CHAPTER ONE

Growth and Development of Tourism Industry in India
1.1 INTRODUCTION

India’s tourism market has great potential, with both inbound and outbound tourism expected to boom over the next decade. From ancient times, India has been looked upon as a place full of mystique. In the olden times travelers like “Huen Tsang” came a long way with great difficulties just to have a feel of the place. But now in modern times, with supersonic jets, the world has become a smaller place and has been named as a 'global village'. With the destinations becoming so much closer the tourists' are pouring into India from all over the world leading to a fast development of tourism industry and yet it has not grown to its fullest potential.

Tourism industry is deeply affected by the social, technological, economic factors. All these factors have been given their due credit in the project. Economy being the bloodline of any country has been devoted a major chunk in the study of these factors followed by social and technological factors. Government policies provide a basic framework, which minds and control every industry. Therefore, it has to be studied so that not a single factor remains untouched.

The Asia-Pacific region has been identified as the number one emerging region in this industry with an estimated growth of 7.8% annually. By the year 2005 the annual earnings are likely to touch $ 2000 billion in this region, whereas the global annual earnings of this industry are estimated to be $ 7200 billion.

Tourism is arguably the world's largest industry - and continues tremendous annual growth rates. The industry's gains grew to $439 billion dollars last year. According to the World Tourism Organisation, in 1998 there were 635 million tourist arrivals around the world. For the recipients (host countries) of international tourism, the tourism industry creates dependency upon a fickle and fluctuating global economy beyond their local control. Local economic activities and resources are used less for the benefit and development of communities and increasingly for export and the enjoyment of others (i.e. tourists, consumers in other areas of the world). With so few
international policies and guidelines restricting it, tourism has been given free reign to develop throughout the world. In fact, it has led the globalization process in areas of transportation, communications and financial systems.

India is a vast country with a history that goes back 5000 years. Its vast geographical diversity, rich culture & heritage, fair & festivals, snow capped mountains, a vast coastline, monumental attractions that span the entire country, offer tremendous potential for tourism. India, a low cost destination, continues to exert its mesmerizing pull not only on the world tourist, but the Indian tourist has also been bitten by the travel bug. The Economic Survey 2007-08 has said that the prospects for growth of tourism in India are bright. The overall development of tourism infrastructure coupled with other efforts by the Government to promote tourism such as appropriately positioning India on the global tourism map through the “Incredible India” campaign, according greater focus to newly emerging markets such as China, Latin America and CIS countries, and participating in trade fairs and exhibitions will facilitate tourism growth. The rate of growth of tourism sector in India has been way above the world average in the last few years. 2006-07 is the fourth consecutive year of high growth in foreign tourist arrivals and foreign exchange earnings from tourism. 2006-07 saw arrival of approximately 46.33 lakhs foreign tourists in India, thereby registering a growth of 13 per cent over the previous year. As per advance estimates, foreign exchange earned during 2006-07 due to tourism was $ 9696 million – a growth of 23.5 per cent over the previous year.

World Economic Forum (WEF) released its Travel and Tourism Competitiveness Report 2008 on 4th March 2008. In addition to other information, the report provides the ranking of 130 countries according to travel and tourism competitiveness index. This is the second report and the first one was released in 2007. According to the latest report the overall index for India is 65 in 2008 as it was in 2007.

India has shown an impressive performance in the tourism sector with foreign tourist arrivals growing at about 12.4% and foreign exchange earnings in dollar terms growing at about 34% over the previous year. Incredible India is not only attracting an
increasingly large proportion of the world tourism market but has also been able to capture the high end tourists who are spending a longer duration in India. This is evident from the UN WTO's latest report which indicates that even though countries like Indonesia, Thailand, and Singapore may be having larger number of foreign tourist arrivals but the foreign exchange earned per foreign tourist of India which stood at about $ 1920 was much higher than that of Indonesia ($ 905), Thailand ($ 830) and Singapore ($ 835) & Malaysia ($ 520). These facts confirm that India is attracting travelers across the globe that is spending more time and money as compared to the other South East Asian countries.

1.2 HISTORY & GROWTH OF TOURISM

The movement is the nature of living things in the mortal world and human is one of them Aristotle said that man is a social animal. Their requirements are different from the other living things. The movement of community developed the cross-cultural relationship among the various civilizations of the world. Tourism provides opportunities for culture, religion, social life, lifestyle, living standard, language literature, music, dance, craft, fair and festivals etc. From the social and cultural point of view there is enough evidence to support the fact that tourism travel unquestionably produces an interaction between the cultural customs of visitors and those of the host population. Tourism also generates a fertile ground for exercising, creative talents, fostering special kids of relation between the tourist and host environment.

Tourism has been a major social phenomenon of the societies all along, which is motivated by the natural urge of every human being for new experiences, adventures, education and entertainment. The motivations for tourism also include social, religious, leisure and business interests. The spread of education has fostered a desire to know more about different parts of the globe. The basic human thirst for new experience and knowledge has become stronger, as communication barriers are getting overcome by technological advances. Progress in air transport and
development of tourist facilities has encouraged people to venture out to the foreign lands.

According to Hellen (Hellen, Kim, 1965), "The spread of education has created cultural awareness and has stimulated desire to travel". In Europe, researches have proved that, "the inhabitants of large urban and industrial cities are most eager escapers from their environment on weekends and annual holidays" (Wahab 1971). The growth of modern education, the changes in life style were the other causes for the rapid growth and development of modern tourism, development of spas, beaches and resorts as health destinations on the bank of Mediterranean sea for fulfillment of medicinal requirement which converted later into the leisure needs, created the fertile ground for the development of the modern travel and tourism industry, and thus gave further momentum to travel and tourism.

The great occurrence that is being witnessed today is a visible result of the great flourish in transport and communication technology, which has changed the social geography of the world since the late nineteenth century. In India Rail transportation was introduced between Thane and Mumbai in 1853 and after that slowly but steadily the rail network increased in India, along with it, also there was an expansion in the road transport systems, this opened up the avenues for travel and men and women now found it easier to go from one place to another. This was followed by the introduction of motor cars which started the decentralized the nation by sapping the vitality of cities through the development of extended suburbs. Finally we have the Aeroplane, which is linked with rising affluence; it has lead to a whole new concept the mass holiday tourists. The rapid development in the means of transport and communication has made the whole world practically one neighborhood and has made travel an easy affair. Today millions of people seem to enjoy the prospect of moving from one continent to another in a matter of hours.

Thomas Cook the father of modern travel and tourism industry gave the industrial vision of travel and started the mass tourism. He developed a new way for the economic improvement through the movement of people excluding trade. He started
travel brochures, group tours, and other many travel related facility that helps to make journey safe and fearless. The spiritual father of European travelers to the East was the Venetian, Marco Polo, and perhaps also of travel writer, since, one of his modern translators noted that he had a bird’s eye for exotic but a ‘rather less assured’ grasp of history.

The Indian travel history begins with the evolution and development of the human civilization and culture in the region. The purpose and the nature of travel have changed with the progress and needs of society. In prior age men moved alone here and there for fulfillment of their basic requirements. Later this movement began, as sections of society moved from one place to another in search of food and shelter. At the same time the concept of religion was developed. They prayed to the mountains, sun, rivers etc. They also selected a particular place for their religious activities, and that was the beginning of religious travel or ‘Tirthatan’ in India.

In the Aryan Era, nature of travel changed. The bulls, horses, elephants etc. were used for movement; the men felt pleasure after the completion of their journey. The six main causes for the travel were, to earn money, religious movement, establish colonies, adventure work, trade and in search of raw materials.

Indian mythology is full of episodes and incidents where we see the movement of men and women from one part of the country to another. Also they often mention various modes of transport which are quite difficult to believe existed in those times and if they did, they do go on to show the advancement of science and technology in India of those times. In the Indian epic, Ramayana, Rawana, the king of Sri Lanka used aircraft like technology (Pushpak Viman) for their movement (Tulsi Das, Shri Ramcharitramanas), Setubandh or bridge construction between India and Sri Lanka by built by Lord Rama and his troops (Tulsi Das), shows their bridge construction ability, mental & technological advancement, and the use of technologies for the development of travel, infrastructure and humanism. At same time Shikars (animal hunting), Jungle camping, etc. these adventurous activities were very popular among the kings and his ancestor, rich personalities and landlords, etc. they participated with
family, and enjoyed the hunting, and camping. The local communities of those areas organized the cultural evening for their entertainment.

_Buddhist Monks_ used the ‘Vihars’, and ‘Chatias’ for their residence, teaching and preaching (*Khurana, 1999*). There are several examples in the Indian history where the ladies participated in this activity for the religious purposes and more than this they devoted their lives for the purpose of the spread of religion. In 3rd century B.C. the daughter, of the great emperor ‘Ashoka’, Sanghamitra, traveled from _Patliputra_ to _Sri Lanka_ with the remains of Gautam Buddha (*Khurana, 1999*) Alexander the Great’s invasion into India not only demolished the wall of separation between east & west but also opened four new routes between Europe and India, three land routes and one sea route (*Khurana, 1999*).

_Mauryans Empire_ in India was known for providing extensive facilities to the travelers. Road network and transport were systemized into imperial highway, secondary roads for tread and village paths. Infrastructure for travel like _sarais, taverns, panthagur_ and _vishramalayas_ were common. Well were dug, security pickets were placed at convenient distances and _Dak chaukis_ were established. In this Age foreign travelers and tourists were treated with care. It is clearly mentioned in the book _Indica_ of Megasthanis, that there was a board for foreigners to provide them with safety, security, boarding and lodging etc. this board was responsible for taking care of foreign travellers. The formation of separate board for the foreign travelers and its function testify to the fact that large number of the foreigners lived in the empire of the _Muryan_ (*Sharma, 1973*).

Tibetan literature mentions the name of _Kustan_ as the 5th son of Ashoka who had established Indian colony at _Khotan._ (*Khurana, 1999*) During the Guptas period India had established trade relation with _Persia, Arabia, Egypt, Rome, China, Europe and Africa, Cambay, Kalyan, Broach, Termilipatti_ were the main ports, the victory of _Chandragupta II_ over the province of _Shaurashtratra._ (*Khurana, 1999*)
Another famous traveler who recorded interesting detail of his travel experiences was Ibn-e- Batuta, who wrote a detail on his historic journey in 1492, contemporaries who also became famous and world excellent were Vasco De Gama – who opened the sea route from western Europe to India in 1498, and Ferdinand Magellan who sailed around the world. Francisco Friar, Jon of Monte Corvino also visited India on their way to and back from China during the decade of thirteenth century. Mention may also be made of the famous Portuguese chronicle the commentary of great Alfonzo D’Albuquerque. (Bhatia, 2002)

The trade links, that India has been able to maintain with other nations in the ancient, medieval and modern world and colorful stories being brought home about mysterious of many. However, pleasure travel has by and large been limited to the elitist class. Post medieval colonial occupation of the sub continent by the Portuguese, Dutch, French and English elevate a new class of citizenry here that was in mind and soul of occidental make-up. This class, with its demonstrative zeal, has been instrumental implanting the western notion of tourism in India. By the second half of 19th century, travel by sea to Great Britain, which had colonized most part of India, had got in to priority in the vanity item list of this class. Then like elsewhere in the world, jet era has a tremendous impact upon the overseas travel behavior especially of the new industrial middle class.

1.3 PRESENT SCENARIO OF TOURISM DEVELOPMENT IN INDIA

Tourism in India is gifted with an unending array of incredible attractions in the form of religion and mysticism, great monuments, wild life, ethnic-life, living style, cuisine, costumes, colorful fairs and festivals, all of which unwrapped in a stunning tapestry of the nature’s grandeur as no other country in the world. North and South India differ largely in multitude of things. Popley noted that the North is the land of fighting races and has the large towns and cities of India with their keen intellectual and commercial life, the South is the land of peaceful villages, nestling among green fields and gardens inhabited by conservative and peaceful loving people who are content with little loving people.
In a country like India for tourism industry to flourish and contribute to the national development, it is necessary that it should be learned to cater to the demand of incoming tourists. Just the existence of the mighty Himalayas, beautiful blue seas with their magnificent beaches, the grand palaces and forts left as heritage by our forefathers, the varied wild life, birth place of saints and lords or the archaeological heritage of 5000 year civilization is not going to make foreigners with cash in their purse to beg to be allowed to enter into our country (Vaidya, 1996).

Evidently, the significance of tourism is comprehensively acknowledged and appreciated by the Government of India. In fact, efforts to promote neo-tourism in the country date back to 1945 when a committee under Sir John Sergeant was constituted to find ways and means to promote this industry, though no budget could be allocated. In the First Five Years Plan, tourism became an important constituent of planning process, onwards the second five-year plan. The tourist traffic branch of the Ministry of Transport was established in 1949. In 1952, the first overseas tourist office was setup in New York and, 1967 the department of Aviation and Tourism was established. The organization of Tourism in India is coordinated by a number of bodies, which are based within the Ministry of Tourism & Civil Aviation. The department of Tourism and department of aviation are the lead bodies to deal with issues in a development, promotion and regulatory context in both Tourism and aviation fields.

The strong desire of country’s policy maker to promote tourism is well reflected in the major steps taken by them, from time to time, like ‘establishing regional tourism offices in the country’; opening a series of foreign tourist offices, setting–up of L.N. Jha committee and NCT; inception of institutions like ITDC; State Tourism Departments, State Tourism Development Corporation, IITTM, TFCI, and National Council of Hotel Management, Catering and Nutrition; putting tourism under Ministry of civil Aviation and Tourism which is now under full fledged Ministry of Tourism & Culture; Covering a Round Table conference on tourism by the then Prime Minster in 1967; Launching special operations schemes viz; Operation US and
Operation UK; and Organizing India festival abroad to penetrate potential markets; awarding industry status to tourism; celebrating visit India year(s) and formulating a well defined comprehensive tourism policy.

Tourism in India has registered significant growth in recent years. In 1951, international tourist arrival stood at around 17 thousand only while the same has now gone up to 3.30 million in 2004. The upward trend is expected to touch the new heights in the coming years. Tourism is the 3rd largest net earner of foreign exchange for the country and also one of the sectors, which consumed the largest number of manpower. Various studies have also shown that tourism creates the highest employment per unit of investment for the skilled, semi skilled and unskilled. The World Travel and Tourism Council (WTTC) have identified India as one of the foremost growing centers in the world in the coming decades. While the growth in tourism has been impressive, India’s share in total global tourist arrival and earning is quite insignificant. It is an accepted fact that India has tremendous Potential for development of tourism. The diversity of India’s natural and cultural richness provides the basis of wide range of tourist products and experiences, which embraces business, leisure, culture, adventure, spirituality, eco-tourism and many other pursuits. Apart from acknowledging the traditionally recognized advantage of developing tourism for promotion of national integration, international understanding, earning of foreign exchange, vast employment generating. It can play a major role in furthering the socio economic objective of the nation.

<table>
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<th>MONTHS</th>
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<th>2007/06</th>
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</tr>
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<td>498806</td>
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<td>391009</td>
<td>444186</td>
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<td>333945</td>
<td>24.5</td>
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</tr>
<tr>
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<td>255008</td>
<td>267758</td>
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<td>2007</td>
<td>Percentage Change</td>
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<td></td>
<td></td>
<td></td>
<td>2007/06</td>
<td></td>
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<tr>
<td>January</td>
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<td>894</td>
<td>1081</td>
<td>19.4%</td>
<td>20.9%</td>
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<tr>
<td>February</td>
<td>717</td>
<td>854</td>
<td>1092</td>
<td>19.1%</td>
<td>27.9%</td>
</tr>
<tr>
<td>March</td>
<td>683</td>
<td>761</td>
<td>1098</td>
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<td>44.3%</td>
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<tr>
<td>April</td>
<td>494</td>
<td>627</td>
<td>766</td>
<td>26.9%</td>
<td>22.2%</td>
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<tr>
<td>May</td>
<td>449</td>
<td>517</td>
<td>639</td>
<td>15.1%</td>
<td>23.6%</td>
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<tr>
<td>June</td>
<td>492</td>
<td>564</td>
<td>746</td>
<td>14.6%</td>
<td>32.3%</td>
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<tr>
<td>July</td>
<td>585</td>
<td>645</td>
<td>930</td>
<td>10.3%</td>
<td>44.2%</td>
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<tr>
<td>August</td>
<td>520</td>
<td>582</td>
<td>879</td>
<td>11.9%</td>
<td>51.0%</td>
</tr>
<tr>
<td>September</td>
<td>489</td>
<td>569</td>
<td>808</td>
<td>16.4%</td>
<td>42.0%</td>
</tr>
<tr>
<td>October</td>
<td>643</td>
<td>831</td>
<td>1124</td>
<td>29.2%</td>
<td>35.3%</td>
</tr>
<tr>
<td>November</td>
<td>784</td>
<td>940</td>
<td>1316</td>
<td>19.9%</td>
<td>40.0%</td>
</tr>
<tr>
<td>December</td>
<td>888</td>
<td>1150</td>
<td>1477</td>
<td>29.5%</td>
<td>28.4%</td>
</tr>
<tr>
<td></td>
<td>7493</td>
<td>8934</td>
<td>11956</td>
<td>19.2%</td>
<td>33.8%</td>
</tr>
</tbody>
</table>

Source: Annual report 2007, Ministry of Tourism, Gov. of India
From the above **table no. 1.1 and 1.2**, it can be seen that the foreign tourist arrival directly affects the foreign currency receiving of the country. During 2006/2007 there has been an increase of 33.8% in foreign exchange earnings in dollar terms. The estimated foreign exchange earnings during the year touched the level of **US$ 11956 Million** during 2007 against **US$ 8934 Million** during 2006 – a growth of about **US$3022 Million** in one year.

Another important feature of India tourism during 2005 was the per tourist earnings in India. It was observed that on an average, per tourist foreign exchange earnings in India was about US$ 1462 against the estimated world average of US$ 850. Even when the average earnings per tourists are compared with those of the top world Tourist generating countries or with countries in India’s neighborhood, it was highest in India with an exclusion of USA.

The high amount of money spent in India can be mainly attributed to more number of days spent by foreign tourist in India compared to other countries besides the visit of high end tourist to India. According to the foreign tourist survey conducted by India, a foreign tourist from the top 15 international markets for India spend from 7 to 18 days in India, the overall average being 16 days.

Ministry of Tourism ensured convergence of resources and expertise through coordinated action with States/UTs and private sector. The master planning as well as the implementation and monitoring of works in the selected circuits, which included improvement in accessibility, improvement in environment including solid waste management and sewerage management around the destination, illumination of the destinations, lighting of the approaches, etc., was carried out directly by the Ministry of Tourism or through the State Tourism Departments.

Seasonality seems to be a perennial constraint for tourism in India (**Table 1.2**), as such India is said to be all the ‘land of all seasons and all reasons’, which can be explicitly proved, i.e., winters are marked with salubrious climate in gangetic plains apart from the down south. Likewise, if the inner core of Deccan plateau and northern
plains and the desert region of scorching heat, the Himalayan destinations offer a very soothing ambience. Obviously, there are comfortable seasons along the coastal line all through the year, except during monsoons. Rainy seasons in general, are an inhibiting factor all along the country, and especially in mountains and in coastal areas owing to mobility constraints. Floods in different parts of the country further aggravate the situation. In variably, December, January & February witness maximum tourist arrivals in the country followed by October, November & March, in this order, May and June are largely the lean tourist seasons in so far as foreign arrivals are concerned. Scenario somewhat improves during April, July, August & September, respectively. The reasons for this trend can be conveniently attributed at to the meteorological conditions in Europe vis-à-vis India. Tourist from these affluent markets finds the orient to be climatically ideal, especially when the mercury touches lowest scale, back in these burgeoning tourist market regions. With bit of imaginative and realistic tourism planning the country can transform in to a round the year destination of the globe-trotters, provided the destination and touristic activities are strategically promoted, according to the prevailing appeal vis-à-vis climatic regions in the various parts of the country.

From *Table 1.3* it is evident that in the year 2005, UK was the most favorable origin market for India tourism in Europe. The reason may be the prior colonial relationship. 15.8 % share of tourists from USA to India indicate the popularity of Indian tourism their heritage, culture, art etc among the Americans. Knowledge of Buddhism attracts lot of tourist from the Japan and other nations of Asia Pacific Region.

**Table 1.3**

<table>
<thead>
<tr>
<th>Country</th>
<th>Arrivals</th>
<th>% Share</th>
</tr>
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<tbody>
<tr>
<td>UK</td>
<td>0.647</td>
<td>16.5</td>
</tr>
<tr>
<td>USA</td>
<td>0.618</td>
<td>15.8</td>
</tr>
<tr>
<td>Canada</td>
<td>0.156</td>
<td>3.9</td>
</tr>
<tr>
<td>France</td>
<td>0.151</td>
<td>3.8</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>0.137</td>
<td>3.5</td>
</tr>
<tr>
<td>Country</td>
<td>2012</td>
<td>2013</td>
</tr>
<tr>
<td>---------</td>
<td>-------</td>
<td>------</td>
</tr>
<tr>
<td>Germany</td>
<td>0.129</td>
<td>3.3</td>
</tr>
<tr>
<td>Japan</td>
<td>0.102</td>
<td>2.6</td>
</tr>
<tr>
<td>Malaysia</td>
<td>0.098</td>
<td>2.5</td>
</tr>
<tr>
<td>Australia</td>
<td>0.096</td>
<td>2.4</td>
</tr>
<tr>
<td>Singapore</td>
<td>0.071</td>
<td>1.8</td>
</tr>
<tr>
<td>Others</td>
<td>1.715</td>
<td>43.9</td>
</tr>
<tr>
<td>Total</td>
<td>3.92</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: incredible India, Ministry of Tourism, Gov. of India

1.4 TOURISM RESOURCE DEVELOPMENT POLICIES DURING RECENT FIVE YEAR PLANS

Tourism planning in India started quite late with the first tourism policy being announced by the Government of India in November, 1982 after tourism was recognized as an industry by the Planning Commission of India in June, 1982.

In July, 1986 the Planning Commission of India set up the National Committee on Tourism in order to formulate plans for this sector. The government's initiatives of incorporating a planned tourism sector in India went a long way in boosting Indian tourism.

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

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

India tourism planning increased with the seventh five year plan India (1985-1989). The various polices advocated by the seventh plan for tourism planning in India are:

- To promote aggressively domestic tourism
• It laid stress on creating more beach resorts
• To conduct conferences, trekking, conventions, and winter sports so that various options are available to the foreign tourists

These polices of the seventh five year plan gave a boost to the tourism planning in India. To further encourage tourism planning in India, the eighth five year plan (1992-1997) mentioned that the private sector should increase its participation in the sector. The various polices advocated by the eighth plan for tourism planning in India are:

• To develop the tourists places
• To develop winter sports, beach resort, and wildlife tourism
• To restore the projects of national heritage
• To provide in tourists centers economy class accommodation

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

It was observed at the beginning of the 10th Plan that the Central financial assistance to the States had not been able to create a major impact in terms of creation of world-class tourism infrastructure. The experience showed that the resources available had been used to fund a large number of small isolated projects, spread throughout the length and breadth of the country, resulting in the resources being spread very thinly. The infrastructure schemes being Centrally Sponsored had to depend on the contribution of the State Governments and many times there had been delays in release of this contribution. Therefore, in order to provide quick and substantial impact, the revised scheme was taken up to identify key tourism circuits in the country on an annual basis, and develop them to international standards, with the objective of providing all infrastructure facilities required by the tourists within these circuits.
In the 9th Five Year Plan, destination development had tended to be somewhat ad hoc, with inadequate prioritization. During the 10th plan period, limited destinations in the States / UTs were identified on yearly basis for integrated intensive development. While developing the destinations, the strategy followed, was to ensure that the development takes place in a regional planning framework that is not restricted to the immediate environs of the site but extends to the ‘region of influence’ of the attraction or cluster of attractions including the primary staging area and travel nodes. It was ensured that all development work was based on professionally prepared master plans, ideally using the best expertise and contained components that are conceived, to satisfy the preferences and requirement needs of a clearly identified target market. Efforts were made to see that the master planning approach included all stakeholders in the planning process – all levels of government and administration, various government agencies and departments, the local community, elected representatives, and members of the tourism industry or related industries.

The approach in the Tenth Plan was to stimulate investment and encourage the State Governments to develop unique tourism products suited to their genius. The aim was to enhance the employment potential within the tourism sector as well as to foster economic integration through developing linkages with other sectors.

The Tenth Plan attempted to:

- Position tourism as a major engine of economic growth.
- Harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural tourism.
- Provide a major thrust to domestic tourism which will act as a spring-board for growth and expansion of international tourism.
- Position India as a global brand to take advantage of the burgeoning global travel and trade and the vast untapped potential of India as a destination.
- Acknowledge the critical role of private sector with government working as an active facilitator and catalyst.
- Create and develop integrated tourist circuits based on India’s unique civilization, heritage and culture in partnership with States, Private Sector and other agencies.
- Ensure that tourist to India gets "physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated" and "feels India within him".

Destinations were carefully selected in consultation with the State Governments, based on the tourism potential. The activities taken up under Product Development and policies followed were as follows:

- Priority was given to promote **Rural Tourism** as the primary tourism product to spread tourism and its socio-economic benefits to rural areas and its new geographic regions. Key geographic regions were identified for development and promotion of rural tourism.

- Heritage cities and towns were taken up for development to promote **Heritage Tourism**. Heritage cities like Agra, Jaipur, Madurai, Hyderabad, Gwalior etc. are taken up.

- India with world’s greatest bio-diversity with a variety of unique natural locales is a perfect candidate for promotion of **Eco-tourism**. As such, the strategy followed for development of eco-tourism during the 10th Plan included identifying focal locations for eco-tourism like the Himalayas, North Eastern States, Western Ghats, Jharkhand, Andaman & Nicobar Islands, Lakshadweep; and providing financial assistance to the State Governments for development of these locations as eco-tourism spots.

- India has some of the greatest varieties of fauna in the world that has not been exploited through its potential. Efforts were made to **make Wild Life Sanctuaries and National Parks** as an integral part of the Indian tourism product. Assistance was provided to the State Governments to improve the facilities available in these parks. The Tiger and the Elephant were the ‘brands’ of Indian Wildlife Tourism.

- India’s greatest adventure tourism assets are in the form of Himalayas as well as in its mighty rivers. Mountain based adventure activities were promoted in the
Himalayas, creating the Himalayas as the brand and the icon of Indian *Adventure Tourism*.

- The holistic healing product were packaged and promoted, as going beyond Ayurveda and Yoga, etc. to showcase *Health Tourism* products of India. The brand for this product was created and destination & sites for holistic healing which is governed by a well defined set of standards and regulations were developed by the State Governments with assistance from the Ministry of Tourism.

- *Beach & Coastal Tourism* forms the mainstay of international tourism and provides the volumes required for India’s key markets, to create a suitable industry. A number of sites on the Coast of India were identified during the plan period for development of beach resorts.

- India is a veritable *shopper’s paradise* and the retail trade provides enormous forward and backward linkages throughout the economy. Recognizing shopping as an intrinsic part of the tourism experience and most valuable contributor to revenues, the strategy during the 10th plan was to encourage the development of dedicated shopping centers for traditional crafts, designed on the lines of ethnic village such as *Dilli Haat* and *Shilpagram*. Availability of information on where to procure specific crafts and produce reliable unbiased shopping guides was enhanced during the plan period.

- A large number of *Pilgrimage Centers* exist in the country which requires some investment for improvement and providing better amenities. These tourist and pilgrimage centers are mainly frequented by domestic tourists and in most cases the Basic amenities are missing. A large number of such centers were taken up during the 10th Plan for development, and financial assistance was provided to States.

- *Tourist Reception Centers* are basically meant for interpretation facilities, dissemination of information and provision of necessary communication facilities. Similarly, *wayside amenities* are meant to meet the requirement of the tourists
traveling to tourist destinations by road and include facilities like lounge, cafeteria, toilets, parking etc. Financial assistance during the plan for structural improvements, construction of additional accommodation and other facilities and improvement of sanitary and electrical fittings, were given. Thrust was given to provide such facilities which are professionally designed and eco-friendly. It was also emphasized that the management of such facilities is out sourced and operated on pay and use basis.

- **Refurbishment of Monuments/Heritage Buildings and Improvement of their Environs** was intended to provide financial assistance to ASI and State/UT Governments for undertaking repair, refurbishment, beautification, landscaping, improvement of amenities, and illumination of monuments/heritage buildings falling in the jurisdiction of ASI or the State Governments. This ongoing scheme was continued in the 10th plan also and a number of monuments/sites were taken up during the plan period.

- **Illumination of Monuments and SEL shows** has helped in adding value to the tourist attractions. In the 10th plan, laser lighting and laser shows were included under the scheme. However, funds under this scheme were used only for major tourist attractions which fall within recognized tourism circuits or preferred destinations.

During the Tenth Plan period, tourist arrivals grew by a phenomenal 78 per cent while foreign exchange earnings increased by around 120 per cent. According to the Tourism Ministry, 420 million domestic tourists were recorded in 2006. The opening up of air transport and emergence of low-cost carriers has greatly helped boost up tourist arrivals to this country.

A study conducted by FICCI on development perspective of Eco and Rural Tourism revealed that it had the highest employment and investment ratio. Every additional investment of Rs 10 crores has the potential to generate 47.5 jobs. Further, every direct job created in tourism leads to a creation of 77 jobs in other related sectors of the industry, the report stated. Besides the multiplier effect of tourism generates high revenue-capital ratio in the Indian context. Indirect employment generated in the
form of revival of traditional arts and crafts, development of communication, hotels etc. (*Mukherjee 2006*)

Another study by McKinsey has revealed that medical tourism could generate as much as Rs 100 billion of revenue for India by 2012. The success of Medical Tourism will build bigger capacities and draw more investment for the health sector. Attracting foreign tourists has become a priority and there are expectations of reaching the 10 million mark by the end of the 11th Plan period. There is presently one lakhs approved quality accommodation which should be increased to two lakhs by 2011, according to a report by a working group on tourism for the Eleventh Plan. According to Subhash Goyal, President of the Indian Association of Tour Operators, "if we implement the suggestions by the Ministry of Tourism, it will not be difficult to attract 10 million (foreign) tourists", Infrastructure Development (*Mukherjee 2006*).

The need for creating adequate infrastructure to attract more tourists, especially those from foreign countries, has been a long felt need. The Tourism Ministry has earmarked Rs 650 crores budget allocations for this fiscal to develop sites within the country. The Ministry has decided to give a maximum of Rs 50 crores (and Rs 25 crores) to State Governments to develop each circuit and destination. Accordingly it has been planned to set up 100 heritage circuits by the end of the 11th Plan of which 25 are expected to be of International standard. The government also plans to build world-class infrastructure at Hampi, Agra, Konark, Khajuraho, Orccha and Datia along with Buddhist and Jain centers. To develop cultural tourism, the government has identified six museums at Delhi, Mumbai, Chennai, Kolkata, Bangalore and Cochin which would be upgraded to compete with global standards.

As religious tourism has been gaining ground for quite some time, the Buddhist area of Raghir, Nalanda and Bodh Gaya have also been chosen for development. A special train has been introduced for the Buddhist pilgrimage from India and abroad particularly from the South Asian countries to promote tourism. However challenges still remain. The challenge is to create around 100,000 additional star category hotel
rooms or good quality resorts in the next three years. The Tourism Ministry has decided to create ‘land banks’ by acquiring land for building hotels through public-private partnerships on a built-operate basis. There is also need to improve roadways, transportation, ensure clean and hygienic environment and ensure safety and security conditions in the areas and give these places a modern look. Improvement of surroundings of tourist spots, especially in rural areas and ensuring cleanliness needs to be given due attention. It needs to mention here that tourists should not feel any inadequacy of anything and enjoy their travel in India.

India has emerged as the 4th favoured destination for holidays above South Africa and Switzerland, as per a survey undertaken by Conde Nast Traveller magazine for their 2006 Readers Travel Awards. It is indeed a big country with various types of unique destinations and natural locales. It is also a region of the world’s greatest biodiversity while, on the other hand, a place where history is found embedded in palaces, monuments and conservation sites. As such, the average duration of stay of a tourist in Singapore is about 5 days as against 26 days in India because of the latter’s vast tourist potential.

1.5 SOCIO-ECONOMIC DIMENSIONS OF TOURISM

Tourism is a very familiar affair in human life. It has been an industry of vast dimensions and ultimately supports economic growth and social development. People believe that tourism is a service industry that takes care of visitors when they are away from home. Some restrict the definition of tourism by number of miles away from home, overnight stays in paid accommodations, or travel for the purpose of pleasure or leisure. Others think that travel and tourism should not even be referred to as an industry. Hunt and Layne (1991) acknowledge the problems of defining travel and tourism. They say that travel was the most accepted term until 1987 and since that time tourism is the accepted term used to "singularly describe the activity of people taking trips away from home and the industry which has developed in response to this activity". The evolved definition of Smith and Eadington (1992) simply states that "tourism is in fact a significant social institution" (Lowry, 1994).
The Jakarta conference concluded that tourism employees, as culture brokers, play important roles at all levels: the private and public sectors and institutions must play informed roles in bringing tourism and the host culture into harmony; those sustainable forms of tourism without having accepted tourism itself (Modi, 2000).

Destination communities are the basic element of modern tourism. They are the focal point for the supply of accommodation, catering, information, transport, and services (Clarke & Godfrey, 2000:3). The people are the hosts who welcome tourists and preserve and sell the destination.

Tourists are the key actors in the tourism activity who travel and visit the destination in order to satisfy their purposes on the behalf of the people living around the area. Tourists are the key actors in the sense that they move and travel from their original location while the society and destination remain where they are. Obviously the tourists are dynamic actors whereas society and destinations are static within the domain of the tourism activity in the place. Purpose of visit or the motivation for travel is the main driving force that makes tourists move away from their home to a destination where they can get what they want.

Tourism is an economic activity that is imposed, or at least grafted, on a pre-existing set of economic activities and traditional ways of life (Price & Harrison, 1996: 1). Tourism is a product of three main elements; destination, hosts and the tourists. Tourism is a process which obviously affects various aspects of society and culture. Primarily its impact is of economic nature. Sharma (1959) states that the contribution of tourism in gross foreign exchange is 15 to 17 percent and the influence of tourism is also centered in some specific areas only not throughout the whole nation but it does not mean to underestimate the tourism because we know a very little about the multiplier effect of the tourism; we must take account of the foods, vegetables and fruits that the tourists take as well as the employment plus the crafts that the tourists purchase.
According to Godfrey and Clarke (2000), socio-cultural change relate to local quality of life and sense of place. Positive change in the quality of life could be as follows; personal income increases, helps to improve living standards for those more directly involved in industry, supports the diversity of restaurants and other cultural entertainment, influence the assortment of goods for sale in many local shops that would not be available in the same amount if tourism did not exist to support them, park areas are often improved, street furniture and design criteria introduced, greater care and attention placed on overall environmental quality, new opportunities etc. And in contrary negative changes in the quality of life could be as follows; local shops overcharging, petty theft from cars and accommodation, more serious personal assault etc. Regarding the sense of place, positive changes could be as follows; revitalizing local culture and traditions, enriching local understanding and interest in history and culture, a sense of pride in local heritage, celebrations/festivals can become tourist attractions, crafts promotion and production in large scale etc.

Tourism can be termed as a socio-cultural institution with different economical, environmental, psychological, and political dimensions. Its impacts rest on host society whose ways of life are affected and on the tourists who take it as a very important part of their life time. Obviously, tourism itself as a peaceful phenomenon can be well linked in no time, once it has firmly started.

Tourists not only bring money to region, they also carry along with them a strong and visible in life style. Their dress, food habits and merry making style all brings some newness and uniqueness to the area of their visit. By nature human adopts new thing or manners in which they feel comfortable. Of course the economical aspects only should not be overemphasized. Everyday acquaintances with the foreigners and outsiders have made it easier for the local people to be familiar with the life style of the others. They are able to comprehend the similarities and differences among the people representing various nations around their courtyard. Interaction and observation of this kind lifts their level of thinking resulting in a positive mind-set toward others and themselves.
Tourism’s importance, as an instrument for economic development and employment generation, particularly in remote and backward areas has been well recognized the world over. It is the largest service industry globally in terms of gross revenue as well as foreign exchange earnings. Tourism can play an important an effective role in achieving the growth with equity objectives which we have set for ourselves.

Tourism is one economic sector in India that has the potential to grow at a high rate and can ensure consequential development of the infrastructure of the destinations. It has the capacity to capitalize on the country’s success in the services sector and provide sustainable models of growth. It has the potential to stimulate other economic sectors through its backward and forward linkages and cross-sectoral synergies with sectors like agriculture, horticulture, poultry, handicrafts, transport, construction, etc. Expenditure on tourism induces a chain of transactions requiring supply of goods and services from these related sectors. The consumption demand, emanating from tourist expenditure, also induces more employment and generates a multiplier effect on the economy. As a result, additional income and employment opportunities are generated through such linkages. Thus, the expansion of the tourism sector can lead to large scale employment generation and poverty alleviation. The economic benefits that flow into the economy through growth of tourism in shape of increased national and State revenues, business receipts, employment, wages and salary income, buoyancy in Central, State and local tax receipts can contribute towards overall socio-economic improvement and accelerated growth in the economy.

Tourism is overwhelmingly an industry of Private sector service providers, although the public sector has a significant role to play in infrastructure areas either directly or through Public Private Partnership mode. It is a multi-sectoral activity characterized by multiple services provided by a range of suppliers. It is quite similar to manufacturing industry, where the supply chain is as important as the end product. The related sectors include airlines, Surface transport, hotels, basic infrastructure and facilitation systems, etc. Thus, the growth of tourism cannot be attained unless the issues related to all the sectors are addressed simultaneously. Another important feature of the tourism industry, which is of particular significance to India, is its
contribution to national integration and preservation of natural as well as cultural environments and enrichment of the social and cultural lives of people. Over 382 million domestic tourists visiting different parts of the country every year return with a better understanding of the people living in different regions of the country. They have a better appreciation of the cultural diversity of India. Tourism also encourages preservation of monuments and heritage properties and helps the survival of arts forms, crafts and culture.

It is also important to note that tourism development in India has become an instrument for sustainable human development including:

- Poverty elimination
- Environmental regeneration
- Job creation; and
- Advancement of women and other disadvantaged groups.

1.6 TOURISM INDUSTRY AND GENDER PARTICIPATION

During the last twenty years great changes in the quality of life have taken place, many traditions have broken down and women feel that they are becoming socially and economically free. Women have come out from their traditional roles and they are venturing into new field like tourism, hotels, banking, and other services. Social attitude towards women have changed and prepared to become more useful members not only for their family but also for the organizations, and work for social and economic welfare of the country.

Since the 1970s, studies have documented preference for women workers in different sectors, particularly in export-oriented labour intensive industries, relying on low cost production for global markets. A significant proportion of the studies on women’s employment have continued to focus on low wage production for export where female tends to concentrate. Apart from this, structural transformations in technology have
increased the scope of women’s employment as wage earners through the rise of new service jobs.

Over the past two decades the service sector has expanded rapidly and has come to play an increasingly important role in national economies and international economy. In developing countries the sector has expanded rapidly and in India it accounts for over 50 per cent of economic activity. The rapid growth of service sector in recent years is often attributed to the onslaught of Globalization. It is quite true that with the ushering of globalization there has been a faster and sharper increase in the share of service sector both in terms of employment and share in GDP. Expansion of service is thus a critical issue for many developing countries as well. The expansion of the service sector vis-à-vis agriculture and manufacturing is often argued to be a positive feature and an indicator of maturity of the economy. Global market in services – banking, insurance and transport brought out by the ICT revolution has often been placed at the centre of growth of the service industry. These trends have not been confined to the developed world but are often argued to be more in the developing countries.

Apart from its contribution to employment and national output, the service sector is also viewed important, with its potential to bring in drastic changes in the structure of work force and production organizations. Here, the gender implications of the sector assume significance, especially in view of its ability to provide increased employment opportunities to women. The feminization of service sector in fact is not a new phenomenon. Available studies shows that from the end of the nineteenth century onwards office-work and shops and certain kinds of services, e.g. Telephone exchanges and caring professions were powerfully feminized in the Western capitalist developed economies. However, with Globalization there is strictly a higher absorption of women in the service sector, especially in developing countries.

Notwithstanding this, the growing body of research that has documented the trends on Globalization and gender in the context of developing countries has tended to focus largely on manufacturing sector, especially the export-oriented industries. This has
resulted not only in the poor understanding of the overall gender dimensions of service sector employment, but also in the analysis of the underlying processes behind these dimensions.

In India service sector is emerging as a significant area both in terms of its contribution to total output as well as employment in post reform period. The projections on the growth of the service sector are much brighter and are often highlighted as to be the leading sector in the near future. The recent proliferation of service-based jobs is perceived to have offered more employment avenues for women. These jobs are considered to be more women friendly due to several counts including easy access, greater flexibility with scope to combine family with career, requirement of feminine skills, and apparent advantages in terms of equality.

The explosion of service sector activities, in recent times, raises a number of issues, which fall beyond the existing understanding of gender aspects of the labour market, especially in developing countries like India. A number of activities in the sector are new and are organized differently compared to general manufacturing sector or other traditional jobs. These atypical forms of organization do have implications not only in wage and working conditions but also as to who will be hired and the conditions under which they are hired. Changed notions of work, workplace, and work ethics and so on affect men and women in different ways.
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