CHAPTER-6

ROLE OF ORGANIZATION IN TOURISM DEVELOPMENT

For the growth and development of tourism organization plays an important role. It is a frame-work within which tourism as an industry operates. The main purpose of organization is achieving through group-action the objectives for which tourism has been set up. The basic determinants of success in this field of tourism can be divided into three parts:

1. Attractions - climate, scenery, historical, religious and cultural features:
2. Accessibility - distance of destination and transport facilities:
3. Amenities - accommodation, catering entertainment.

These three are the necessary component for the development of tourism.

The organization of tourism falls into two parts:

1. There are sectors of tourism - the various providers of tourist services, transport, hotel and catering, entertainment etc.
2. There are the levels of Tourist Organisation, the activities concerned with tourism can be organized at international, national, regional and local levels.

The first part shows the horizontal organization and the second vertical organization of tourism.

Today many countries have tourist organizations and are getting economic, financial, and social advantages from them. Mostly after the Second World War many countries have managed tourism on scientific
lines and set-up organization to deal specifically with the subject of tourism. The development of tourist organization of any country depends on a number of factors.

The political, economic and social system in a particular country has the important bearing on the development of tourist organization. The organization of tourism also depends upon traditional influences and historical considerations. Wherever these components are strong tourist organization is somewhat better developed. Organization are broadly categorised into two major groups:

**World Tourism Organization**

For the first time in 1908 France, Spain and Portugal realized the need for development of their recreational and historic resource from tourism point of view and founded ‘FRANCO, HISPANO, PORTUGUESE’ federation of tourist association after the first World-War many other countries felt the need of international collaboration in the field of tourism and in 1924 ‘International Union Of Official Organizational Of Tourism Propaganda’ was established. The first congress of this organization was held at the Hague, Holland in 1925. Fourteen Notional tourist organization delegates from European countries attended this congress. The aim of this congress was to exchange information on tourist publicity, export and import of tourist publicity materials from different countries. In the year of 1947 the organization from transformed into the ‘International Union of Official Travel Organization.’ In 1963 the organization was recognized by the United Nation Conference on International Travel and Tourism in Rome. This conference recommended that the United Nation should consider the International Union of Official Travel Organization as its main instrument for the promotion of tourism.
This is the only organization on the tourism which aims to stimulate and increase the free flow of person in the interest of economic development and to strengthen social and cultural relations. This organization has closer co-operations with the United Nations Economic and Social Council, the World Health Organization, the International Labour Organization, the International civil Aviation Organization and also direct link with the regional commission of the United Nations. Some of the main objectives of the organization are:

1- To promote economic development through tourism.
2- To increase social and cultural role of tourism in the life of nations.
3- To improve international trade.
4- To gain recognition of the value of tourism as a means of promoting international understanding and world peace.

The apex body of the organization is the General Assembly which holds its meeting once a year. This organization also has various committees and commission which are engaged in different pursuits.

In January, 1975 I. U. O. T. O. was changed into the world tourism organization (W. T. O) to deal with tourism problem at the world level. The head office of this organization is Madrid (Spain). The aim of the organization is the promotion and development of tourism for economic development, international understanding, world peace. Observation of human rights, fundamental freedom for all without distinction to race, sex, language, religion etc. This is an inter-government organization in a United Nations General Assembly resolution and play a central and decisive role in the field of tourism. The organization has these categories of members:
1- Full members: sovereign states.
2- Associate members: territories or a group of territories.
3- Affiliated members: international bodies both government and non-government concerned with specialised interest in tourism.

On October 1st, 1984 this Organization had 107 full members, 2 associated members and one affiliated member.

Besides the organization, Pacific Area Association (P.A.T.A.), International Air Transport Association (I.A.T.A.), International Civil Aviation Organization (I.C.A.O.) are some others important associations for the development of tourism at international level. Among them P.A.T.A. is the important association founded in the year of 1951 with 44 founding members. This is a non-profit organization and the aim of this organization is development and promoting facilities of travel within the pacific area and the South East Asian region.

National Tourism Organization

All the countries of the world which are engaged in tourism have their own tourism organizations at national level. They are called by different names in different countries. The constitution of national tourism organization also vary from country to country based on the political structure of the country, the level of economic development and potential value of tourism to the national economy etc. The role of the national tourist organization is more appropriate to countries where tourism is already fairly advanced and where the private sector is active in it. National tourism organization would normally undertake the following functions: (1) Research (2) Information and promotion within Tourism planning is an essential activity for every destination and a must for the tourism development and promotion. However, tourism planning in India
is a recent initiative in the international market. Tourism planning has following main attributes and advantages (Tiwari, 1994).

- Planning is paramount to avoid situation caused by haphazard development. It is required to ensure that the natural and created assets are concerned and protected to maintain their tourist appeal.
- There are numerous examples which show the consequences of the unplanned development of destination areas. These related to negative impact of the lack of planning particularly on the physical environment leading to the permanent damage, alteration or degradation.
- Tourism development involves heavy outlays and investments. The resources, of the state are in most cases, limited and also required for several other development activities. Thus, state needs to undertake tourism planning in order to ensure the proper utilization of the finances so that the maximum economic and other benefits may be desired.
- Both the public and private sectors have important roles in the development of tourism which is not always clearly demarcated. The success of the tourism development to a large extend depends on the availability of the appropriate facility at the right timing in the right place. Thus, tourism planning ensure balanced growth of demand and supply.
- Tourism development can be most effective if it is undertaken within the context of a plan and form a part and parcel of the national economic development programme design to lead to the optimum growth of the economy of the country as a whole.
A process for tourism planning involves several steps, which may be broadly, grouped under five essential phases. Each of the five phases involves many participants and activities and its outcome leads to development of subsequent . The five phases of tourism planning are (Mill & Morison, 1985):

- Background analysis phase;
- Detailed research and analysis phase;
- Synthesis phase;
- Goal and objective setting phase; and
- Planned development phase.

The key phases in tourism planning can be (Gupta et al, 2002):

- Tourist demand and supply
- Create objectivities
- Environmental planning
- Basic tourism infrastructure
- Monitory or financial planning
- Manpower planning
- Administrative planning
- Tourism marketing & promotion
- Monitoring, evaluation and performance appraisal
Tourism Policy of India

Tourism is an employment generator which creates large scale employment both direct and indirect. The importance of tourism as an employment generator can be understood from the fact that it creates more jobs both directly and indirectly than agriculture and manufacturing industry. It is the third largest foreign exchange earner after gems and jewellery and readymade garments.

The role of the government in the development of the tourism industry has passed through many phases. The role of the government has become that of a catalyst and made policies for the integrated development of infrastructure with the effective instrument for social and economic development.

A National policy on tourism was announced in 1982. A National Action Plan was prepared in the year 1992 and National Strategy for Promotion of Tourism was drafted in the year 1996. A draft for New Tourism Policy taking into consideration the economic policy of the government and the trends in tourism development for public debate was published. The draft of new tourism policy is under revision. The New Tourism Policy recognizes the involvement of Central and State Government, Public and Private sector, involvement of Panchayati Raj, local bodies, nongovernmental organization and the local youth.

The ministry of tourism in the 12th Five Year Plan adopted a ‘pro-poor tourism’ approach to remove poverty. Indian Tourism Development Cooperation in 1966 was set up to promote India as a tourist spot. The Tourism Finance Corporation in 1989 was set up to finance tourism project. To gave specialized training in hotel management and catering.
21 Government- ran Hotel Management and Catering Technology Institutes and 14 Food Craft Institutes.

Government should take initiative to make programmes to involve the economically weaker sections of the society in the age group of 18-25 years to insure employment to the poor. Various courses in food and beverage were given and funded by the Ministry of Tourism to train the youth belonging to the economically weaker sections of the society.

The facility of “Visa on Arrival” (VOA) has enhanced the tourist inflow. Various social awareness programme through the print and electronic media were launched by the Ministry of Tourism. The Ministry of Tourism has formulated publicity and marketing strategies to promote tourism and create social awareness through the print and electronic media. Campaigns like “Clean India”, “Atithi Devo Bhava”, “Hunar se Rozgaar”, Incredible India are being carried out through print and electronic media. The Ministry of Tourism participates in major international Travel Fairs and Exhibitions to promote tourism.

The Ministry of Tourism has taken initiative to attract tourist with specific interest and to make possible there repeat visit for the niche product for which India has comparative advantage over other country.

**The Policy Framework**

The national policies with regard to tourism for achieving the objectives enumerated in this statement have to be consistent with the existing global scenario as well as national priorities and ethos. Taking into account these considerations, the following policy guidelines have been formulated:
• The economic and social benefits of tourism and its importance as an instrument of economic growth have to be fully recognized.

• Tourists desire for peace, stability, safety, security, friendly host society, effective and efficient facilities and services.

• Tourism consists of several goods and services consumed by the tourists at their places of visit. Therefore, tourism development cannot be the responsibility of any single agency.

• The infrastructure for tourism consists of not only the on-site facilities like hotel, restaurants, entertainment facilities etc. but also includes all forms of transport and communication infrastructure and basic amenities. Therefore, an integrated approach for tourism development is the need of hour.

• Policy envisaged a selective approach based on travel circuit concept in the provision of tourism infrastructure to achieve intensive development of selected centres.

• The main strength of Indian tourism at present is its cultural and heritage attractions. The country is also endowed with nature tourism resources such as wildlife, forests, mountain peaks, rivers and adventure site etc. Therefore, diversification of tourism products called for.

• The principle of sustainable development stipulates that the level of development does not exceed the carrying capacity of the area.

• Tourism is a multi-sectoral activity and the industry is affected by many others sectors of the national economy. Therefore, inter-governmental linkage and coordination have to be ensured. Both the
public sector and private sector participation in tourism development is required.

- The potential tourism destination have to be identified and developed through proper marketing and strategic management.
- Tourism development needs to be properly guided and regulated to avoid adverse impact on the natural environment and cultural heritage.

**Role of NGO’s in Tourism Development**

- NGO’s should be strengthened, encouraged and assisted for taking active role in sustainable tourism development.
- NGO’s should take active part in development of eco-tourism and empowerment of local communities and also providing training to service providers.
- NGO’s should take active interest in tourism education and making local community sensitive towards sustainable developing of tourism.
- NGO’s should promote the use of local resident to assist in sustainable tourism research and data collection.
- NGO’s should involve in developing tourism literature, public relation, brand positioning and strategic marketing of tourism resources.
- NGO’s should be given opportunities in creation of physical infrastructure, services and maintenance of heritage resources since they provide cost effective services.
• NGO’s should be assisted for organizing tours and travels event management, exposure visits as well as organizing fairs, festival and performing arts.

• NGO’s should be encouraged to identify and communicate to government agencies those issues related to sustainable tourism solution to these problem.