CHAPTER IX

OBSERVATIONS AND CONCLUSIONS
CLASSIFICATION OF Travellers

- Holders
- Business
- Health
- Study
- Mission/Meeting/Congress

- Family (visiting, friends or relatives)
- Religion
- Sports
- Others

- Purposes of visit:
  - Non-residents
  - Nationals resident abroad
  - Crew members (non-residents)

- Cruise passengers
- Day visitors
- Crews

- TRAVELLERS
  - Included in tourism statistics

- VISITORS

- EXCURSIONISTS

- Border workers
- Transi passengers
- Nomads
- Refugees
- Members of armed forces
- Representation of consulates
- Diplomats
- Temporary immigrants
- Permanent immigrants

- Not included in tourism statistics
The main purpose of tourists for visiting India, for a large proportion 42.98% of the tourist, is pleasure. Nearly a quarter (25.17%) of the tourists visits India mainly for business purposes. About one in nine, 11.18%, comes to see friends or relatives. Less than one in twenty, 4.62%, comes to study. Only 3.11% come for pilgrimage and the rest, 12.94%, about one in eight, comes for various other reasons.

It is seen that more than half, 53.56%, of the young tourists in the age group 17-30 years, visit India for pleasure. In the next higher age group 31-50 years, 35.34% come to India for pleasure and other 36.01% comes for business. The proportion of tourists who come to India mainly to visit friends or relatives is the largest, i.e. 17.30%, amongst the elderly tourists of age 51 and above, nearly three per cent of the tourists of each age group come to India on pilgrimage.

THE REASONS FOR WHICH TOURISTS DO NOT COME TO INDIA

1. Distance: India is located far from the affluent tourist markets of the world and the high air fare is a major constraint.

2. Image: India is not yet known abroad as a holiday country. Its image is essentially that of an exotic country with an ancient history and civilisation as the two main attractions.
3. **Facilities:** Tourist facilities in India are not adequate and well developed. There is low hotel capacity, inadequate domestic air transportation, ground transportation, etc.

4. **Non-affluent neighbours:** India's neighbours are not rich. Their citizens cannot, therefore, afford to travel abroad. European tourism is basically travel to neighbouring centres.

A country may be host to a large number of thrifty visitors, or a small number of high spending visitors. But no country can determine the kinds of tourists it would prefer to welcome. While the number of visitors may be a test of the success, or otherwise, of promotional and marketing efforts of a country, in economic terms what matters is the volume of tourism and foreign exchange receipts derived from them. The volume depends on the average length of stay which, in the case of India, is twenty seven days, one of the highest in the world.

**Why tourism is not flourishing in India as compared to its neighbouring countries**

We must accept the fact that tourism will never grow by leaps and bounds as tend to be proclaimed by our Dept. of Tourism. Its growth rate for the next ten years should be computed at an average of 5% only. If neighbouring countries like Japan, Singapore, Sri Lanka, Thailand and Hong Kong have always enjoyed higher growth rates, and the reasons are:
(a) They are one city destination. Tourists do not have to travel long distances, to see other places of interest. They can mostly be visited by day return trip.

(b) They have encouraged charters with open policy and less cumbersome restrictions.

(c) They have all sold predominantly one image - Colombo beaches, Bangkok for sex parlours, Hong Kong for duty-free shopping. India's image is that of a rich old culture, devoid of fun.

(d) As traffic to these destinations increases, it leads to more competition amongst airlines and cheaper airfares. A one-week package from the West Coast of U.S.A. to Hong Kong/Bangkok sells in retail for 800/900 dollars. It includes individual's airfare, 6 nights accommodation in deluxe hotels, American breakfast, transfers and half-day sightseeing. This same package to India, still not extensively sold, will cost around 1400 to 1500 dollars.

India's Major Markets

Europe and Australia and not U.S.A., will always be our major markets and this pattern will not change in near future. Two countries, Germany and France combined, with half the population of U.S.A., generate more traffic to India than the U.S.A. Americans are used to their comforts, afraid of diseases, dread squalor or delays and are easily swayed by their government's political relations with a given country.
European on the other hand, do not mind making compromises in comforts or delays, and are inclined to experimentation and are unconcerned with their government's relations with a given country, although more cost conscious than the Americans.

Since Europe is our main market, the Indian government must initiate negotiations with state-owned airlines operating to India to offer at least 25% lower fares, especially during low season, stretching from mid-April to September. Indian Airlines and the hotels would be enjoined to fall in line. This will also lure a small portion of the American market.

Accommodation

Barring deluxe hotels and those run by chains the 3-4 star category of hotels are generally unsatisfactory in sanitation, comforts and professional management. The star system, initiated some 25 years ago, has never been updated. Nor is it monitored with the result that some sub-standard hotels continue to enjoy 4-5 star ratings. No hotel chain has yet initiated a string of clean 3-star hotels or motels at popular tourist centres (ITDC has a few at some places but not all properly managed) because either the states do not provide land at reasonable rates or the chains are not interested.

Transportation

The current and future trend is for families and friends
to travel together in sizes of 4 to 5 per batch instead of joining large groups. And yet 5 to 8 or 9 seater vans do not exist at any tourist centre except a few at Delhi. The centre and the state tourist departments have been trying to concentrate on cars which can take only 3 persons and a guide. Hence, these small groups have to split in 2 to 3 groups with one guide taking turns in each car. Besides, hiring 2 to 3 cars is more expensive than one van. The funny thing is that such vans, even airconditioned, have been available in Colombo and Kathmandu for years. While on the subject, it is not understood why local municipalities have not built shaded parking lots at important monuments so as to spare visitors the ordeal of returning to scorching vehicles.

**Tourist Offices Abroad**

India has the highest number of tourist offices abroad as compared to other neighbouring countries and in relation to the total tourist traffic it receives. More than half of their budget goes on establishment charges and salaries. The officers posted to non-English speaking countries do not speak the local language and thus depend on local staff for translations and interpretation. Those posted overseas for the first time, spend the first months in learning the ABC of destination promotion. No prior briefing or training is given. And yet these officers have to deal with travel operators, writers and highly specialised advertisement agencies in the country of their
posting and take important policy decisions about the campaigns. When a sudden political situation requires urgent modification of the campaigns, administrative procedures stand in their way as stumbling blocks. The essence of publicity campaigns is their flexibility to meet changing needs and circumstances.

One of the important roles of tourist officers is to arrange presentations, workshops for travel agents and address private associations about India. Unfortunately, their speaking capabilities and knowledge of the country do not match up to expectations.

Diversifying Tourism

Central and state tourism ministers never tire of advising that we should diversify tourism to places other than the known ones. Their rhetoric seems to suggest that known tourist centres have already reached the saturation point (Delhi/Bombay receive a daily average of 4000 to 5000 tourists as compared to over 10,000 by Hong Kong/Bangkok). So instead of creating more facilities at known places, these tourist pundits want more money and efforts to be spent in promoting new places where infrastructure, like hotels, cars, buses, roads, multi-lingual guides of international standards, do not exist or leave much to be desired.

Super Highways

Tourist infrastructure is not merely hotels, transportation
and publicity literature. Fast communication network and super highways are very important components. We have not built even one single super highways where vehicular traffic could move uninterrupted by bullock carts, cattle, pedestrians, etc. We could construct at least one model highway so as to reduce the driving time. The users would be glad to pay the toll fee and the highway could become self-paying in due course of time.

**Scope of Improvement for Domestic Tourism**

First of all there should be constant interaction between the states and the centre. The suggestions should be invited from states for even central tourism schemes. And also to examine those schemes which could be profitably given up. The centre and state members meetings to become a regular feature, at least once in a quarter to bridge up the gaps and improve the overall situation.

The Department of Tourism on its own cannot do everything. We must involve the private sector in a big way, not merely by paying lip service to such involvement, but in effective, pragmatic, terms. They should be given long term concessions and they should be able to get back adequate returns from such investments. And the private sector should include both local businessmen and also the non-resident Indians.

Next, we really feel embarrassed about our offices abroad.
We must really streamline them with a view to achieve objectives and if we do not have enough people in the organisation, we must not hesitate to look around and get good people from outside. The organisation - aggressive, effective and well-informed people free from the typical bureaucratic approach - should be encouraged to join the industry.

We must build our own expertise. Our publicity, and our publicity material need to be drastically over hauled. We must draw upon expertise and professionalism outside the organisation to bring out much better literature.

Our approach should be to get the best persons available for the job in tourism department, and not necessarily from the civil services. But when we look around we hardly find the best persons for such jobs by advertising. There are other ways, for instance, we could draw up a panel of freelance writers, a panel of experienced writers, another of talented amateurs, perhaps even from universities, or we can take people on deputations who are keen to do something creative for the tourism department, who could be guided and given opportunities to develop them.

Next is, that, we must train agencies for tourism jobs, we must find what staff they have, their experience in this field, their ability to produce a professional product.

The Ministry of Tourism should concentrate on full development of selected centres which are more popular or have
a rich potential.

To promote domestic tourism, we should construct more on budget hotels or economy tourist lodges at various tourist centres in collaboration with the State Tourism Corporation as well as the private sectors.

The State Tourism Department should be financially helped to prepare better quality of publicity material to promote tourism. The State Tourist Departments should be helped and encouraged to undertake package tourist from their respective states to other parts of our country.

There should be a special concessional scheme for universities students to "Discover India".

Government should provide adequate loans to the States to improve and add up more fleet to their surface transportation.

Govt. should concentrate on 90-100 tourist centres during the present five year plan instead of taking all the 400-450 spots at a time.

The bulk of domestic tourists travel by Rail, a lesser number by Road and a marginal number by air. The Indian railways are already overcrowded and can hardly favour the promotion of domestic tourism. Hence more trains to be introduced and more coaches to be manufactured to add up to existing train boggies.

Railways have retiring room at Railway stations, which are not adequate. The railways could provide additional
accommodation at the metropolitan cities, 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.

As we know that domestic tourism is the saviour of the future. It is recommended that, let us make Ganga and other rivers navigable, a floating hotel is cheaper than a normal one, and in its cost we can in-build those of point to point travel. We can exploit coastal shipping, our coastal lines. As we have done such at Ladhakh, so why not other places now?

Next, with the LTC's, a holiday plan and the long weekend plans are now major travel promoters in our country. Now the government encouragement is needed to pioneer tourism prospects, like Bombay is the richest city in the country. At least 10% of its population wants to get out every weekend, as Haryana has developed a good concept of tourism so some of our richer states should borrow it from them.

Now how to achieve the target of 2.5 million people in 1990 as decided by Ministry of Tourism

A tourist looks forward for a quick transport, a comfortable and reasonable priced accommodation, some shopping and absence of harassment by beggars, coolies, vendors, touts, and hotel staff. He would also like to be free from hassles in obtaining visa and passport, haggling in shopping and a hurried look on
return from the travel. His tourist spirit, however, adventurous it may be, does not want to be bothered about mundane things of making arrangements for stay, travel, sightseeing at all the tourist places he likes to visit.

On arrival at a place, local transport is the first problem a tourist faces. Metered taxis are available only in metropolitan towns like Bombay, Delhi, Madras and Hyderabad. At other places, even if taxis are metered, they are either not readily available, or, if available, taxi drivers charge in their own way. Therefore, the departments of tourism all over the country and travel agencies, having interest in the travel business, and industry, should sit together with the local municipal and transport authorities to work out satisfactory arrangements. Fixed price for transport like price tags for various articles in shops would help to promote tourism in the country.

The next thing in the tourist's mind is the availability of a reasonably priced, neat and clean, decent and comfortable accommodation. A leaking basin-tap or an out of order flush toilet makes the tourist awfully depressed. Dirty linen adds to the discomfort and dismay.

More films like "GANDHI" and "A PASSAGE TO INDIA" should be made at international level to promote tourism.

The multiplicity of screening authorities, the delayed arrivals of baggages, the unsmiling and unfriendly behaviour...
of immigration and custom officials and the continuance of health counters are to be reviewed and improved upon immediately.

There is a general need for creating a tourism awareness not only in an organisation like Indian Railways and Indian Airlines but also among the general public at large.

We must plan some action in all major tourist centres in consultation with the state governments and Travel Trade to deal with the problem of beggars, Auto Rickshaws and Taxi Drivers.

We should introduce some Air taxi system covering major tourist destinations and almost all the scheduled tourist routes.

We have to improve the quality of our poor tele-communication system in most of the tourist centres. Even from places like Khajuraho, Agra, Goa, Kaziranga, as the international tourists are unable to contact their home towns easily.

Can't we include some educational programme or some publicity method to overcome the cheating being done by Taxi walls and shopkeepers with foreign tourists?

Our overseas publicity and promotional efforts need to be completely reoriented with an emphasis on direct consumers, advertising in media such as TV needs improvement and mass circulation journals.

The Market Research should be carried out on modern lines, in order to project a very attractive image of India as a
tourist destination.

The government should accord tourism the same priority status it deserves in national economic and planning system. It should also be given fiscal and financial concessions and incentives, which are available to export oriented industries. Because this would ensure that adequate resources flow into various fields connected with tourism. Once tourism is accepted as a part of our economic development strategy not less important than export of small scale industry, other problems such as those related to arrivals and infrastructure will automatically fall in their places.

The tourism ministry must generate a positive and nationwide feeling in favour of tourism by motivation, inspiration from the top to bottom. Any assessment of the value on tourism of a country must take into account not merely the economic factors but also deeper and more fundamental aspects of human relationship.

The Department of Tourism must have good, impressive travel agents in selected potentially good markets like U.S.A., U.K., Japan, Australia and West Europe for creating a good and healthy image of India as an excellent tourist destination.

A thorough screening method of selection of smart young English-speaking personnel at receptions and immigration are required. They should be dressed in different types of uniform and must be courteous, helpful and have a broad smile on their
face. There should also be few persons available who could speak other foreign languages at the international airports to help out the passengers of different nationalities.

Arranging the sale of Indrail tickets outside the country by the appointment of General Sales Agents.

Separate ticket windows for the foreign tourist by Railways to be arranged at all the important Railway stations. Also setting up separate tourist cells at major centres such as Bombay, Delhi, Calcutta, Madras and other major tourist centres to cater to the reservation needs of foreign tourists.

The number of immigration counters should be increased to minimum 20 at Delhi and about 30 at Bombay immediately.

The personnel at airports of different agencies should be specially trained. If possible, they should be given special incentives for an outstanding work done by them.

The Department of Tourism should augment their presence at all major airports in India. The personnel for airport duty should be handpicked and specially trained. The posts at these airports should also be exempted from the general ban on creation of posts.

Like immigration, security should also introduce more counters. They should also augment the availability of modern metal detectors/equipment to avoid delays and frisking by hands.
The airlines should introduce small pouches for carrying out small articles of a personal nature.

The number of banking counters at Delhi, Bombay, Madras and Calcutta Airports should be immediately augmented.

The benefit of investment allowance be extended to hotels, travel agents, tour operators, etc.

The benefit of Section 80 HHC of the India Income Tax Act be made available to units offering/exporting services in addition to goods and merchandise.

The foreign technicians/chiefs engaged by hotels and transporters should be exempted from payment of income tax as in the case of other industrial undertakings.

In order to attract investors to diversify their funds from other sectors, the Hotel, Restaurant and other Tourism related industry be included in the Ninth Schedule of the Indian Income Tax Act.

The production of publicity literature, films and audio-visuals by Department of Tourism needs to be revamped.

Our objective now is to attract to India not only the high spending traveller, but also the economy minded family group and young tourists.

In order to attract a large number of these relatively affluent tourists efforts must be made to create more business
opportunities and to recognise a larger number of international meetings and conferences.

There is a great need for organising more prepaid group tours.

It is important to attract more tourists from neighbouring countries and to encourage domestic ones who would not be bothered so much by the inhospitable weather, and would provide complementary traffic during the lean season.

Efforts must be made to draw ethnic groups other than Indians from South East Asian countries to places in India with Buddhist relics and scenic and cultural attractions.

It is necessary to provide inexpensive clean accommodation and wholesome food without frills for domestic tourists. This is also needed for the large number of tourists from the affluent countries, who are economy-minded young tourists, students, retired persons and middle-class family groups who travel for pleasure.

In view of India's rich holiday/pleasure attractions efforts must be made to attract more holiday tourist to India.

There is a great need to promote tourism more vigorously in the States in the Eastern and Southern sectors of the country which offer a great variety of tourist attractions as unfortunately the Eastern Part of India's tourist places has either not been developed or maintained half-heartedly.
It is suggested that the stamps used for stamping passports by immigration Authorities should be metallic and smaller in size. They should also have provision for automatic change of dates.

After immigration check of passport, the checking done by police inspectors can be avoided.

Embarcation/Disembarcation cards should be combined as a self-carbonised card to reduce the time taken in clearing foreign visitors at the time of departure.

Since immigration as a subject is to be handled by the central government, it is felt that its enforcement to the intelligence bureau, will introduce uniformity and reduce many irritants.

In order to give training in elementary courtesy and behaviour, some centralised agency should organise periodical courses for the staff of the agencies, like customs, Immigration, security, health, Airport Authority, Airlines, even taxi drivers at regular intervals.

As the Ministry of Tourism is the Nodal agency for promotion of tourism, they be asked to organise regular courses in passengers handling.

It is recommended that Air India and Indian Airlines be authorised to collect the tax while issuing tickets. They could be given the same collection charges as payable to the
State Bank of India. As it causes unnecessary delay as well as is a time-consuming process of paying at the Airport.

The health check at the time of entry into India be abolished forthwith except in case of arrivals from yellow fever countries. This will necessitate a minor modification of the disembarkation card which is already being introduced.

At the time of any international flight landing in India the health regulations require that the aircraft is fumigated and the same to be checked by Health Inspector.

The existing facilities of communications at our airports are not very good with the result that if any incoming or outgoing passenger wants to contact a friend or a relative at the last minute, he is quite often stranded. The Post & Telegraph Department should install good quality telephones, better postal facilities, and also should have excellent STD calls system within India on immediate payment. Even Telex facility should also be provided.

Air conditioned coaches need to be provided for passengers for travel from air craft to the terminal building and then from Airport to the main hotels and one or two central points in the city. ITDC can be given this responsibility.

Baggage handing needs to be improved substantially. For this international airport authority of India must replace their conveyor belts and also maintain proper signage to indicate flight numbers, etc.
There is need for better signage right through the air terminal. IAAI must adopt the standard colour scheme and bold letterage at the international airports.

There is lack of fresh air or climate control and exhaust facilities at the Airports.

It would facilitate traffic outside the terminal if authorised tourist coaches could have earmarked parking, picking/dropping points. Our surface transportation is not adequate and quite comfortable and up to the expectations of a foreign tourist.

As the other industries can import capital goods and machinery as project import, with 45% duty, the hoteliers and tour operators were being asked to pay a duty which ranges from 160 to 290% and in some cases as high as 330%. If we want tourism to flourish, then the government should place hotels at par with export oriented industries.

An effort should be made to attract large proportion of the transit tourists (who have not already visited India) to visit India by offering short stopover facilities at the transit points.

The funds allotted for publicity should be increased. It should be 1.5 or even 2% of the foreign exchange earning in any year. Hence in the VIIth plan they should be around .75 crores.
The Department of Tourism should reorient its marketing strategy abroad with a view to direct consumer advertising, the promotion of India as a destination for holiday or leisure and for special interest tourists.

Production of publicity literature needs to be revamped. The Department of Tourism should consult a few leading experts in the field and finalise it. The funds for publicity abroad spent by Air India, ITDC, Indian Railways, etc. should be channelised through the Department of Tourism for better results. Another important thing is that as and when the Ministry of Tourism get the publicity done of the ITDC's excellent facilities, the achievements of state governments, in this field should also get publicised, which is never done.

Another suggestion is that the central government should provide a duty-free shop such as in 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.

Sightseeing is, obviously, the most important and valued part of the traveller's plans and a common tourist looks forward to information boards at monuments and places, bulletins and brochures, besides city guide maps. Such information sheets are either not readily available or are so highly priced being distributed by souvenir shops which people visit only after visiting the tourist's places. The Department of Tourism and travel writers and publishers should, therefore, show prime
concerns to this aspect of tourism promotion and produce a tourist literature of good quality to be made available on low and subsidised price. On the top of it, it's also being noticed that most of the government tourist centres remain closed on Sunday and other holidays and where as most of the domestic tourists as well as international tourist feel like getting information from these places.

Also, the information and cultural notice boards are conspicuous by absence in a majority of tourist places. With the tourists curiosity of looking for the cultural and historical background, this felt-need of tourists should be met satisfactorily with the joint efforts of government departments, corporations, publishers and travel writers. Recorded and taped commentary at important monuments giving its historical background together with light and sound show on important forts with legendary and romantic history could bring to life historic events and stories of chivalry and romance to tourists. So far, this aspect has not been given the attention which it deserves.

Another important thing is that a list of quality shops to be put up at bus stands, railway stations and airports, so that the tourists can do the shopping from these shops on reasonable prices. It is the responsibility of the state governments to provide such information about quality shops. They should also approve the quality and get the price tags attached to articles to eliminate unnecessary higgling and bargaining.
Some metropolitan towns in India have the facilities of clean and quick food facility, but their number is far too limited to cater for the growing needs of the tourist arrivals in any important city.

Wayside facilities on highways and trunk routes are lacking immensely in many parts of the country. It is suggested that one highway could be adopted or even could be allotted by government controlling various areas lying on the way to one premier hotel or petrol company which will safeguard the interest of tourists. If the private sector fails to come forward, the governments should shoulder this responsibility in order to maintain quality and hygiene of food and beverages which are so poorly and uncleanly served presently on many highways by the wayside small "dhabas" (eating shops) which have sprung up in large number on almost all highways and important routes.

All activities in tourism sector of the economy, viz. transport, accommodation, souvenir shops and restaurants should be declared an industry for providing concessions available to small-scale and cottage industries in the country. So that the necessary concessions in power, water charges, octroi, sales tax, and availability of land, are made available to various segments of the tourism industry. The Government of India has already issued some guidelines in this regard and it is hoped that state governments will come forward in a big way to give tourism industry the necessary boost and fillip.
We must have adequate transport facilities, so that people could travel in India would have "hassles" otherwise it is futile to talk of expanding tourism. Air India and Indian Airlines must expand their seating capacities. Tours must be planned and advertised at least eight to nine months in advance of the season to influence the holiday makers instead of the present practice of two to three months, which is a mere wastage.

As the Delhi Traffic Police has introduced a pre-paid taxi service from Delhi Airport, under the scheme passengers at the International Arrivals of the Delhi Airport will be handed cards printed in eight different languages. They will be required to pay fare in advance at the special counter along with charges for luggage and one rupee extra for the staff manning the booth. We should have this kind of facility at all important airports.

At Calcutta Airport, there are two security checks, one by Calcutta Police and the other by West Bengal Police. These both can be combined together to avoid delays and harassments.

It is entirely a fault of the Planning Commission and Ministry of Finance, which is not permitting to increase the flights of Indian Airlines to meet the requirements of Domestic Tourism. The Planning Commission is also not permitting the Railways to utilise their own Reserve funds to build up more coaches, to meet the requirements of domestic tourism as it should be done immediately.

Multiplicity of legislators is to be reduced in states,
there should be one kind of licence system for all travelling agencies.

Major Railway Stations should be used as a base to develop the tourism, especially the domestic tourism. All passengers getting down should be informed in detail about the importance of place and the worth visiting tourist spots including various tariff rates.

There is a question of passengers safety, which requires that airlines be licenced and supervised. Government should take steps to encourage the development of routes which appear to offer prospects of economic benefit and to discourage services on those routes already suffering from over capacity. Also the number of flights should be increased immediately.

Lack of proper coordination among many organisations at Airport as I.A.A. of India, customs, immigration, Health and Airlines, create a lot of delays. A single authority for the administration of Airports, as may help tremendously, is being done in many other countries.

The visa system should be dispensed with. Sometimes one has to travel hundreds of Kilometers to get a visa from the Indian Embassy and the long waiting time for such visas make people reluctant to come to India. Now for example, the places like Hong Kong attracts more tourists mainly because of the permit system under which one needed to get just an endorsement in passport on entry.
Air hostesses required periodic training in polite behaviour and should be taught to treat passengers as their guests. As it is felt by most of the travellers that generally they are rude and unhelpful. Secondly, it is also felt that inside the aircraft or at the airport there are torn seats, dirty toilets and inadequate and overcrowded airport lounges. There is scope for improvement in this field.

Civic cleanliness needs to be inculcated, for instance, avoidance of spitting and urinating at public places and taking great care of our ancient monuments. This will facilitate more tourist arrivals and will prevent the visitors from overflying India as is happening till date. It will also leave a good enduring impression on the tourist mind.

Since shopping ranks very high in the tourist expenditure list, the local authorities should ensure that tourists are satisfied with their shopping requirements. Therefore, it is suggested that apart from running fixed price shops directly or through co-operative societies, the authorities should open offices in market places where tourists can seek prompt redress against the erring or dishonest shopkeepers.

Many tourist resorts in the country are virtually starved of entertainment and recreation facilities. Therefore, it is suggested that the need for entertainment at the tourist resorts should be carefully assessed and appropriate facilities be developed after systematic planning.
Incentive to Security personnel on deputation from various State departments will go a long way in checking corruption, complaints about ground and inflight services should be immediately checked and improvements initiated.

It is suggested that the Minister concerning tourism should be allowed to be in the office for more than five years so that he may be able to implement the policy decisions. It is normally being observed that at every time the minister concerned will make a few promises, but before it is implemented, he is shifted to another ministry and a new minister appears with a new slogan in the next convention.

Now to achieve the target of 2.5 million tourist arrivals in 1990, there should be some arrangement for cultural programme in every tourist centre truly Indian in nature in addition to the westernised disco the que etc.

Normally, it is felt at the check-in-counters depending on a number of factors, the que moves at a snail's pace primarily because the names of passengers are written by hand and usually misspelt, the whole procedure is so cumbersome that everybody gets tired.

It appears that though Delhi has some very fine shops with many beautiful things to buy, but the shops are all spread out and it is not easy to get to them. Most of the Auto Rickshawallas as well as Taxiwallas do not know them. Perhaps, as in other countries, hotel guests could be provided with shopping guides
(with a map) or these could be available at airports. Although every one wants to buy things from our stores, but we have to make it easier for them to do so. Shopping at the hotel's shops is not very nice as they have only a small selections, and as everywhere else, they are much more expensive.

It is felt that without concentrated thrust nothing can be achieved. On the cultural side just a few national centres do not make any such impact. It is suggested that about hundred national cultural centres should be chosen and taken up by the government.

The status of tourism in developed countries is entirely different from the one which we see in India. What we show in the Festival of India is little culture, cheap work, elephants and horses, snake charmers, eating, glasses etc. It is felt that the government should try to improve upon this aspect and show India as a destination with all kinds of tourism potentials. Also at the same time, the states too should be consulted before holding such festivals because such festivals reflect the image of the whole of India.

The officers of the central government are sent abroad on study tours. It is felt that the state government officials, who bear the main responsibility in their respective state, be given due share in the matter of foreign training. The tourism department should examine this issue well in detail.

So far as the out bound traffic, the Foreign Travel Scheme
ceiling of 500 dollars is too meagre an amount; how can one expect today's traveller to manage in that much when he goes to Europe or for that matter to any other country? There should be an increase in it with immediate effect. Instead of extending the facility once in three years, it should be given every time during each trip. The limitation of 3 years should be abolished.

Now to achieve the target of 2.5 million tourists in 1990 which appears to be very high a figure, the tour packages had to be worked out, completely from one end to the other, as had the seasonal packages. These packages should be developed by the ITDC, by the STDC's, private organisations and also private citizen's organisations. We have to project India to Indians through literature distribution, through radio and television, newspapers etc. to boost up domestic tourism as well as International tourism.

It is not only the responsibility of the Ministry of Tourism, State Tourism Departments or the agencies involved with Tourism Industry, but every citizen who is directly or indirectly concerned, should attend to his work religiously, wholeheartedly and with utmost care. The tourist who arrives on Indian soil should have an impression of fullest satisfaction and nowhere he should have a feeling that his visit is not fruitful.
India can perhaps be compared to the whole of Europe with as much diversity, that it has so much to offer that domestic tourism can lead to lucrative tourism industry.

Youth tourism is the greatest force for national integration and we have got to have young people travelling extensively to overcome barriers of language, caste and social customs.

The best hope for survival in the nuclear age, the main instrument of peace and harmony among people who could well be the planet's last human inhabitants is Tourism. And this responsibility upto great extent lies on Tourism Industry.

Tourism is an industry or is a subject where we deal with human beings directly, so we all got to be extra polite, humble, submissive and courteous to promote domestic as well as international tourism.

Secondly, it is also felt that people in our country are more conscious about their status than to look after the tourist who is coming all the way to visit us, to know us and to understand us.

Now every aspect of tourism development is suitable, to a regional approach. Indeed, some of the measures are probably achievable to a significant degree only through collective action by countries within a region. The basis for discussion by the countries in each region in drawing up systems of collaboration.
Certain of these categories of potential regional cooperation between developing countries may be elucidated and developed further.

Marketing and promotion

It is suggested that the pooling of individually small, but collectively substantial, financial resources in order to promote a regional "image" which, in some way, might correct the incomplete and misleading picture put across in the advertising and promotion of foreign tourist operators. In practice, such an approach can have only limited application since there can be no truly effective substitute for individual country (resort and facility) advertising and promotion. Advertising on a regional basis can complement and supplement but not replace that undertaken by individual countries.

For regional cooperation to be truly successful, the full range of marketing activities should be included and emphasis given to those aspects, such as the commissioning of original research, which lend themselves best to a collective approach. It is also important that the regional marketing effort should involve the cooperation and financial involvement of commercial interests in developing countries tourism sectors. Clearly the task of drawing up a comprehensive, systematic and coordinated regional marketing programme is a daunting one and few regional bodies have been fully successful.
Tourism facility classification

In its quest eventually to achieve universal grading of tourism facilities, the WTO is currently working on regional standard classifications. In order to control the development of their tourism sectors more effectively, destination countries are beginning to establish codes of conduct which WTO hopes will also ultimately be adopted internationally.

Communications and distribution

The developing countries tourist receiving countries lose a large proportion of apparent gross earnings (i.e. tourist's total expenditure). The obvious solution for developing countries is to increase their stake in the distribution of their tourism product. This could be achieved through the establishment of charter airlines and tour operating organisations and the introduction of legislation to protect them. Such action, in the short term at least, would serve to increase supply, affording foreign tour operators the opportunity to play destinations off against each other and its practicability is, thus limited. Coupled with the high establishment costs of such operations, this suggests that the best means for developing countries to achieve more direct control of the distribution of their tourism product will be to act on a regional basis, i.e. forming a regional charter airline and/or tour operating organisation.
Training

Now regional coordination is required at the more senior level of tourism managers and administrators. There is a need for developing countries to equip themselves with many more and better qualified staff in the areas of administration, marketing and development. To achieve self-sufficiency in all aspects of training, universities and colleges offering degree courses in tourism studies are needed in developing countries.

In a short and mid term, at least, the limited availability in the developing countries of qualified teachers for such courses means that foreign experts will be required and, therefore, the most effective approach will be to set up such programmes on the basis of one per region.

Multilateral, bilateral agreements

These suggested regional cooperative actions can be implemented either through formal agreements or informally. In the former respect it is encouraging to note that the numbers of such agreements have grown significantly in the past few years.

Finally, it could be concluded with saying that Tourism can become a vehicle for the realisation of man's highest aspirations in the quest for knowledge and affirmation of the originality of cultures, and respect for the moral heritage of different people.
Consistent and effective travel and communications appear to be vital need for boosting up the image of the region as a whole.

We can say that tourism is a highly complex phenomenon. It is an important human activity of great significance, it has socio-cultural, educational and political significance as well.