CHAPTER VII

DOMESTIC TOURISM IN INDIA
INTRODUCTION

Although the importance of domestic tourism was recognised by the Indian planners as early as mid 1950, but by and large this remained neglected. May be due to resource constraints and pre-occupation with more urgent development tasks in agriculture, irrigation, power and small-scale industry.

One major shortcoming that has repeatedly handicapped domestic tourism planners is the lack of a comprehensive and uniform statistical base not only are domestic tourist statistics not compiled by many states, but even where such data are gathered, these are not infrequently far from complete and differ widely in both form and content from state to state.

The role of State in tourism

As a worthwhile human activity, tourism confers a special role on the state which it fulfils in accordance with its own perceptions and depending upon its political or economic structure. Each state has its own idea of the nature, scope, objective and implications of tourism and what it envisages to achieve through the promotion of tourism in the country. The perceived concepts, therefore, changes from state to state and according to their local situation. However, there is also general recognition and realisation though late and slow of the social, cultural, economic and educational impact of
tourism on the societies and as such tourism deserved and called for special and urgent attention.

For the people of a country, tourism is a vital input in national development and integration besides being of tremendous economic benefit. This is a fundamental reason for looking at tourism as a source of peace and stability through its promotion of the economic development of countries and societies. The constant flow of persons from country to country and within their own country, open up new and substantial channels of trade and cultural exchange and promotes the transfer of currency on a scale not even imaginable if travel had not achieved its present volume. In India, tourism has generated employment for an estimated 4.5 million people including direct employment for about 1.5 million people.

Domestic tourism in any country, provides the base for international tourism. Besides, in many new tourist resorts, international tourist traffic is not sufficient to maintain their year-round economic viability, and domestic tourist traffic provides the fillip of the required income for sustenance and development.

State of domestic tourism in India

It is being seen that the domestic tourist is usually more than international tourist traffic and it is several times more in case of India, mainly due to its size. The PATA survey on marketing and tourism infrastructure of 1980 had indicated
domestic tourist traffic as being nine times that of international tourist traffic, excluding the domestic pilgrim traffic, the mass of which is difficult to measure in any case. In view of this, even though the per capita expenditure of domestic tourist is low compared to international tourists, it generated more output, income and employment.

The average stay of a domestic tourist in India can be assumed as 5.5 on the basis of a study of domestic tourism in 1983 and also taking into account the various kinds of tourist centres involved. The average per capita expenditure on the basis of this study is assumed Rs. 160 per day, inclusive of intercity transport.

On the basis of these, the expenditure of domestic tourists could be estimated as Rs. 1250 crores in 1980, Rs. 1615 crores in 1985, and Rs. 2270 crores in 1990. Further using the income multiplier for domestic tourism as 0.92 evolved by the TECs survey of employment potential of Tourism in India, the total estimated income generated from domestic tourism works out to Rs. 1150 crores in 1980, Rs. 1490 crores in 1985 and Rs. 2090 crores in 1990. It is also worked out that 15.4 lac persons were employed directly in 1980, 20 lac in 1985 and 28 lac persons will be employed in 1990.

In order to ensure a more balanced development the tourism infrastructure should be developed at more centres of tourist importance in the country so as to spread the socio-economic benefit over a larger area. A high priority should be accorded
to tourism infrastructure development all over the country for the middle income group, similarly at the centres of pilgrimage at least 40% accommodation should be for the low income group category.

The greater emphasis now needs to be placed. It should be recognised that domestic tourism leads to redistribution of incomes in favour of less developed regions and the consequent shifts in consumption tend to reduce the inherent inequalities of economic development. This helps in promoting our objective of a more balanced regional development. The bulk of domestic tourist travel by Rail, a lesser number by road, and a marginal number by air.

The domestic tourism spots are not necessarily the same as those which attract the foreign tourists. This, therefore, necessitates planning for domestic tourism separately from international tourism. Expenditure on and income and employment from domestic tourism 1980, 1985 and 1990 can be estimated as:

<table>
<thead>
<tr>
<th>Year</th>
<th>Tourist arrival (in lacs)</th>
<th>Tourist nights (in lacs)</th>
<th>Expenditure (₹. crores)</th>
<th>Income (₹. crores)</th>
<th>Employment (in lacs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>140</td>
<td>770</td>
<td>1250</td>
<td>1150</td>
<td>15.4</td>
</tr>
<tr>
<td>1985</td>
<td>185</td>
<td>1010</td>
<td>1615</td>
<td>1490</td>
<td>20.0</td>
</tr>
<tr>
<td>1990</td>
<td>260</td>
<td>1420</td>
<td>2270</td>
<td>2090</td>
<td>28.0</td>
</tr>
</tbody>
</table>
In India, domestic to international tourism varies approx. 10:1 as against 4:1 in other countries; it also has rightful claim to substantial interest in cultural, social and economic terms. In a country like India with so many diversities, the thread of unity can be strengthened only through domestic tourism. Domestic tourism serves the following useful purposes:

(a) It becomes a unifying force and a vehicle of national and emotional integration.

(b) It helps to preserve, retain and enrich our cultural expressions and heritage in all their manifestations.

(c) It brings greater socio-economic benefits to the community and the state, and

(d) It leads to redistribution of income in favour of less developed regions, the consequent shifts of consumption tend to reduce the inherent inequalities of economic development.

PATA's survey has shown that young tourists in the age of 19-35 are frequent and repeat travellers. The responsibility for domestic tourism has been from the beginning of the Tourism Planning process and the Indian Govt. earmarked for the state governments:

In the 4th Plan .. Rs. 11.68 crores  
In the 5th Plan .. Rs. 35.09 crores  
In the 6th Plan .. Rs. 115.46 crores  
In the 7th Plan ..

For tourism development in the sector of state.
The ITDC being a commercial organisation usually takes up only profit making schemes. The Central Department of Tourism, on the other hand, has to take up schemes which may become paying in course of time, even after a long gestation period. Since the foreign tourists do not account for more than 5% occupancy of unapproved hotels and supplementary accommodation, it appears from the domestic tourist traffic projections, that the demand for unapproved hotel rooms was approximately 35,000 in 1985 and about 2,00,000 by 1990, while that for supplementary accommodation to increase to 67,500 and 1,00,000 rooms equivalent during those two years, respectively, at the present and prospective major tourist resorts.

It should be recognised that quite a few tourist centres especially more popular hill stations are already over-crowded, during the season. It is, therefore, necessary to develop new tourist spots in the country to cater to the anticipated increase in the domestic tourist traffic in the future.

The tourist profile shows that business tourists prefer metropolitan cities, the leisure tourists prefer hill stations, beaches and historical sites, and the pilgrims go to pilgrimage centres. It is proposed that metropolitan cities should be provided with more single room accommodation, leisure resorts should be provided with more of family accommodation suitable for old people. The State Transport Department/State Road Corporation can also contribute to the creation of some supplementary accommodation at important bus terminals, which
are also connecting stations. Stranded passengers rooms have been put up at some places, e.g. at Delhi, where an increasing traffic reaches the inter-state bus terminal, and which may need an overnight halt or resting place before proceeding further. The state governments/union territories could consider providing such accommodation at or near the important bus terminals on the lines of the Railway Retiring Rooms.

The Railways have retiring rooms at railway stations which is a boon to tourists, wheresoever such rooms are available. However, the accommodation provided by these retiring rooms is not adequate. The railways could create additional accommodation at the metropolitan, urban business, and transit centres. The railways have extensive lands at their disposal and large organisational and financial resources which could help in this direction.

With the development of the basic infrastructure, we have also to develop our civic amenities transport services, professional training and a healthy customer service orientation.

**Economic effects of tourism**

Domestic tourism is a source of income. It provides employment and brings infrastructural improvements. It helps in promoting regional development.

Tourism expenditure supports not only the tourist industry
directly but helps indirectly to support numerous other industries which supply goods and services to the tourist industry. In this way money spent by tourists may be said to be used several times and to spread into various sectors of the economy. Every time the money changes hands it provides "new" income and the continuing series of conversions of the money spent by the tourist forms what the economist terms "the multiplier effect". The more times the conversion occurs, the greater is its beneficial effect on the economy. However, this transfer of money cannot go on indefinitely because of "leakages" which occur. Such leakages may consist of, for instance, imported foreign goods, interest on foreign investments, or savings which withdraw money from circulation, and any leakages of these kinds will reduce the stream of expenditure which in consequence will limit and reduce the multiplier effect.

If the developing countries are to gain the maximum economic benefits from their tourism industry, it would seem essential for them to control very strictly these imported items for tourists consumption and to keep foreign investment expenditure for the purpose of tourism to a reasonable level, otherwise the benefits occurring from tourism will be cancelled by the leakages.

**Drawbacks in Indian domestic tourism**

We have not developed point to point tourism, we have not developed resorts where tourists could come and stay for two
weeks or with every thing available to them of a particular standards, of a particular quality. We have not developed package tours, which are really responsible for developing tourism in the world today. The fact is that at any one point the facilities available are severely inadequate when compared to similar resorts in other parts of the country. Now we have to produce the facilities at the right level for them, not just the facilities at resorts or at religious places or other areas but also travel facilities. Certain specific areas of tourism, such as the religious aspects do not need very special attention again.

Normally, religious tourism is left to private agencies to run and to promote. The result is that although it is very cheap, the quality in terms of the facilities of transport, living, cleanliness, and food is very much below what should prevail. And this direction in improving quality must come from the govt. The Department of Tourism has now laid special emphasis on domestic tourism and the development of infrastructure for this purpose. Domestic tourism not only promotes understanding between various ethnic-religious and linguistic groups, but also provides valuable assistance to international tourism. To make it possible for Indians to discover India, many packages in the public sector have recently been announced. These include Ashok Youth packages and Senior Citizens packages; Vayudoot, the second domestic airline, has also organised holiday package tours in many areas of India to enable fast travelling.
Today, the travel industry is more inclined to research than before, particularly in the case of the vast domestic market. In our country there are neither basic data nor market place data but just some inadequate data. Market research has a dynamic role to play in identifying trends in the development of new products in holiday packages and in the enlargement of the existing products in the travel market. Product development even an intangible product like a package tour, provides a sound basis for product innovation. Collection of realistic data on future behaviour are crucial in developing holiday packages. While remarkable progress has been made in collecting and compiling data by applied research, tourism market research has always lagged behind in gathering reliable basic data. Increasingly, data relating to economic, social and industrial trends are of significance to tourism and travel.

A great domestic tourist market exists in India which is barely exploited by travel agents and tour operators. The domestic tourist market is growing faster and is ten to twelve times of existing international tourist market. There are different types of domestic tourists. It is incredible but true that there exists no profile of domestic tourists identifying their socio-economic data, income groups and purpose of their visit. The only authentic survey on domestic tourist traffic was taken by the Delhi Tourism Development Corporation several years ago.

It is proposed that if the government is really serious
about developing the domestic tourism, comprehensive surveys of domestic tourists have to be undertaken in line with the other tourism oriented countries of the world. The decision by the tourism authorities at the central and state levels or by the individual suppliers of tourist services, need to be based on concrete data. The travel trade can no longer ignore the growing domestic tourist market in the country. Market surveys have to be commissioned by competent and proven experts on domestic tourism research to ascertain the size of the existing market and to identify a gap in the range of products offered presently to domestic tourists. Conventions and conferences have become a feature of modern life in the country. Their growth and significance is tied to the growing importance of the quaternary sector in the Indian economy. Quaternary activities correspond to the transaction of information performed by those in manufacturing, commerce, professional, administrative and high level technical occupations participating in data gathering and interpretation.

Our country's surveys have revealed that there exists a good market for short holiday packages for school and college students. The services currently offered by the tour operators are not upto the mark. This particular market has a great potential and pre-launch survey findings is of great value in structuring both the product and the brochure. Similarly, medium priced hotel packages with transport thrown in are currently becoming popular in certain parts of the country.
There are many kinds of tour packages for foreign tourists but they are not designed for domestic tourists. Travel agencies and tour operators have ample scope to develop a domestic tourist product in a variety of attractive packages. India's myriad tourist attractions, its tourism infrastructure and superstructure all combine to produce attractive packages. Indian domestic tourists, as our surveys have shown, are no longer content to spend their entire vacation in one place. The function of the travel agent is to create an innovative domestic tourist product and in this process market research can make an important contribution.

Now the greater emphasis to be placed on domestic tourism in the interest of coordinated economic development of India, its national integration and with a view to providing its citizens the opportunity and facility to enjoy both the natural and manmade centres of leisure and relaxation. It is recognised that a wide, prosperous and active domestic tourism base forms a firm foundation for the healthy growth of international tourism. Increasing sophistication of the domestic tourism automatically contributes to the infrastructure required for international tourism and thus domestic tourism has the potential of becoming the main promoter of the latter. It is also proved that the domestic tourism provides opportunities for better utilisation of capacities created for international tourism and thereby improves their returns, particularly by offering support during off seasons and during periods of international strife or economic recession when international travel is
curtailed.

It is recommended that a systematic compilation of domestic tourist statistics each month from the returns received from hotels and other accommodation establishment. A comprehensive survey to be undertaken periodically for assessing changes in the domestic tourist profile.

An assessment of state tourism plans

In the Seventh Plan the Department of Tourism had decided to give equal importance to the development of domestic tourism. The states and Union territories are requested to encourage their Tourism Development Corporations to work out suitable package tours covering places of interest for domestic tourism as well as to attract the foreigners.

India has three major seasons - winter, summer and monsoon. The winter months (November-February) are pleasant throughout India with bright sunny days. In the Northern plains, the minimum temperature at times drops steeply and there is snowfall in the hills. In Maharashtra and the south and in eastern India, however, December and January are pleasantly cool, never really cold.

The summer months (April-June) are hot in most parts of India, and it is during this season that hill resorts such as Simla, Mussoorie, Nainital, Kulu & Manali, Dharamsala, Dalhousie, Kangra Valley, Kashmir Valleys, Darjeeling, Shillong, Ootacamund,
Kodaikanal, Pachamarhi and Mount Abu provide cool retreats.

Different regions and their importance

Eastern Region

Calcutta, Bodh Gaya, Darjeeling, Bhubaneshwar, Puri and Konark are few important places of tourist attraction. Calcutta was born with the beginning of the British rule in India. Bodh Gaya is the most sacred of Buddhist Centres because it was here that the Buddha attained enlightenment under the "Peepal" tree. Darjeeling is another attraction in the eastern sector. Bhubaneshwar is famous for its temples.

Puri is one of the "Char Dham", the four most holy places of pilgrimage in India. Modern Puri has been built more or less along the beach which stretches east to west. Konark is famous for its sun temple on the sea shore, about 66 Kms. from Bhubaneshwar.

Northern Region

Delhi, Agra, Amritsar, Almora, Pindari Glacier, Nainital, Kashmir, Allahabad, Banaras, Jaipur, Udaipur and Mount Abu are worth visiting in the northern region of India.

Bankatna wild life in Uttar Pradesh, Darraha wild life in Rajasthan, Corbett National Park in U.P., Chandraprabha in U.P., Dachigam in J. & K. State, Sariska game in Rajasthan, near Delhi are the famous sanctuaries in the northern region.
Southern Region

Madras, Mahabalipuram, Conjeevaram (Kanchipuram), Pondicherry, Kanya Kumari or Cape Comorin, Ootacamund, Kodaikanal, Codrin, Trivandrum and Mysore are the famous tourist spots in southern sector of India.

Western Region

Bombay, Aurangabad, Ajanta Ellora and Goa are the famous tourist spots in the western region of India.

North India and its state tourism

Scattered all across north India are myriad monuments to the conquerors who came in shoals - the Aryans, Greeks, Afghans, Persians. Through the forbidding snow clad mountains, the invaders swept, some to plunder, some to rule, on north India's fertile plains great empires rose and fell, mighty cities reached peaks of glory and then decayed slowly. Here sprang new religions, Buddhism, Jainism, Sikhism flowering and sprawling over to the rest of the world. New cultures were born, new art forms developed, new talents discovered.

Today, the present has come into its own and north India reveals in its exuberant, warm, robust people. Its bright joyous festivals. Its modern cities and factories. Bazaars teeming with silks and jewellery. Wild life sanctuaries, wheat fields for as far as the eye can see.

North India is all this and much more. . . .its a different
experience in each of its six northern states and one Union
territory, Uttar Pradesh, Haryana, Punjab, Rajasthan, Jammu
And yet so connected by the threads of a common heritage.

DELHI

Delhi being the Capital of India and having many places
of historical importance and other resorts located therein,
about 13 lakhs of tourists visited Delhi during the last 2 or
3 years. For this, eight information centres have been set
up at the airports and railway stations so as to make the
tourist know about Delhi and its tourist spots. It has been
noticed that tourists are also keen in visiting rural areas
of India. Keeping this in view the Tourism Department has
started construction of a Rural Tourism Complex in South Delhi.
An allocation of Rs. 1 crore has been made in the Seventh Plan.

During Seventh Plan in a metropolitan town like Delhi
the priority would be given to provision of neat and hygienic
accommodation at reasonable rates and good transport arrangements
for tourists both domestic and foreign.

About 40-42 hotels in public sector and about 150 hotels
in private sector are there in Delhi whose condition is not
satisfactory. So to facilitate the public, Yatri Niwases are
being constructed in Delhi, including the rural areas.

During Seventh Plan, it is also proposed to start a scheme
under which the Tourism Department would check hotels, hostels, with a view to providing on-the-spot redressal of problems of tourists. All these facilities which are extended to an industry are being extended to the Tourism Industry to attract more and more tourists. Delhi continues to be the second main entry for foreign tourists coming to India. About 80% of the tourists visiting India come to Delhi. To cater to the requirements of tourists, Delhi Administration set up a Tourism Development Corporation in December 1975. The Corporation during this period took up only a few modest schemes like printing of tourist literature, organisation of cultural programmes and conducted tours within the city and the adjoining states. The Corporation has also set up 8 information centres which provide information and guidance to the tourists.

During the year 1983, about 13 lakh foreign tourists visited India. The average period of stay of tourists in 1983 was 27.3 days. In the same year, about 4 lakh foreign tourists visited Delhi, which was 35% of the total tourists visiting India. Since 1983, Delhi continued to occupy second position as a port of entry for foreign tourists.

Delhi Administration

With a view to assess the potential demand and available tourist facilities, a Statistical Cell was created in the Directorate of Tourism, Delhi administration in 1983. The main objectives of the cell is to conduct surveys and collect data on domestic tourist in Delhi. The scheme will continue as non-
plan scheme during the Seventh Plan 1985-90. A provision of Rs. 5 lakhs has been made for this scheme during 1985-86.

Directorate of Tourism, Delhi Administration, has also proposed the following schemes during the Seventh Five Year Plan 1985-90.

(i) Development of Rural Tourist complex.
(ii) Registration/Licensing of Hotels.
(iii) Licensing of Tour Operators, Travel Agents/Excursion Agents.

HARYANA

Haryana has started national highway tourism with courage and determination with a view to attracting people and developing it. This concept is in conformity with traditional love, decency and hospitality of Haryana which is famous in the whole country. At start there was no facility of famous monuments, special landmark or natural spots of public interest in Haryana, but they had courage, farsightedness, diligence and potentiality to take an initiative. The State Govt. had expanded the tourism facility in an arranged way by taking advantage of the vicinity of capital and six national highways passing through the State. They had given a new turn to tourism policy by developing 31 best tourist centres in the recent few years. Haryana has a proposal to construct a Rural Art Village with tourist facilities. The Govt. of Haryana has decided to construct this Art Village at Damdama village near Delhi-Alwar Road, some 30 Kms from Delhi.
This village is situated at the foot of Damdama lake and the range of Aravalli. Here artists will create colourful and magical art with the tools developed and improved by Haryana, to the traditional environment. A museum will also be constructed there, wherein the overall culture of Haryana will be represented by the efficient weavers and art products of expert pitcher men, which will reflect the impact of the culture of Haryana in its economic history. An open air theatre will also be constructed wherein the folk art of Haryana will be revived. Efficient manpower is essential for Tourism. To meet this requirement Haryana Tourism had set up catering institute in 1972. During 1984-85 about 18 lakhs of tourists visited Haryana and after having transaction worth Rs. 6.24 crores the Corporation earned a profit of Rs. 58 lakhs. During the Seventh Plan period the Govt. of Haryana has made a provision of Rs. 11 crores for the same. A major part of the amount will be spent on strengthening the base of the existing centres. New centres are to be set up at centres like Ambala, Jharjhar, Narnana, Taiiwala, Bahadurgarh etc. There is a scheme of constructing a Yatri Niwas at the holy city of Kurukshetra with the assistance of the Govt. of India. The other problems which would be tackled would be as getting foreign coaches, improvement of telephone service in the tourist centres, development of water sports. The suggestions made by Haryana Tourism Department are: like more information about the prosperous cultural tradition and geographical structure of our country should be given to Indian Tourist Centres situated abroad.
Besides, when they publicise the excellent facilities by ITDC abroad, the achievements of the State Govt. in the field should also be described. Secondly, the Central Govt. should provide a duty-free shop such as in the case of ITDC to every State Tourism Corporation and the foreign tourist could be provided with the same facility as they get in their own country.

Certain other proposals for Haryana in recent past for tourism field are: Providing outstanding tourist amenities at their complexes all over the state. Secondly, major and immediate renovation of all complexes at such speed that the results are already visible. Currently, catering, housekeeping and general courtesies are being revamped to meet the standards expected of Haryana Tourism. Big expansion projects are under way. At Dharuhera, on the Delhi-Jaipur Highway, a fast food cafeteria complex is being added. At Hodal, midway between Delhi and Agra, a resort concept would be further reinforced with the addition of conference facilities, a folk art centre and an auditorium for ongoing cultural programmes, and at Pindore where a blueprint for additional facilities is underway, additional land is already being acquired. A new era of tourism promotion that Haryana is developing is to combine education and learning with travel.

HIMACHAL PRADESH

Tourism occupies an important place in the life of many Himalayan States which have been otherwise burdened with sluggish
economies due to topographical constraints. The physical resources of these states in the form of the mystical Himalayas and their verdant valleys are a virtual gold mine.

During the last 30 years development of tourism in Himachal has made rapid strides. A fairly good network of facilities in the four most vital sectors of tourism planning, i.e. accommodation, transport, catering and recreation has been created to meet the requirements of all segments of society. There are at present about 2000 beds in the public sector and more than 5000 beds in the private sector.

With the declaration of tourism as an industry in Himachal Pradesh, the state had adopted new priorities for developing facilities for tourists. The first is the consolidation and strengthening of existing tourist complexes by providing additional amenities, the second the development of wayside facilities and the third the promotion and development of adventure activities and opening up new areas.

The outlay for tourism in the state in the 7th Plan is Rs. 8 crores. A provision of Rs. 1 crore has been made for the construction of a building for the Food Craft Institute of Kufri, 16 Km from Simla. The FCI has been set up to impart training in the disciplines of housekeeping, hotel reception, book keeping and restaurant and counter service. Rs. 40 lakhs will be made available as incentives to private entrepreneurs for the construction of restaurants and cafeterias, Rs. 40 lakhs for development for picnic spots and landscaping of tourist
complexes, Rs. 20 lakhs for the development of lakes, and
Rs. 20 lakhs for the construction of accommodation and providing
of public conveniences at Chintpurni, Rewalsar, Deothsiddh and
Naina Devi, important pilgrimage places in the State. Additional
accommodation is being added at hill resorts Dharamsala,
Dalhousie and Palampur.

A health-cum-tourist centre, being built at a cost of
Rs. 25 lakhs will be commissioned very shortly at Manikaran,
famous for its hot sulphur springs.

A provision of Rs. 10 lakhs has been made for the development
of winter sports and camping sites at various places at Narkanda,
Solang, Kharapathar and Kuppar.

There is a proposal to develop Saketi Fossil Park by
providing a tourist information office-cum-cafeteria, a hall
for meetings and a few huts, to distil the existing lake and
also, to link it with an all weather road with Paonta Sahib.
Package tours from Chandigarh will be organized in the autumn
and winter months. A subsidy of Rs. 5000 will be given to each
category for the purchase of crockery, cutlery and utensils.

Development of Renuka lake in Sirmur and Dal lake in Upper
Dharamsala is also to be completed in 1986. A Yatri Niwas at
Simla, a club house at Dharamsala and a tourist inn at Chamunda
Devi to be financed by the Central Department of Tourism, are
also to be undertaken. The Department has also commissioned
a consultancy services agency to prepare a 10-year perspective
plan of tourism development in Himachal Pradesh.

A provision of Rs. 25 lakhs has been made in the 7th Plan for the purchase of trekking equipment and tented accommodation in these areas. The airport of Simla was to be made operational by the end of 1986.

In addition, Renuka, Churdhar, Bir, Billing and Barot are being considered for the introduction of winter trekking. The possibility of introducing river rafting in the Beas and Giri rivers is also being explored. An amount of Rs. 30 lakhs is being spent on publicity and promotion in 1986.

PUNJAB

The land is known for its richness in crops and abundant grainaries of India. It served as the gateway of India in the past invasions. The State has become rich due to great enterprises and industries which are based upon the robust and hardworking people of the land. This has brought vast prosperity to the State.

The famous tourist spots in Punjab are Amritsar, Anandpur, Chandigarh, Dera Baba Nanak, Jullundur, Ludhiana, Nangal, Pathankot, Patiala, Saifabad, Sanghal, Sangrur and Sirhind.

Tourism has been hit badly in Punjab since the internal disturbances started in this State. There was a fear and panic throughout the city in last three years. However, now with the
initiative taken by the Prime Minister, it appears that tourism would soon flourish and prosper in Punjab.

Certain new steps being taken to improve Domestic Tourism in Punjab are as such: Innovative marketing schemes have been floated in recent weeks and these promises interesting breakthroughs in the months ahead.

The Holiday Home Club Scheme offers one week holiday with accommodation of your choice at any of ten popular tourist venues. For a small sum of Rs. Five Thousand, a family of four can become members forever with full normal ownership rights, the right to sell, transfer and even rent out. The accommodation would take two years to build but immediate benefits are offered to members by way of attractive discounts at PTDC complexes. All Holiday Homes would be different, one from the other. The scheme has other interesting ideas as well. In each state, the Holiday Home would be operated by the State Tourism Development Corporation of that state, thereby strengthening cooperation between states. Another innovative offering from PTDC is "Travel Now, Pay Later", whereby LTC can be availed by government employees on an instalment pay basis. This also opens up unlimited travel possibilities on nominal basis.

JAMMU & KASHMIR (J & K)

The tourist arrivals are as follows:
<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic Tourists</th>
<th>Foreign Tourists</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1982</td>
<td>5,60,987</td>
<td>42,851</td>
<td>6,03,838</td>
</tr>
<tr>
<td>1983</td>
<td>3,98,428</td>
<td>41,101</td>
<td>4,39,529</td>
</tr>
<tr>
<td>1984</td>
<td>1,92,774</td>
<td>36,458</td>
<td>2,29,134</td>
</tr>
<tr>
<td>1985</td>
<td>3,63,265</td>
<td>33,702</td>
<td>4,06,967</td>
</tr>
</tbody>
</table>

Also besides this, the most easily upset segment of the tourism industry is hotels, and in Srinagar they have undergone an acute illness that has laid them back with major revenue losses and plummeting occupancies. Hotels with occupancies of 70 to 90 per cent touched rockbottom with 20s and have only just managed to survive. The worst hit have been the big hotels. With no more tourists in the valley, the new racket in Srinagar is not competition but discounting. With levels touching 50 per cent and often more, the revenues have been barely sufficient to meet operational costs and this had proved to be the industry's major setback.

UTTAR PRADESH

Although God has bestowed the State with so much, there is precious little that we have done about it. The State offers different destinations for different kinds of tourists, pilgrims and adventures. It has mountains, valleys, and green plains,
for a cultural tourist, there are Hindu, Jain, Buddhist and Muslim monuments and pilgrimage centres. Now the state is being promoted basically in two categories, firstly, those places which may be called holiday and family enjoyment places, and secondly the Buddhist centres. New places like Almora and Kausali are also being developed and hitherto unexplored places in Uttar Kashi and Pithoragarh are being given exposure to attract tourists. Uttar Pradesh also abounds in places connected with the Buddha.

It is proposed that the places like Mathura, Brindavan, Sarnath, Ayodhya, Allahabad and Chitrakoot need to be modernised and more accommodation should be provided. The private sector is being encouraged to set up hotels in these places. The Govt. of Uttar Pradesh has created a Hotel Development Fund for developing faster the tourism infrastructure. The fund gives subsidies for electricity and other items to the private sector hotels, not above the three star category.

Now seeking facilities have also been introduced in Auli, 16 Kms from Joshimath with a view to develop it as a winter resort like Gulmarg. After years of planning and an investment of Rs. 27 crores, the tourism industry in Uttar Pradesh is still in a state of infancy. The State Govt. has not been able to identify fully, places of tourist interest. Incomplete schemes during the Sixth Plan are estimated to cost Rs. 17.2 crores. A study conducted on Uttar Pradesh tourism shows that nearly
303 lakh domestic and 8.84 lakh foreign tourists might be visiting Uttar Pradesh during the Seventh Plan period. For this the outlay of Rs. 71.18 crores is meagre as out of this Rs. 17.25 crores will go towards completing the spill over schemes. A total of 71 travel circuits have been identified for development during the Seventh Plan on the basis of religious, cultural and historical aspects, of these 19 are under religious travel circuits, seven under historical cultural routes and eight have been formulated for scenic beauty.

For the Kumaon and Charwäl regions, 25 trekking circuits have been identified to cover most places of scenic beauty. There are about seven important tourist places in the State whose annual intake of tourists is over 5 lakhs, of them Agra, Lucknow and Varanasi are on the international circuits while the other are local. These places mostly attract religious Indians.

The idea has been mooted to develop the entire range from Dehradun to the tops on the lines of Switzerland, where tourists can live together in peace at large, well-maintained resorts.

RAJASTHAN

For the first time the tourism potential of palaces and forts, not much in use, is being exploited in Rajasthan. Rajasthan has also sanctioned a sum of Rs. 87.66 lakhs for on-going tourist schemes in the State. It has also been decided to rescue the 124 crores Mewar Complex Project out of archival
oblivion to develop places connected with the legendary Rana Pratap by sanctioning Rs. 1.20 crores for the purpose.

Among the places to be developed under the Mewar Complex are Haldi Ghati and Chittor. It was decided in principle "to adopt a scheme for the development of the desert complex. The desert complex would cover three districts of Bikaner, Jaisalmer and Jodhpur.

No where else is wild life so well pampered and protected as at Sariska in Rajasthan. The Govt. of Rajasthan seems to have achieved tremendous success in its reforestation schemes despite financial constraints.

Rajasthan Tourism and Vayudoot recently entered into a trade agreement whereby Vayudoot air-booking counters will be opened in tourist bungalows of six stations - Jaipur, Jodhpur, Jaisalmer, Udaipur, Kota and Bikaner. Passenger cargo handling and transport facilities will be arranged by the RTDC. Cultural tourism and holiday tourism in the State will now be more effectively promoted. The tourist development corporations of Rajasthan and West Bengal have signed an agreement for promoting domestic tourism on a reciprocal basis. The corporation will arrange package tours between the two States for domestic tourists in general and for youths in particular.

The famous tourist spots in Rajasthan are: Ajmer, Bikaner, Bundi, Bijolia, Chittor or Chittorgarh, Jaipur, Jaisalmer, Jodhpur, Mount Abu and Udaipur. On the whole, Rajasthan has a
lot to offer to its tourists throughout the year.

SOUTH INDIAN REGION STATES

TAMIL NADU

Bound by the states of Andhra Pradesh and Karnataka in the north and Kerala in the West, Tamil Nadu embraces Kanya Kumari, the apex of the Indian sub-continent that puts into the Indian Ocean. On its Coast the Bay of Bengal borders the State's entire length - a formidable 900 Km long coastline. The country consists of densely forested uplands, where the jungles abound in wildlife, of intensively cultivated farmlands which are interspersed with rocky wastes of the mountainous chain that recedes to a sloping plateau which gives way to broad coastal plains, lush and fertile.

This is the land of Tamils, an ancient land where living is still gracious and time unhurried. We find here the ancient India with its original culture. It lies quite unaffected by the foreign influence. It has some old customs with temples and dances and dresses. The temples are sculptured.

The main attractions for tourists are Chidambaram, Coimbatore, Conjeevaram, Coonoor, Cape Comorin, Kanchipuram, Kanya Kumari, Padmanabhapuram, Suchindram, Vattakottai, Madurai, Ooty, Rameshwaram, Salem, Sivakasi, Shrirangam, Tiruchirapalli and Yercand. Richly endowed with ancient temples and monuments,
resplendent nature and a Kaleidoscope of folk traditions, Tamil Nadu has accorded great prominence to domestic tourism.

Tholkappiam, the most ancient piece of Tamil literature, drawing from source dating back to 3,000 B.C. alludes to the happiness of a young couple visiting sacred rivers and forests, and to their joyful experiences of sense and intellect far away from their home. Rajaraja Peruntaccan, the most outstanding architect of the Tamil country was able to build this on a foundation which is hardly one and a half metres (four and a half feet) in depth.

In Tamil Nadu, the promotion of domestic tourism on a large scale is possible only through a total development of infrastructural facilities for the tourists. It was with this view that Tamil Nadu prepared and submitted Master Plans for Mamallapuram (Rs. 6 crores), Rameshwaram (Rs. 28 crores), Kanya Kumari (Rs. 16 crores) and Uthagamandalam (Rs. 28 crores). Tamil Nadu was the first State to propose and formulate such Master Plans for comprehensive development of the tourist spots for growth of domestic tourism. The estimated cost of implementing the schemes is escalating year by year and it is time that the State should really make a beginning by approaching international agencies for help, of necessary loans even, which could be repaid with the development of the total environment.

The Tamil Nadu Tourism Development Corporation, which is managing hotels with total bed strength of 1400, and 10 Youth Hostels with total bed strength of 500 and a fleet of vehicles,
and operating many package tours, is continuously expanding its activities. It has also launched a District Excursion Centres Development Programme and identified over 30 centres and wayside amenities. The State has also now planned to add more Youth Hostels and will probably be doubling the number by the end of the Seventh Plan. Group Tours, Youth Festivals, Trekking Programmes and water sports are regular activities of Youth Programme.

ANDHRA PRADESH

South of the ageless Vindhyas, Andhra Pradesh is a tourists paradise. A visit to the places of interest, ancient and modern, in the State is a rewarding experience. Andhra Pradesh abounds in archaeological monuments, magnificent temples, beautiful lakes, picturesque, waterfalls, sunny beaches etc. that are bound to thrill the tourists. Hyderabad, the State's capital, is the fifth largest city in India. A gateway between the north and the south, the city represents an influence of cultures.

The State Govt., soon after the installation of the NTR Govt. through a deliberate policy shift has not only substantially increased the investment on tourism but has also laid emphasis on leisure-oriented tourism. Towards this various measures for promoting tourism by way of schemes relating to (a) supplementary accommodation, (b) beach resort tourism, (c) surface transportation and (d) sports and adventure tourism have been contemplated during the Seventh Plan period.
The State Govt. has increased the budget provision for tourism from Rs. 44 lakhs to Rs. 454 lakhs for the year 1985-86. Similarly, the provision for Seventh Five Year Plan has been increased from 1.5 crores to 12.75 crores. The provision for tourism has been increased by almost 10 times as compared to the Sixth Plan allocation. This shows the importance that the State Govt. has given to the promotion of tourism in the State.

Hyderabad, the capital of Andhra Pradesh is known for its communal harmony, its varieties of food, and its lifestyle. Because of its location, it can justifiably be called as gateway of South India. It has a large number of historical monuments like Golconda Fort, Charminar, Macca Masjid, etc. Large number of lovely lakes make Hyderabad an ideal place for promotion of Water Sports. For centuries Hyderabad has had contacts with the countries in the Gulf, which is still continuing. If sufficient attention is given to develop Hyderabad as a tourist destination, particularly for the people of gulf countries, it can be an important source of earning foreign exchange.

Govt. of India Tourism Dept. has the plan to take up 10 important centres under the National Heritage Project. In the State Plan for improvement and development of Golconda area, the State had made a provision of Rs. 60 lakhs for the year 1985-86. The Govt. of India has laid great stress on development of beach resorts for tourism promotion. Andhra Pradesh has a vast coastline of more than 700 Kms. There are many other sites like Kakinada, Chirala, Machilipatnam etc., which the State
propose to develop, essentially for domestic tourists. Andhra Pradesh is one of the States where a large number of Buddhist monuments have been found. Amaravati, Bavikonda and Salihundam etc. are some of the more important centres. With the construction of the Dam an artificial lake covering several hundred square miles has been formed. It is the endeavour of the Govt. of Andhra Pradesh to develop Nagarjunasagar as a Buddhist centre. One of the most important pilgrimage centres, (Tirupati) is located in Andhra Pradesh. Tirumala is located on a hill and has a very salubrious climate.

There are many more places of tourist interest in Andhra Pradesh like the temples at Ramappa, Warangal, Srisailam etc., and hill resorts like Horsley Hills and Araku Valley. The Govt. of India has decided to locate one Yatri Niwas in Hyderabad and 3 Youth Hostels in Andhra Pradesh.

KARNATAKA

Karnataka is known in the ancient history. There were great dynasties like Hoyselas, Chalukyas, Kadambas and Vijayanagar emperors. We find the ruins of the past still in this State. It is situated on the hills of Nilgiri. Mostly, it comprises the major part of the Mysore State. People speak Kannada, Urdu and Tamil. Bangalore, the beautiful city is the capital of Karnataka.

The main tourist attractions are Aivalli, Badami, Bangalore, Belgaum Fort, Gokak, Bhadravati, Channapatna, Chikmagalur,
Baba Bhudan, Chitradurga, Gulbarga, Hampi, Karwar, Kolar and Mangalore.

The planning for tourism development in Karnataka is based on two broad principles:

(a) Selective approach to certain known tourist circuits so as to achieve the optimum results from investment of available resources, and

(b) Giving as much attention to the stimulation of domestic tourism as to achieving a substantial increase in the number of foreign arrivals.

Inspite of being a rather big sized State, Karnataka has fairly even distribution of its rich endowments of tourist attractions. The Govt. of Karnataka, in consultation with Govt. of India, has indentified two broad tourist circuits, one in its northern parts and the other in its southern half.

A number of picnic resorts are being developed around Bangalore and the facilities at the nearby hill stations of Nandi Hills are being considerably upgraded.

Karnataka has by and large been taking its tourist attractions for granted, which, in these days of growing international competition in a hugely paying industry like tourism, hardly any country or State can afford, not even a richly endowed State like Karnataka, with its great heritage of history, art, and architecture, its handicrafts, its remarkable
wildlife sanctuaries, its hill stations of breath-taking beauty and its highly rated beaches besides its well deserved reputation as a shoppers paradise. Karnataka tourism has, therefore, been doing its bits towards publicity through the national media and through the country's tourist offices abroad. This effort is aimed not only at luring foreign tourists as also tourists from other parts of the country but also at stimulating tourism among its own people.

KERALA

Rajasthan is now becoming well known for its Desert Festivals, the Eastern States for wild life and the Northern for their monuments and Winter Sports. The South too has much to "sell" by way of its warm climate of welcome to tourists even when the North is under the spell of winter and cold. When Kashmir gets foreign and domestic tourists interested in winter sports, the South with the sunny beaches could offer pleasant hours at the many beaches.

The immense tourist potential of Kerala is yet to be tapped. Kerala is a lovely place to visit any time of the year. There is much to see, enjoy and cherish in the famous Kovalam beach resort, Ponmudi, the hill station, Trivandrum, the capital city, Cochin, the historic port town, the wild life sanctuary at Thekkady, and much else.

The tourist season commences in Kerala during the months
of August and September. Kerala alone perhaps gives the tourists, the most relaxing, peaceful and beautiful surroundings. Mountains, seas, temples, churches and mosques, sanctuaries and backwaters - all these are situated about at convenient distances from each other. The palm fringed lagoons and rivers along the western coast, the midland with their coconut palm gardens and the cool heights of the plantation country up in the western Ghats - these offer a wide choice of sights and activities.

There are two major agencies in Kerala which are engaged in tourism development. They are the State Tourism Dept. and the Kerala Tourism Development Corporation.

With a view to organise the tourist industry in Kerala on a more firm footing a tourist and Handicrafts Corporation was registered with effect from 1st January, 1966 as a private limited company fully owned by the Kerala Govt. with an authorised capital of Rs. one crore.

While the Kovalam Beach and the Periyar Tiger Reserve have become internationally known, the waterways are yet to be discovered fully. There is a proposal by the State Govt. to develop the Alleppey-Cochin waterway as a National Waterway. Around this lies many places of tourist interest like Kumarakom and Kottayam on the east of Lake Vembanad and Cochin on its west. There are also plans to develop an island in the lake Pathiramanal, into a unique waterside tourist destination. The early completion of the Airport near Calicut, opening of the
Trivandrum Airport as an international airport and the development of air facilities for Cochin will further help in achieving national goals. From all points of view, Kerala offers an excellent location for a water sports institute.

WESTERN INDIA AND CENTRAL INDIA

GUJARAT

Gujarat, India's western peninsula State, played host to travellers from distant lands since the earliest times. To-day graceful monuments stand beside select modern architecture.

The places of tourist attractions are Ahmedabad, Rani Sipri's mosque, Sarkhez Rauza, Kankaria lake, Bhandra Fort, Hatheesingh Temple, Sabarmati Ashram, Shrewas Folk Museum, Calico Museum, Gandhi Nagar, Surat, Barida, Rajkot, Bhavnagar, Jamnagar, Dwarka and Palitana.

Gujarat is the State where the desert tracts of the Indian subcontinent meet with the monsoon lands of peninsular India, where we find India's largest marshland as well as Asia's only lion sanctuary. Its lakes are studded with fragrant water lillies.

Ahmedabad, once the capital of Gujrat, is a blend of the medieval and the modern. Legend narrates how, while camping on the banks of the river Sabarmati, Sultan Ahmed Shah noticed that the rabbits at this place, instead of bolting away in terror from
his hounds, confronted them in defiance. Feeling this was a
blessed land, the Sultan on the advice of a saint, laid the
foundation of this city in 1411. It is now the second largest
city on the west coast and an architect's delight.

The best State Tourism Award for 1985 was won by Gujarat
Tourism authorities. Gujarat is going ahead with six new
projects during Seventh Five Year Plan. Pride of place is given
to a 32 room 3 Star Hotel at Pawagadh, 40 Kms. from Baroda.

The first ropeway project (Rs. 1.25 crore) in the joint
sector, with private collaboration, will also come up at Vachi
connecting it to Pawagadh.

Other projects are, a new unit at Junagadh, a new restaurant
at Somnath, a new hotel at Limbdi on the Ahmedabad-Rajkot highway,
and new cottages at Enjal at the wild sanctuary in Surendranagar.
In 1986, Rs. 15 lakhs were spent on a Vatrika at Dwarka, Rs. 30
lakhs on the expansion of Ahmedpur Mandvi (the first year of
operation here saw 55% occupancy), Rs. 30 lakhs on a beach are
being spent for an hour drive from Bombay and Surat, and Rs. 40
lakhs at Dakor, the famous pilgrim centre.

Gujarat tourism has in the mean while appointed travel
agents in major cities like Patna, Lucknow, Bangalore, Madras,
Calcutta, Jaipur, Rajkot and Bhavnagar.

MAHARASHTRA

Maharashtra is a country of rugged nature. It has a series
of mountains called Western Ghats. Maharashtra has 720 Kms. long coastal region and all the tourist places here are connected by pucca roads. Govt. of Maharashtra has formulated a concrete scheme for the development of tourism which mainly includes the development of tourist lodges, various sea beach hotels, motels and pilgrim centres. Maharashtra has decided to develop all the tourist places falling along national highways and state highways. Under the scheme, it is proposed to provide food, accommodation, entertainment and other minor facilities so that highway tourists can make use of them. They have formulated a scheme to develop 60 such centres falling along national highways and State highways. State Tourism Development Corporation is running tourist lodges at 26 different places.

In Maharashtra, the Ajanta caves are famous for its Buddhist sculptures. The Elephanta caves present Hindu sculptures. The Central Govt. have provided a sum of Rs. one crore for the development and publicity work of Ajanta and Ellora during the Seventh Plan to the State Govt. State Tourism Authorities organise a cultural festival at international tourist centre Ellora every year.

There is a plan to construct floating restaurant opposite Gateway of India in Arabian Ocean in collaboration with private sector which will prove to be an important attraction for tourists.

It is proposed to start helicopter taxi service from Nariman
Point to Sahar international airport and Santa Cruz airport. The proposal is under consideration by the Central Govt.

**MADHYA PRADESH**

Madhya Pradesh is the heart land of India. Ribbed diagonally by two parallel mountain ranges Vindhyas and Satpuras, the plateau land is traversed by rivers Narmada and Tapi which flowing westward fall in the Arabian Sea.

The main tourist attractions are Amarkantak, Asirgarh, Bhedaghat, Bagh, Bandhargarh, Bastar, Bhilai, Chanderi, Chitrakoot, Datia, Gwalior, Indore, Khajuraho, Kanha-Kesli, Mandu, Muktagiri, Panna, Pachamarhi, Rewa, Sanchi, Shivpuri, Narwar and Ujjain.

Madhya Pradesh has more tourist attractions than any other Indian State. Its fabulous wild life sanctuaries, densely forested valleys, innumerable waterfalls, lakes and picnic spots, unique landscape formations, prehistoric caves, centuries old monuments perched on green hills among them India's first stone and marble edifices, cloud-capped palaces, and, above all, the stupas of Sanchi, the sculpture of Khajuraho, the paintings of Bagh and the palaces of Mandu make passage through Madhya Pradesh the most pleasant transition through the heart of India.

The temples of Khajuraho represent some of the most exquisite specimen of Hindu architecture and sculpture in medieval India, built between 950 and 1050 A.D. by the Chandella
Kings. The myth recalls that as the beautiful Hemavati, daughter of a Varanasi priest bathed in the moonlit waters of Rati lake, Chandra, the moon god, descended from the heavens and embraced her in the manner of lesser mortals. As he left, Chandra told her she would give birth to the founder of valorous race. A son was born, and one of his descendants performed a sacrifice here at Khajurahaka. His dynasty, the mighty Chandella Kings, raised 85 temples to venerate their gods. Today, 22 glorious temples remain, with perhaps the most classic Indian architecture, wretched in seemingly living sculpture. These are Hindu or Jain temples. The most famous is the Kandariya Madadeva which is the largest, tallest (31 metres) and the most representative of the Khajuraho temples. This Shiva temple is profusely decorated with human, divine and celestial representations, all of them dominated by the Mahadeva Shiva, shown in various perspectives.

Another tourist attraction in Madhya Pradesh is Sanchi which is 46 Kms from Bhopal, where all aspects of Buddhist architecture are accumulated - Stupas, Chaityas, Monasteries and Sculpture. The oldest stone structure in India, Great Stupa No. 1 is the massive hemispherical stupa, 36.5 metre in diameter and 16.4 metre in height. A balustrade girdles the stupa, punctuated with four magnificent gateways, the toranas, which remain the finest specimen of early Buddhist art. Tombs of Buddha's previous lives reveal a great deal about life and culture of the time and are adorable for their exquisite beauty.
UJJAIN

Ujjain, 53 Kms. from Indore, is one of the four sacred and ancient cities of India where once every 12 years the mammoth Kumbha Mela is held. Recent excavations have revealed sites of pre-Mauryan culture. According to Hindu geography, the prime meridian passes Ujjain. Gopal Mandir is a charming temple, with silver doors and a silver image of Lord Krishna as a child.

During current Seventh Five Year Plan, the Madhya Pradesh State Tourism Development Corporation limited proposes to incur an expenditure of Rs. 13.09 crores to augment tourism infrastructure in the State. The Corporation also plans to mobilise additional funds to the tune of Rs. 2.1 crores from financial institution for various accommodation and transport schemes.

Among the new projects proposed to be taken up are hotels at Gwalior, Indore, Raipur, Bandhavgarh, Mandu and Jagdalpur and tourist bungalows at Ujjain, Jabalpur, Rewa and Amarkantak. In addition, MPSTDC has drawn up plans to build additional accommodation at its existing hotels and tourist bungalows. The total bed capacity of the Corporation increased from 446 beds in 1981 to 746 beds during 1984-85. MPSTDC is laying emphasis on providing lodging and catering services to middle and low income tourists. During the Seventh Plan period the strategy would be to further develop accommodation for middle income group tourists. The majority of the new hotels and tourist bungalows proposed to be set up would cater to this
income group while airconditioned and deluxe accommodation would be confined to cities and industrial centres.

The main constraint for tourism in Madhya Pradesh was poor communication. In order to overcome this drawback the Corporation was presently concentrating on a hard sell programme for promoting group tourism through all inclusive package tours in which facilities for journey from the starting point to the State and back transport within the State, lodging boarding guide services and ancillary assistance were extended to group tourists at a fixed cost.

The Corporation had already started operating such tours from West Bengal and Maharashtra and package tours from U.P. were being finalised.

The State Tourism Corporation is shifting its emphasis to hard sell programmes, with specific tours aims at specific markets. There has been an appreciable growth in the last year in developing facilities and infrastructure. The Corporation had developed a colourful and innovative promotional campaign of posters, folders, audio-visuals and souvenirs which lay equal emphasis on factual information and visual appeal. To keep the momentum, several new projects are underway. One of these is a sound and light show at Gwalior Fort which will be ready in 1987. The flooding of marble rocks has already been completed.
Old Goa, the ancient Hindu capital city of Goa, was described in the 16th century as "Golden Goa" - "Queen of the East" and a "Rome in India", both for absoluteness and fabrics.

Famed in the early Hindu legend and history for its learning, wealth and beauty, old Goa, at the close of the 15th century, was the starting point of pilgrims from India to Mecca, a trading centre for Arab stallions from Hormuz, and a bone of contention between the warring kingdoms of the Deccan.

After Pondicherry, the former French possession on the east coast of India, Goa is the smallest Union Territory in India, covering an area of 3610 sq.km. Tucked away snugly between the Western Ghats and the Arabian Sea, Goa has a warm tropical climate with an average temperature of 70 degrees F. throughout the year except in the months of Dec.-Feb. when it is pleasantly cool. From June to Sept., Goa is drenched by the south-west monsoon which gives it a rainfall of 305 cm (120 inches) a year. The rains turn the countryside into a varitable gardens of exotic fruits and plants and flowers rivalled only in colour by the vivid dress of the friendly people.

With its rolling green hills and paddy fields, lakes and waterfalls, waving palm groves and sun-kissed beaches as picturesque as the rugged Aegean Island of Greece and the Dalmatin Coast of Yugoslavia, the ancient villages of England, the enchanting channel Islands of France and the magnificent Costa
Brava in Spain - Goa bids fair to become one of the important uncrowded holiday resorts of sophisticated travellers. Goa's (65 mile) coast line offers some of the world's most picturesque beaches, where the tourist can sunbathe, swim or just laze away in the vast expanse of dazzling white sands.

With its ancient shrines and silvery church spires, quiet rivers and verdant, coconut groves, Goa is the place where one falls in love with nature and forgets the world. Miles of golden beaches some of the attractive one are Aguada, Anjuna, Arambod, Baga, Benaulium, Betul, Calangute, Colva, Dona Paula, Miramar, Morjim, Palolem, Vagator and many others, Magnificent ancient cathedrals, Sleepy hamlets of plazas and boulevards, Lush tropical landscapes. Once long ago, the enraptured Portuguese called Goa, "A Perola De Oriente", the "Pearl of the Orient".

Goa has been enjoying an unprecedented domestic tourist boom with the numbers rising from 3.32 lakhs in 1980s to an astounding 6.82 lakhs in the year 1985. Calangute Beach now resembles a fish market with rows of tourists sprawled on the sands or cavorting in the sea. Goan bars and liquor shops are doing intoxicating business, having expanded from just 3220 in 1980 to a staggering 7548 in 1985.
EASTERN SECTOR

With the decision of the Govt. of India to promote tourism in the North East certain hitherto unexplored states have accepted the challenge of attracting more tourists. The present objective is to attract domestic tourism since the existing infrastructure is not sufficient to cater to international tourists.

WEST BENGAL

The State ranges from Himalayan range to tea gardens and from tea gardens to jute fields. The main tourist attractions are Asansol, Calcutta and Darjeeling.

Sheltered by the soaring Himalayan peaks, the loftiest in the world, sun-drenched beaches, lucuriant tropical jungles, Home of the Royal Bengal Tiger, not far from Calcutta is Diamond Harbour at the mouth of Hoogly river.

Digha, a wide beach a little further south, with golden sands stretching into the waters of the Bay of Bengal and endless casuarina groves swaying gently to the rhythm of the waves.

In Birbhum, the land of heroes, is a grove of mango trees where Nobel laureate Rabindranath Tagore began a unique experiment in education. Today, Shantiniketan, the abode of peace, is a full fledged university and attracts thousands of students from
all over the world.

Durgapur is the industrial town of Bengal. Vishnupur has unique and delicate terracotta temples and reliefs. The famous folk craft "bankura" horse originated from one of its villages.

The hills of north Bengal descend to lush plains where you discover time scarred ruins of medieval Muslim capitals. Gour, with its arched and turreted mosques, is the ancient capital of Bengal. Gour and nearby Pandua contain some of the finest specimens of medieval architecture of Bengal. Besides, this area is popular for its mango groves and sericulture. At Murshidabad the fate of 18th century India was decided, as the Nawabs of Bengal lost their kingdom to the British.

Calcutta is the vibrant gateway to India's east, to a people as varied as its land of Himalayan calm, evergreen forests, torrential rivers and sunny beaches, of splendid celebrations and ecstatic shrines. Even within a nation as varied as India, the east provides a particular sense of discovery. And the young, fascinating Calcutta is its pulse.

Today, the region is nine states and three Union territories besides being the easiest approach for Nepal, Bhutan and Bangladesh. It is a hill, a dale, a raging river, urban megapolis and industrial hub, a pearl island in the sea, and much more.

West Bengal Financial Corporation is advancing term loans
for building hotels in all the districts of the state under the scheme decided by the State Govt. as part of the industrial infrastructure development in the district.

About Rs. 3 crores have already been sanctioned for setting up standard hotels with a few air conditioned rooms and other amenities in Bankura, Midnapur, Bolpur, Durgaupur, Behrampur, Malda and Jalpaiguri which would require an investment of Rs. 25 to 30 lakhs, proposals for four hotels in Siliguri, Asansol, West Dinajpur and Darjeeling were being processed.

The East India Hotels Limited is planning to set up a flight catering unit at Calcutta airport on the lines of its catering unit at Delhi airport.

During the Sixth Five Year Plan the projects which were conceived and executed mainly on the line of travel circuit. In this period 23 new tourist establishments with 700 odd beds have been added bringing the total number of tourist establishments to 44 with 1572 beds. The new establishments include the tourist hostel Udayachal on the fringe of Calcutta, 60 bed tourist lodge in the Sunderbans, 76 bed luxury lodge at Siliguri and 7 trekkers huts in the Sandakphu-Phalut trekking area.

During the Seventh Plan, the West Bengal Tourism Development Department has adopted the approach of the Central Govt. to diversify tourism along non-traditional lines with a thrust on adventure tourism including development of water sports, wildlife tourism, beach resort tourism, convention and holiday tourism etc. In the Seventh Plan, the main activities will be to
develop more tourist facilities in the Sunderbans, trekking facilities in South Bengal as well as North Bengal, wayside facilities on National Highways, tourist facilities in some hill stations in Darjeeling district and water sports, including rafting in the turbulent rivers of the Himalayas. ITDC, Central Govt. undertaking has also a small transport fleet in the eastern and north-eastern region.

West Bengal, where 10 years ago tourists had to choose between Darjeeling and Digha, now boasts of a host of new tourist centres that include the picturesque Mirik lake in the mountains, Sojnekhali Bird Sanctuary on the edge of the Sundarbans and the Ayodhya hills.

BIHAR

Bihar, which literally means monestary, offers to every traveller a wealth of culture coupled with exquisite scenic beauty.

Thousands of years have gone by, Empires have vanished, Monarchs have fallen, yet, Magadha's state religion lives on in India and beyond. The capital of Bihar, Patna, originally Pataliputra, was capital city during Emperor Ashoka's time.

The main tourist attractions are Barauni, Bhagalpur, Bokaro, Buddh Gaya, Dhanbad, Gaya, Jamshedpur, Nalanda, Patna, Ranchi and Sonpur.
Under the Bodhi tree in Bodhgaya, the Buddha attained enlightenment. In the massive Mahabodhi temple, a gilded image of the Buddha sits in repose.

Gaya, the Hindu pilgrim centre where Vishnupada temple is said to have been built over the footprints of Lord Vishnu. Here, on the river bank, the pilgrim performs propitiation rites for his ancestors.

Hazaribagh is one of the most beautiful towns in Bihar, and is famous for its exciting wild life sanctuary. Kankheri and Sitagarh hills are other beautiful spots. Ranchi is a popular hill station surrounded by waterfalls, virgin forests, torrents, barren rocks and vardant hills.

Jamshedpur, popular city known as the steel city of India, is a testimony of India's entry into the industrial age.

The ruins of the world's earliest university, lie 90 Km. south of Patna. Rajgir, known in the ancient times as Rājagriha or Girivraja, this pre-Pataliputra town of the Magadha empire lies 19 Km. south of Nalanda.

Bhagalpur is a university town, famous for Barari Caves near the city and rockcut temple at Colgang. In the forest south of the city is the Mandar hill capped by a Vishnu temple. The 532 Km. Damodar valley traversed by the Damodar river is a rocky forest in which live aboriginal tribes of Bihar.

At present, to facilitate the tourists, 43 Tourist
Information Centres, within the State and 4 outside the state, Calcutta, Puri, Varanasi and Delhi are functioning. 13 Tourist Bungalows and 19 Youth Hostels with total capacity of about 500 beds are in operation.

The Sixth Five Year Plan was of the order of 1.70 crores. Achievement during the Sixth Plan were, Tourist Bungalows at Patna, Dhanbad, Deoghar, Basukinath, dormitory at Vaishali and Pilgrim shed at Mahendranath have been constructed.

The Seventh Plan for tourism in Bihar State has an outlay of Rs. 7 crores. The 1985's provision was Rs. 1 crore. During the Seventh Plan, they plan to give the shape of Mahotsava to few melas to get large number of tourists; secondly, the aim is to raise the present accommodation capacity of 500 beds to 1500 beds, and to increase the present arrivals of domestic and foreign tourists three-fold. Water sports facilities are also being developed at Patna and all these schemes lie on the three tourist circuits in the State.

ORISSA

Orissa once formed part of the ancient Kingdom of Kalingadesa which traded across the seas and had far-flung outposts in Java, Sumatra and the Philippines. Here, at Dhauli in 250 B.C., emperor Ashoka won a mighty victory which turned him away for ever from the violence and cruelty of battle and brought him under the gentle sway of Bhuddhism.
Five hundred temples out of Bhubaneswar's 7000 shrines present a glorious spectacle of kingdoms that have emerged and vanished, monarchs who have risen and fallen, cultures that have flourished and perished in Utkaal.

The famous tourist spots are Balangir Temples, Baripada Temples, Haripur Temples, Baudh, Cuttack, Hirakund, Tempora, Konark, Jagannath Puri, Ratnagiri, Raurkela, Sambalpur and Hum.

Orissa's tourism potentially is so vast that if careful attention is given to develop it in a planned and phased manner coupled with aggressive publicity both in domestic and international sectors the tourist inflow will increase many folds within a short time. Chilks lake, the biggest brackish water lake in the country covering 1100 sq.kms. is known for its bird sanctuary and verdant hills dotting the lake.

The golden triangle embracing Bhubaneswar, Puri and Konark by now has acquired international acclaim. With the passage of time, many vanished. About 150 temples still stand. The mighty Lingraj Temple built in the 17th century is the presiding deity of Bhubaneswar. The temple of Rajarani (11th century) is called gem of Orissa architecture whereas the temple of Mukteswar (11th century) is the only temple with an engraved stone.

In the outskirts of Bhubaneswar are situated the second century B.C. caves of Khandagiri and Udayagiri.

Nandakanan, a natural zoo situated at a distance of about 12 Kms. from Bhubaneswar, is an integral part of the golden
triangle. The primary attraction of Nandankanan lies in its white tigers; these white tigers have started a dynasty of the white tigers of Rewa. The black panthers and the sanctuary for Ghadials is yet another added attraction. A lion safari is shortly to be set up in the immediate vicinity of Nandankanan where about a dozen of lions will be let loose to roam in the forest in their wild grandeur.

One of the 13th rock edicts of Ashoka could be seen at Dhauli, hardly 8 Kms. from Bhubaneswar. It was at the foot of the Dhauli hills that the battle of Kalinga was fought resulting in a change of heart of emperor Ashoka. This gave a new thrust to the history of India.

Orissa is also richly endowed with places of tourist interest - magnificent monuments, superb beaches, beautiful lakes, a wild life and tribal tourism in all its richness. But the State did not have the necessary infrastructure, particularly in terms of communication and accommodation facilities, to attract tourists in large numbers. Secondly, the tourist attractions and potential of Orissa had not been adequately projected, especially abroad.

The major thrust during the Seventh Plan period would be the effort to diversify from cultural tourism to holiday or leisure tourism. Orissa has great potential in beach tourism. The beautiful 30 Km. marine drive which now directly links Puri with Konark has opened up a superb stretch of virgin beach which
offers exciting possibilities for development of beach resorts and water sports. The breath taking Chilika Lake which spreads over an area of 1100 sq. kms. and where migratory birds flock in winter, can also be developed into an ideal water sports and holiday resort. It is necessary to introduce direct air services from Bhubaneswar to the other important international airports of the country, namely, Bombay and Madras.

Financial outlay for tourism in the 7th Plan (Rs. 6.20 crore) shall also be increased. It is double of the allocated outlay in the 6th Plan period. The State is hopeful that by the end of the 7th Plan the State will have spent Rs. 8 crores from the State side, and with the additional funds of Rs. 3 to 4 crores from Centre side. The domestic tourism in Orissa has increased five-fold between 1980-85, with a million domestic tourists anticipated in 1986, but a commensurate increase in foreign traffic is not visible here.

The prominent spot of tourism - Bhubaneswar - now had adequate hotel facilities, but the main bottle-neck to promote the tourism in the State were: inadequate air communications and local transport facilities. It is worth noting that Orissa was the first to declare hotels as an industry, with the same facilities being extended to them. The Govt. is keen to encourage large investments and to give tourism a big boost in the State plans.
ASSAM

Assam is a State of lofty mountains, brilliantly green valleys, thick forests teeming with wild life, gorgeous river scenery, extensive tea gardens and charming people who are fond of rich traditions of folklore, music, drama and crafts.

The main tourist attractions are: Barapeta Temples, Chandibibi, Dibrugarh river fort, Dispur, Gauhati, Golpara wild life sanctuary, Jorhat, Kaziranga and Silchar.

The chief attraction of Kaziranga is the great one horned rhinoceros, upto a height of 6 feet and has a horn as long as 24 inches. The State is famous as a 'naturalist's paradise', has spread far and wide because of the great one horned rhinoceros.

Very few places of the world can boast of so many species of orchids as are found in Assam and the neighbouring region. Important animals besides the rhino occurring in large numbers in the sanctuary are elephant, buffalo, Indian leison, various species of deer, pig, tiger and leopard.

Another important sanctuary is the one in North Kamrup on the bank of the river Beki-Manas on the foot of the Bhutan hills.

On 24 August 1974, the Union Govt. liberalised the rules regarding tourists visiting Darjeeling, Shillong, Kaziranga (Assam) and Sandakphu-Phalut area (West Bengal). According to this, foreigners were allowed to visit Darjeeling town for the purpose of tourism for a period of 15 days without restricted
area permit, provided they travel to Bagdogra and come back by air.

It's worth mentioning that no other State in India has got so much potential for wild life tourism as Assam has developed. Moreover, Assam's landscape presents a picture of superb beauty as if painted with the brush of a master craftsman on the canvas of nature.

Kaziranga is at a distance of 135 miles from Gauhati and 58 miles from Jorhat. In 1926 Kaziranga was declared a game sanctuary. The process for declaring it a National Park is in an advanced stage, the number of rhinos was believed to be not more than a dozen some time in 1904. But the rhino census made in 1966 had revealed that there are about 400 rhinos at Kaziranga and about 200 at other places in Assam.

Tourism has made tremendous progress in recent years. But, unfortunately this progress is not uniform throughout the country. Unlike some other states, its growth in Assam and other North Eastern States has been slow and unsteady. Difficult means of communication and inadequate transport facilities are some of the problems which are responsible for this slow progress. But a very important reason is perhaps the ban on the entry of foreigners into this area. The insistence of the opening of Assam to foreign tourists is based on two principal reasons:

First, the profile of Assam is ideal for the development of foreign package tours and encouragement of such tours will
help the country to earn more foreign exchange. Secondly, in a State like Assam the real take off of tourism will be possible only if international tourism is strongly activated. The Govt. of India has now relaxed the restriction regarding visit of foreign tourists in respect of Kaziranga only. The restriction continues in respect of other places. But the past experience, shows that besides Kaziranga, Guwahati and Manas also used to be the favourite haunts of the foreign tourists. Therefore, it is recommended that if for certain reasons the Govt. of India does not think it proper to throw open the whole of Assam to the foreigners, at least, Guwahati and Manas should be made accessible to them. In fact, Assam is lagging far behind the other States in India. For the state govt. alone it will be difficult to bring Assam to the level of development of other states.

Geographically the North Eastern region is isolated from the rest of the country. The circuitous railway journey not only takes time, but is also expensive. Journey by air is again beyond the means of the common people. Hence it is recommended that suitable subsidy in rail and airfare may be granted to groups of six or more people visiting Assam and the neighbouring states of the north east. This will help to break the communication barrier that now exists between this region and the rest of the country.
ANDAMANS/NICOBARS

Situated in the Bay of Bengal a little over one thousand miles from the east coast of India, a tiny India is throbbing with life. Andaman and Nicobar islands which used to connote the rigours of notorious cellular jail (Kalapani) for political prisoners during freedom struggle, have now been described as a "miniture" India, of scenic beauty. Not only it is part and parcel of Indian territory but emotional, historical and cultural bonds forge an unbreakable link between the mainland and those islands. Today, the territory has undergone a great change from its sordid past and is shaping itself slowly and painfully into a great paradise. The virgin beauty of the islands is a potential invitation to tourists.

As per 1982 report, it has a population of 1,80,000 the territory consists of 321 islands covering an area of 8,243 sq.km. - Andaman and Nicobar from the two distinct districts with Port Blair as the capital. While the Andamans consists of five large islands such as North Andaman, Middle Andaman, Little Andaman, Baratang and But Land, the important ones in the Nicobar group are Great Nicobar, Car Nicobar, Noncowry Katchal and Chowra separated by the dreaded 10" channel from the Andamans.

The islands have a sultry climate tempered by the pleasant sea breeze to the great relief of the visitors. The average rainfall is about 318 cm, spread over nine months in the year. The pleasant time for the tourists lasts for November to April.
Being a "miniature" India the people from different parts of India have made a contribution to the development of the Islands. The territory accounts for the largest Bengali population, followed by Hindu, Tamilians and Malayalies.

Port Blair is a small, beautiful and well-developed city with a population of 26,500. The city has a beautiful harbour and the number of naval and merchant ships which call at Port Blair present a wonderful look to an external observer.

A number of guest houses and tourist homes with basic amenities are available in Port Blair. The Magapode nest and Tourist Home perched on a top hillock present an enchanting view of the harbour and provide excellent facilities.

Internal waterways constitute the common mode of transport for inter-island movement of passengers and other goods. The shipping corporation of India operates regular service between Port Blair - Calcutta and Madras. Indian Airlines operate Boeing service between Calcutta and Port Blair.

A committee was appointed by Govt. to submit its report on developing Andaman Islands for promotion of tourism. The report then submitted states that the Island offer tremendous natural and scenic beauty, excellent fishing and deep sea-diving possibilities and an exceptional anthropological wealth. There are a number of good beaches too. The committee urged the centre that the restrictions on visit to the Andaman and Nicobar Islands should be liberalised. Tourist should be allowed to
visit the Islands of Car Nicobar and little Andaman in addition to the northern group of Islands.

Due to the geographical situation, there are only two routes: air and sea for Andaman and Nicobar Islands. This comes in its way of attracting tourists as follows: (a) It takes a very long time in reaching by sea routes. (b) Air flights for this Islands are inadequate and the air fare is also on the very high side and cannot be afforded by a common man. The sea fares have also been revised and increased further in the near past. Therefore, in spite of its having ample beauty and worth seeing sites, the desired number of tourists do not visit Andaman and Nicobar. It is, therefore, recommended that some concessions or subsidy may be given in the fares and the number of flights may also be increased. Another important point is that the budget allocated to Andaman & Nicobar towards the development and maintenance of tourism is very meagre. A provision of Rs. 70 lakhs only was made in the Seventh Five Year Plan as against the proposed provision of Rs. 3.60 crores, which is evidently a too small an amount. There are only two Five Star Hotels, which are quite insufficient. It is further argued that the flights from Bangkok to Madras and Calcutta and vice versa overflying this island should also land here so that more and more tourists could get the facility of visiting this territory.