JHV, Radisson, Clarks, Hotel Hindustan International, Rivatas by Ideal, The Gateway Ganges by Taj, The Nadesar Palace etc. One can find accommodation from budget hotel to International 5 star hotel.

**Kushinagar:**

Kushinagar is a village situated 52 kms away from Gorakhpur city. It is an important Buddhist pilgrimage site, where Buddhists believe Gautama Buddha attained Parinirvana after his death. The Emperor Ashoka built a stupa and pilgrimage site to mark Buddha's parinirvana in Kushinagar. Famous tourist places are:

A. **Parinirvana Stupa:** The reclining Nirvana statue of the Buddha is inside the Parinirvana Stupa. The Statue of reclining Buddha is 6.10 metres long and is made of monolith red-sand stone. It represents the "Dying Buddha" reclining on his right side with his face towards the west.

B. **Nirvana Chaitya (Main Stupa):** It is situated just behind the Main Parinirvana Temple. It was excavated by Carleyle in the year 1876. During excavations, a copper-plate was found, which contained the text of the "Nidana-Sutra" which concluded the statement that plate had been deposited in the "Nirvana-Chaitya" by one Haribala, who also installed the great Nirvana Statue of Buddha in the temple front.

C. **Ramabhar Stupa:** It is also called a Mukutbandhan-Chaitya, is the cremation-place of Buddha. This site is 1.5 km east of the main Nirvana Temple.

D. **Matha Kuar Shrine:** A Colossal statue of Lord Buddha is installed, which is carved out of one block which represents Buddha seated under the "Bodhi Tree"
in a pose known as " Bhumi Sparsh Mudra " (Earth touching attitude). The inscription at the base of statue is datable to the 10th or 11th Century A.D.

Other famous tourist destinations are other major places

- Indo-Japan-Sri Lanka Temple: Indo-Japan-Sri Lanka temple is a marvel of Buddhist architectural grandeur of modern times
- Wat Thai Temple: It is a huge complex built in a typical Thai-Buddhist architectural fashion. [https://en.wikipedia.org/wiki/Kushinagar - cite_note-kushiplaces-22]
- Ruins & Brick Structures: These are located around the main Nirvana Temple and Main Stupa. These are the remains of various monasteries of different sizes constructed from time to time in the ancient period.

In Kushinagar we can also find accommodation from budget segment to good quality. The famous hotels are The Royal Residency, Lotus Nikko Hotel, The Imperial, Hotel Olive Tree Hotel.

Lumbini: the Birthplace of the Lord Buddha is situated in the Rupandehi District of Nepal. It is one of the holiest places of one of the world's great religions, and its remains contain important evidence about the nature of Buddhist pilgrimage centres from as early as the 3rd century BC. At this place Queen Mayadevi gave birth to Siddhartha Gautama in 563 BCE. Gautama, who achieved Enlightenment sometime around 528 BCE, became the Gautama Buddha and founded Buddhism religion. Lumbini is one of many magnets for pilgrimage that sprang up in places pivotal to the life of Gautama Buddha.

Lumbini has famous Mayadevi Temple. The complex of structures within the archaeological conservation area includes the Shakya Tank; the remains within the Maya Devi Temple consisting of brick structures in a cross-wall system dating from the 3rd century BC to the present century and the sandstone Ashoka pillar with its Pali inscription in Brahmi script. Additionally there are the excavated remains of Buddhist viharas (monasteries) of the 3rd century BC to the 5th century AD and the remains of Buddhist stupas (memorial shrines) from the 3rd century BC to the 15th century AD.
There is the Puskarini or Holy Pond where the Buddha's mother took the ritual dip prior to his birth and where he, too, had his first bath. At other sites near Lumbini, earlier Buddhas were, according to tradition, born, achieved ultimate Enlightenment and finally relinquished their earthly forms. Lumbini was granted World Heritage status by UNESCO in 1997. Lumbini is an important tourist destination of Nepal also and it has accommodation from budget to Deluxe 5 Star hotels. Some famous hotels are Kasaai, Maya Buddha Hotel, New Crystal Garden, Indo Hokee, Nirwana hotel etc.

Lumbini is situated near India & Nepal border, Sunauli (80 Kms away from Gorakhpur, India).

**Kapilavastu:** Kapilavastu is located roughly 25 kilometres to the south-west of Lumbini, on Nepal's southern border across from Khunwa, Uttar Pradesh state, India. It is a UNESCO World Heritage Site and the birthplace of Gautama Buddha.

**Sravasti:** It is situated at 151 Kms away from Lucknow city, sacred site to the Buddhists because Lord Buddha confounded his critics with a million fold manifestation of himself, seated on a thousand-petalled lotus, as fire and water emanated from his body.

**Jetavana Monastery:** It got its name from prince Prasanjeet, Jetavana Monastery is the place where Lord Buddha spent 19 rainy seasons. The main attractions of this place are Anandabodhi tree, Anandakuti and Gandhakuti which one must explore during their visit at Jetavana Monastery.

**Shobhnath Temple:** A Jain shrine positioned near the beautiful town of Sravasti, Shobhnath Temple is said to be the origin of Jain prophet Sambhavanatha. It is highly visited by Jains from every nook and corner of the world.

**Balrampur:** Perched 9 mile from the district of Sravasti, Balrampur is known for a shrine constructed in contemporary architectural style.

**Saheth:** A variety of temples located amid Sravasti and spread over 32sq km, Saheth is a main pilgrimage place with various temples, stupas and monasteries.

**Anathapindika Stupa:** Deemed to have been erected by Anathapindika,
Anathapindika Stupa is a much admired site among Buddhists.

Some countries like Thailand, South Korea, Sri Lanka, Myanmar, Tibet and China have constructed Buddhist monasteries at Sravasti.

At Sravasti, we can also find accommodation from budget category to good quality. The famous hotels are Lotus Nikko Hotel, Pawan Palace, Sravasti Residency etc.

**Sanchi:**

It is situated 46 Kms away from Bhopal city. In ancient time it was known by many names such as Kakanaya, Kakanava, Kakanadabota and Bota-Sriparvata. It has a singular distinction of having remarkable specimen of Buddhist art and architecture right from the early Mauryan period (third century BC to twelfth century AD). Sanchi is famous in the world for stupas, monolithic Asokan pillar, temples, monasteries and sculptural wealth.

It was Emperor Asoka who laid the foundations of a religious centre at Sanchi fascinated probably by the location of the hill or because of his Queen Devi, who was the daughter of a merchant of Vidisha. He erected the Great Stupa (Stupa 1) here after redistribution of mortal remains of Lord Buddha for erecting several stupas all over the country in order to spread Buddhism. The site of Sanchi was discovered in the year 1818 by General Taylor and an archaeological museum was established in 1919 by Sir John Marshall. It has been included by the UNESCO as one of the heritage sites of the world. As Sanchi is not too far from capital city Bhopal, so, a tourist can find accommodation as per his/her budget. Here we can find hotels such as Courtyard by Marriot, Jehan Numa Palace Hotel, WelcomHeritage Noor Us Sabah Palace, Hotel Lake View Ashok etc.

**Sankisa:** Sankisa is located in Farukhabad district of Uttar Pradesh, at a distance of 40 Km from Kannauj. After the Gautama Buddha's Mahaparinirvana, king Ashoka developed this place and constructed his famous Pillars of Ashoka in the city, from which the elephant capital survives. He also built a stupa and a temple commemorating the visit of the Buddha. This temple exists even today and the ruins
of the stupa are also present as a temple of Vishari Devi. It is said that the name Visahari Devi is given to the mother of the Buddha. Currently it has ruins of old monasteries and Buddhist monuments. As stated this is a small village so, there is not much accommodation available. There is only one good hotel namely Royal Residency.

**Aurangabad:** Named after Mughal Emperor Aurangzeb, is a city of Maharashtra state in India. The city is a tourism hub, surrounded by many historical monuments, including the Ajanta Caves and Ellora Caves, which are UNESCO World Heritage Sites. The City was founded in 1610 by Malik Amber which in the year 2010 completed 400 years.

The Ajanta Caves are about 30 rock-cut Buddhist cave monuments which date from the 2nd century BCE to about 480 or 650 CE. The caves include paintings and sculptures described by the government Archaeological Survey of India as "the finest surviving examples of Indian art, particularly painting", which are masterpieces of Buddhist religious art, with figures of the Buddha and depictions of the Jataka tales. The caves were built in two phases starting around the 2nd century BCE, with the second group of caves built around 400–650 CE according to older accounts, or all in a brief period of 460 to 480 according to the recent proposals of Walter M. Spink.

It is of interest to note that the Chinese Buddhist travellers, Hiuen Tsang and Fa Hien, refer to Ajanta in accounts of their travels. The site is a protected monument in the care of the Archaeological Survey of India. UNESCO declared The Ajanta Caves as World Heritage Site in year 1983.

**Ellora** is situated 28 Kms far away from Aurangabad city. These caves were built by the Rashtrakuta dynasty (Brahmanical & Buddhist group of caves) and Yadav (Jain group of caves). Ellora represents the epitome of Indian rock-cut architecture. The 34 "caves" are actually structures excavated out of the vertical face of the Charanandri hills. Hindu, Buddhist and Jain rock-cut temples, viharas and mathas were built between the 5th century and 10th century. The 17 Hindu (caves 13–29), 12
Buddhist (caves 1–12) and 5 Jain (caves 30–34) caves, built in proximity, demonstrate the religious harmony prevalent during this period of Indian history. Ellora is also protected by Archaeological Survey of India. UNESCO declared The Ellora Caves as World Heritage Site in year 1983.

At Aurangabad tourists can find accommodation ranging from budget hotel to 5 star hotel. Some famous hotels are Vivanta by Taj Aurangabad, WelcomHotel Rama International, Lemon Tree Hotel, Aurangabad, The Meadows, The Ambassador Ajanta etc.

Kesariya

Kesariya is situated in the district of East Champaran, near Rampur Khajuria (NH28). It is the site of a stupa built by the Mauryan king Ashoka. It is the world's highest stupa (104 feet). The stupa was discovered in 1958 during an excavation led by Archaeologist KK Muhammed of Archaeological Survey of India (ASI). The stupa dates to between 200 AD and 750 AD and may have been associated with the 4th century ruler, Raja Chakravarti. The local people call this Stupa as Devala, "means the house of god". Before the excavation of this, they believed that inside it there is a temple of 'Lord shiva' which is built by king Bhema

Outside India, it is an International Buddhist Pilgrimage Centre. The followers of Buddhism, especially from Asian countries, wish to visit this place at least once in their lifetime.

Famous Buddhist Monasteries in India

There are the some famous monasteries in India as given below:

Pemayangtse Monastery:

The Pemayangtse Monastery is a Buddhist monastery in Pemayangtse, near Pelling in the northeastern Indian state of Sikkim, located 140 kilometres (87 mi) west of Gangtok.

Tawang Monastery

Tawang Monastery in the Indian state of Arunachal Pradesh is the largest
monastery in India and second largest in the world after the Potala Palace in Lhasa, Tibet.

**Zang Dhok Palri Phodang**

Zang Dhok Palri Phodang is a Buddhist monastery in Kalimpong in West Bengal, India. The monastery is located atop Durpin Hill, one of the two hills of the town. It was consecrated in 1976 by the visiting Dalai Lama.

**Rumtek Monastery**

Rumtek Monastery also called the "Dharmachakra Centre", is a gompa located in the Indian state of Sikkim near the capital Gangtok. It is a focal point for the sectarian tensions within the Karma Kagyu school of Tibetan Buddhism that characterize the Karmapa controversy.

**Enchey Monastery**

Enchey Monastery is located in Gangtok, the capital city of Sikkim in the Northeastern Indian state. It belongs to the Nyingma order of Vajrayana Buddhism.

**Tashiding Monastery**

Tashiding Monastery is a Buddhist monastery of the Nyingma sect of Tibetan Buddhism in Western Sikkim, northeastern India. It is located on top of the hill rising between the Rathong chu and the Rangeet River.

**Dubdi Monastery**

Dubdi Monastery, occasionally called 'Yuksom Monastery' is a Buddhist monastery of the Nyingma sect of Tibetan Buddhism near Yuksom, in the Geyzing subdivision of West Sikkim district.

**Ralang Monastery**

Ralang Monastery is a Buddhist monastery of the Kagyu sect of Tibetan Buddhism in southern Sikkim, northeastern India. It is located six kilometres from Ravangla.
Buddhism has had a tremendous civilizing impact towards the socio-religious life of the Asians since that period of the Asoka the Great, a time when the missionaries were sent to publicize the Buddhist faith to the remote areas (Armstrong 187). Up until the eighth century, Buddhism remained deeply rooted within the most of the Asian countries, and then spread to other regions of the world. However, after its introduction to the East Asia countries, Buddhism became the dominant religion and has had profound effects to the East Asian culture. It has influenced the religious beliefs, social beliefs, cuisine, cultural celebrations and festivals as well as the art. Buddhism was spread to parts of the East Asian region as follows. In China, it was introduced in the first century CE; in Korea, it came in the fourth century CE and in Japan in the eighth century CE (Gyatso 30). Buddhism soon after its introduction became the leading spiritual tradition within these countries for a period of time, considering the fact that it was a religion that was primarily accepted by the royal classes (Mitchel, 2002).

Thus, considering the above, it seems unlikely that one set of tourism destination image research will work equally well no matter what the context is. However, more research is needed in the tourism sector and in different contexts such as tourist perceptions towards the image of India as a tourist destination. To fill this gap present research has been proposed to conduct on an applied area entitled “INDIA’S IMAGE AS A TOURIST DESTINATION: THE PERCEPTION OF EAST ASIAN TOURISTS”.

1.8.2 Golden Triangle recognised by Govt of India / Ministry of Tourism

Govt. of India has identified many golden triangles which are famous all round the world tourists. Generally, Golden triangle refers to Delhi - Agra - Jaipur. Some another famous golden triangle in India are Gwalior - Orcha - Khajuraho, Saranath -Bodhgaya - Kushinagar, Puri - Bhubneshwar - Konark, Chennai - Kanchipuram - Mamallapuram and Bangalore - Mayosre - Ooty. Here, we are only concerned with Delhi - Agra - Jaipur.
Delhi:

Delhi, officially the National Capital Territory of Delhi, is the capital territory of the Republic of India. The area around Delhi was probably inhabited before the second millennium BC and there is evidence of continuous inhabitation since at least the 6th century BC. Through most of its history, Delhi has served as a capital of various kingdoms and empires. It has been captured, ransacked and rebuilt several times, particularly during the medieval period, and modern Delhi is a cluster of a number of cities spread across the metropolitan region.
The city is believed to be the site of Indraprastha, the legendary capital of the Pandavas in the Indian epic Mahabharata. In year 1911, the capital of British held territories in India were transferred from Calcutta to Delhi. In year 1927, it was named as "New Delhi: Sir Edwin Lutyens was the architecture of ‘modern Delhi’ and this new capital was inaugurated on 13 February 1931.

**Famous tourist monuments at Delhi are:**

**Red Fort:** The Red Fort is a 17th century fort complex constructed by the Mughal emperor Shahjahan in the walled city of Old Delhi (in present day Delhi). Mughal Emperor Shahjahan started construction of the massive fort in 1638 and work was completed in 1648 (10 years). The fort lies along the Yamuna River, which fed the moats that surround most of the wall. The British used it as a military camp until India was made independent in 1947. It was designated a UNESCO World Heritage Site in 2007. The Red Fort attracts millions of visitors every year. The Prime Minister of India raises the flag of India on the rampants of the Lahori Gate of the fort complex every year on Independence Day.

**Jama Masjid:** Jama Masjid of Delhi is the principal mosque of India. The foundation of the historic Jama Masjid (Friday Mosque) was laid by fifth Mughal Emperor Shahjahan, on Friday the October 6, 1650 AD. The mosque was the result of the efforts of over 5,000 workers, over a period of six years in the year 1656 AD; it is the largest and best-known mosque in world. It lies at the origin of a very busy central street of Old Delhi, Chandni Chowk.

**India Gate:** The India Gate is the national monument of India, one of the largest war memorials in India situated in the heart of New Delhi. It was designed by Sir Edwin Lutyens. It is a prominent landmark in Delhi and commemorates the 90,000 soldiers of the erstwhile British Indian Army who lost their lives fighting for the British Indian Empire, or more correctly the British Empire in India British Raj in World War I and the Afghan Wars.
Following India's independence, it became the site of the Indian Army's Tomb of the Unknown Soldier, known as the Amar Jawan Jyoti (Immortal Soldier). Burning in a shrine under the arch of India Gate since 1971 is the Amar Jawan Jyoti (the flame of the immortal warrior) which marks the Tomb of the Unknown Soldier. Each face of the cenotaph has inscribed in gold the words "Amar Jawan" (Immortal Warrior). The lawns around Rajpath are thronged by people during the evening (Places to see in India, 2009)

Raj Ghat: It is a memorial to Mahatma Gandhi. It is a black marble platform located on the banks of river Yamuna that marks the spot of Gandhi's cremation on 31 January 1948. Two museums dedicated to Gandhi, including the National Gandhi Museum, are located nearby. In recent years, it has become customary for foreign dignitaries visiting India to pay their respects to Gandhi at the Raj Ghat by laying flowers or wreaths on the platform.

Rashtrapati Bhawan: Rashtrapati Bhawan is the official residence of the President of India. Until 1950 it was known as "Viceroy's House" and served as the residence of the Viceroy of India. It is at the heart of an area known as Lutyens' Delhi. It is the largest residence of any Head of the State in the world. In 1911, the capital of India was shifted to Delhi from Kolkata. This was announced on December 12 by King George V. Generally tourists are not allowed to visit the Rashtrapati Bhawan inside. Tourists past drive this monument. The famous Mughal Garden inside Rashtrapati Bhawan is opened in the Month of February every year for local public.

Humayun's Tomb: Humayun's tomb is a complex of buildings built as the Mughal Emperor Humayun's tomb, commissioned by Humayun's wife Hamida Banu Begum in 1562 CE. It was the first garden-tomb on the Indian subcontinent. It was also the first structure to use red sandstone at such a scale. The entire tomb and the garden is enclosed within high rubble walls on three sides, the fourth side was meant to be the river Yamuna, which has since shifted course away from the structure. The complex was declareed a UNESCO World Heritage Site in 1993.

Qutab Minar: The Qutab Minar is 72.5 meters the world's tallest brick minaret. The Qutb Minar is notable for being one of the earliest and most prominent
examples of Indo-Islamic architecture. The nearby Iron Pillar is one of the world's foremost metallurgical curiosities, standing in the famous Qutab complex. According to the traditional belief, anyone who can encircle the entire column with their arms, with their back towards the pillar, can have their wish granted. The complex is listed as a UNESCO World Heritage Site. (World Heritage Monuments and Related Edifices in India).

**Lotus Temple:** The Bahai House of Worship in Delhi, popularly known as the Lotus Temple due to its flowerlike shape. It was completed in 1986 and serves as the Mother Temple of the Indian subcontinent. It has won numerous architectural awards and been featured in hundreds of newspaper and magazine articles. Since its inauguration to public worship in December 1986, the Bahai House of Worship in Delhi has, as of late 2002, attracted more than 50 million visitors, making it one of the most visited buildings in the world. Its numbers of visitors during those years surpassed those of the Eiffel Tower and the Taj Mahal.

**Jantar Mantar, Delhi:** The Yantra Mantra often called the Jantar Mantar is located in the modern city of New Delhi, consists of 13 architectural astronomy instruments, built by Maharaja Jai Singh II of Jaipur, from 1724 onwards, and is one of five built by him. There is plaque fixed on one of the structures in the Jantar Mantar observatory in New Delhi. Today the observatory is mainly a tourist attraction, and is significant in the history of astronomy.

**National Museum:** The National Museum is the second largest museum in India. It holds variety of articles ranging from pre-historic era to modern works of art. It is run by the Ministry of Culture, part of the Government of India. The museum has in its possession over 200,000 works of art, of both Indian and foreign origin, covering more than 5,000 years of Indian cultural heritage. Its rich holdings of various creative traditions and disciplines which represent a unity amidst diversity, an unmatched blend of the past with the present and strong perspective for the future, bring history to life.

**Purana Qila:** Purana Qila is the inner citadel of the city of Dina-panah, founded by the second Mughal Emperor, Humayun in 1533 and completed five years
later. Later it was renovated and named Shergarh by first Afghan emperor of India, Sher Shah Suri.

**Laxmi Narayan Temple:** The Laxminarayan Temple, (also called the Birla Mandir), in Delhi is a temple built in honour of the Hindu goddess of wealth, Laxmi, and of her consort, Lord Vishnu - the Preserver in the Trimurti. It is a temple with many shrines, fountains, and a large garden. The temple was built in 1622 by Vir Singh Deo, and renovated by Prithvi Singh in 1793. Since 1938, funds for further renovations and support have come from the Birla family.

In Delhi, tourists can find accommodation starting from bed and breakfast home stay to guest house to Deluxe 5 Star hotels. Some Famous hotels are The Oberoi, The Taj Palace, The Taj Mahal, The Lodi, ITC Mourya, Shangri-La Eros, Le Meridien, The Ashok Hotel, Japath Hotel etc.

**Monuments in Agra**

**Taj Mahal:** The Taj Mahal is a mausoleum built by Mughal emperor Shah Jahan in memory of his favorite wife, Mumtaz Mahal at Agra. It is considered the finest example of Mughal architecture, a style that combines elements from Persian, Indian, and Islamic architectural styles. In 1983, the Taj Mahal became a UNESCO World Heritage Site and was cited as "the jewel of Muslim art in India and one of the universally admired masterpieces of the world's heritage." The Taj Mahal is actually an integrated complex of structures. It attracts from 2 to 4 million visitors annually, with more than 200,000 from overseas. Most tourists visit in the cooler months of October, November and February. Polluting traffic is not allowed near the complex and tourists must either walk from parking lots or catch an electric bus. (Lall, Johan Taj Mahal 1992), (Stall, B (1995). Agra and Fathepur Sikri, Millennium).

**Agra Fort:** Agra Fort is a UNESCO World Heritage site located in Agra, most important fort of India. The fort is also known as Lai Qila, and Red Fort of Agra. It is about 2.5 km northwest of its much more famous sister monument, the Taj Mahal. The great Mughals, Humayun, Akbar, Jehangir, Shah Jahan and Aurangzeb lived here, and the country was governed from here. It was visited by foreign
ambassadors, travelers and the highest dignitaries who participated in the making of history in India.

**Fatehpur Sikri:** This historical city was constructed by Mughal emperor Akbar beginning in 1570 and served as the empire's capital from 1571 until 1585. Though the court took 15 years to build, it was abandoned after only 14 years because the water supply was unable to sustain the growing population. The surviving palace and mosque are a tourist attraction and a UNESCO World Heritage Site. The site itself is a town. The building material predominantly used is red sandstone. (Edgar, Hackett, pg 383).

In Agra, tourists can find accommodation starting from guest house to Deluxe 5 Star hotels. Some Famous hotels are The Oberoi Amarvilas, The Gateway by Taj, ITC Mughal – Luxury Collection, Radisson Blu, Courtyard by Marriot, Jaypee Palace & Convention Centre, and Ramada Plaza etc.

**Monuments at Jaipur**

**Amber Fort:** Amber Fort known as Amer Fort is located in Amber, 11 km from Jaipur, Rajasthan state. It was the ancient citadel of the ruling Kachhawa clan of Amber. It is known for its unique artistic style, blending both Hindu and Muslim (Mughal) elements, and its ornate and breathtaking artistic mastery. It was originally built by the Meenas in the town they consecrated to Amba, the Mother Goddess, whom they knew as 'Queen of the Pass' [Tod.II.282]. The fort borders the Maota Lake, and is a major tourist attraction in Jaipur. Today, tourists can ride up to the fort from the base of the hill on elephants. On the ride, one can see the skyline of Jaipur, Maotha lake, and the original city walls. The sound and light show in the evening is worth a view. One of the most striking parts of the fort is the Sheesh Mahal (Hall of Mirrors).

**City Palace:** City Palace is a complex which includes the Chandra Mahal and Mubarak Mahal palaces and other buildings. It was the seat of the Maharaja of Jaipur. The Chandra Mahal palace now houses a museum but the greatest part of it is still a royal residence. The palace complex, which is located northeast of the centre of the grid patterned Jaipur city, incorporates an impressive and vast array of courtyards,
gardens and buildings. The palace was built between 1729 and 1732, initially by Sawai Jai Singh II, the ruler of Amber. (Bindolass, Joe; Sarina Singh (2007).

**Hawa Mahal:** "Palace of Winds" is a palace in Jaipur. It was built in 1799 by Maharaja Sawai Pratap Singh, and designed by Lai Chand Usta in the form of the crown of Krishna, the Hindu god. Its unique five-story exterior is also akin to the honeycomb of the beehive with its 953 small windows called jharokhas that are decorated with intricate lattice work. It forms part of the City Palace, and extends to the Zenana or women's chambers, the chambers of the harem. It is particularly striking when viewed early in the morning, lit with the golden light of sunrise. (Tillotson, G.H.R (Hardback). The Rajput Palaces)

**Jantar Mantar:** The Jantar Mantar is a collection of architectural astronomical instruments, built by Maharaja (Ruler) Jai Singh II. He had constructed a total of five such facilities at different locations, including the ones at Delhi and Jaipur. The Jaipur observatory is the largest of these.

**Jal Mahal:** Jal Mahal (meaning "Water Palace") is a palace located in the middle of the Man Sagar Lake in Jaipur city. The palace and the lake around it were renovated and enlarged in the 18th century by Maharaja Jai Singh II of Amber. The urban lake gets filled up during the rainy season; over the years, once the reservoir became full during rainy season, it got covered with Hyacinth. During this period only the red stoned palace became approachable by boat and through a causeway and presented a spectacle on the way to Jaipur city from Delhi. It is considered an architectural beauty built in the Rajput and Mughal styles of architecture providing a picturesque view of the lake. The palace, built in red sandstone, is a five storied building out of which four floors remain under water when the lake is full and the top floor is exposed. (Matane, Paulias; M. L. Ahuja (2004), Bradnok, Robert; Roma Bradnok (2002).

In Jaipur, tourists can find accommodation starting from guest house to Deluxe 5 Star hotels. Some Famous hotels are The Oberoi Rajvillas, Jai Mahal Palace, ITC Rajputana – Luxury Collection, Radisson Blu, JW Marriot, Le Meridien, The Rambagh, the Lalit, IHG Crowne Plaza etc.
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