Research Methodology
## Research Methodology

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Research Methodology

This research studies various programs of Gujarat government till date, for the development of tourism sector. Scope of this research extends to various schemes of Gujarat government and its initiatives for the development of tourism sector. Study focuses over various initiatives of Gujarat government for the development of tourism industry. Data used for the study is secondary data. This data is collected from various sources like government portals, reports and some websites. Data is related to number of tourists, number of hotels, tourists’ arrivals at a global level and in India, foreign exchange earnings, and availability of infrastructural facilities in India. It helps to know the stand of India at a global level as well as stand of Gujarat at India level. Ultimately, this study focuses on requirements of more initiatives and perspective role of government for the development of tourism sector.

2.1. Selection of the topic
Tourism is emerging as important sector at India and international level. Moreover, it plays significant role for the development of economy. Not only that but economies which do not enjoy better infrastructural facilities and economic advantages, can also be developed with the help of tourism development. Objective of economic growth can be realized with tourism development.

Even government needs to take professional initiatives and targeted actions to have tourism development. Even researchers from various disciplines and from different countries have attended tourism as a study in the present time because of its increasing importance and vast linkage with different sectors.

Different states enjoy different kinds of geographical and socio cultural environment and resources. Therefore, it’s needed to have different kinds of programs or schemes to attract more number of tourists. As tourism is recognized as an important sector in India and Gujarat, researcher as being resident of Gujarat, has attempted to study this problem.

2.2. Problem of research:
Micro study of selected plans of Gujarat government for the development of tourism sector.
2.3. Objectives of Research
1. One of the important objectives of research is to study various plans, initiatives of Gujarat government and its impacts over economy during specific phase.
2. To examine past, present tourism schemes and future plans
3. To identify tourism potentials in Gujarat to attract foreign tourists from all over the world.
4. To study interdependence of economic growth and tourism growth.
5. To study development of tourism and allied sectors in economy.
6. To suggest certain measures for tourism plans.
7. To analyze tourism perspective in state.

2.4. Significance of study
As tourism is interlinked sector, its study becomes more complicated and complex because observations of impacts may not be exact or much accurate. Therefore, this study still leaves room for further study.

From the perception of state, government can identify more effective programs; recognize limitations of past programs and guidelines for future action plans. Even it may be useful for the people who want to attempt for studies of similar nature.

2.5. Research Method
Research method used in this study is based on secondary data. Data collected for this study is of secondary form. For this study, different data of different references have been collected for the purpose of further study.

Research reaches to generalization of specific things on the bases of secondary data selected. Here, different data related to tourism are taken. Use of this data helps to know the gap between availability of facilities in different regions of India and at world level, and same comparison in Gujarat. Moreover, data of arrivals of foreign tourists in India and world facilitates comparison with Gujarat and requisite actions of state government in this field.

Different data revealing different details facilitate to reach to conclusion from generalization of details.
2.6. Sources of Data

Sources of Data used in this study are of secondary nature. It means no primary data is used or collected for this study. Data of various plans and programs as well as statistics used are collected from

1. Government portals  
2. Government reports  
3. Books on tourism  
4. Research papers  
5. Relevant articles  
6. Thesis on tourism  
7. News papers and websites for the study of tourism sector.

2.7. Research questions

1. Gujarat to get power boosters from tourism sector.
2. Expansion of employment opportunities with tourism development.
3. Gujarat to attract foreign tourists and foreign earnings with aggressive initiatives of state government.
4. Important role of tourism in economic growth.
5. Development of tourism also leads to growth of allied industries.

2.8. Limitations of the study

As all studies and researches have limitations, any study just makes more ground or room for further study. Same as researcher faced certain limitations during the phase of this study. Certain limitations are listed below.

1. This study is limited to plans of Gujarat.
2. It makes use of only secondary data.
3. Specific aspect from generalization has its self imposed limitation.
4. Availability and access to data related to plans.
LITERATURE REVIEW
Bhardwaj.D. & Ahuja.O. (1998) noted certain important matter under head of measurement of domestic tourism in his paper titled “Domestic Tourism and its linkage with international Tourism – Indian Case Study. Author has taken help of survey undertaken in the year 1981 and indicated motivation to travel to destination. Almost 51% of tourists were travelling for leisure and 21% for business. Pilgrim tourists recorded at 13.5%. It is graphically displayed as…

The major tourist generation regions in the country were industrially developed states of Maharashtra, W.B., U.P. nad Gujarat, besides Union Territory Delhi. They shared among themselves about 50% of total domestic tourists. It clearly indicates that the growth of tourism essentially depends upon and business prosperity.

The development of tourism infrastructure for the growth of international tourism in India is directly linked to the growth of domestic tourism. Today, the development of tourism infrastructure in the country basically caters to the demands of domestic tourists and those which meet the requisite standards and quality of services also form part of facilities for international tourists. As demand from international tourists has not been large and has been adequately met by the supply side of domestic tourism is considered as the base for development of international tourism of India.²
Roy.K & Tisdell.C. (1998) have discussed pros and cons of state and private sector participation in tourism development. The book has noted that Indian Public Sector does not have enough financial resources to improve the performance of tourism industry. Even if state does not financial capacity, peoples’ adherence to public sector rules and regulations governing tourist places and tourism industry would be weak as public perception of the state is that it is weak, inefficient and corrupt. Hence, it is worth considering whether the private sector should be allowed to manage some of those aspects of tourism industry which are wholly under state control.

Tourist places could be better managed and protected by private sector agencies. Although, the private sector management of tourist spot and tourism development can create greater monopoly power for private sector, with an efficient and honest bureaucracy, state can exercise some control over activities of private sectors.

Eco tourism and farm tourism have been gaining importance due to worldwide concern about social and environment effects of mass tourism. For sustainable tourism, ecological stability and reproduction of natural resources are of significance. This reduces considerable involvement of state in the development of eco tourism. India has made very little effort to utilize full potential of eco tourism. More than three million people, mostly of scheduled tribes live inside these protected areas. Living with tribal families could be an important component in package of eco tourism. But a successful development of eco tourism in India would require not only the cooperation of public and private sector but also cooperation among neighboring states.8

Singh.R. (2005) refer to some of the key issues concerned with tourism. It can be discussed as..

Tourism plays significant role in most economies of world. Countries are even trying to get larger share out of it and making extra efforts to grab opportunities. Not only in India, but at a global level tourism is viewed as a separate industry that can be helpful for overall development of economy.

Importance of tourism is increasing day by day still global tourism is facing different challenges that need to be resolved with cooperation of different bodies and organizations. Some challenges faced by global tourism are..
1. Understanding expectations of Travelers

Easy availability of information and familiarity with available options to tourists, it becomes important for countries to understand expectations of travelers. Tourism was of monotonous type market in past years. Now it has become diverse and fragmented market. Tourism market can be fragmented in different age groups.

It is expected that travel by aged group of people is increasing as compared to other age group people. So, steps need to be taken to attract these kinds of senior citizens group of people.

Survey of Western Australia Tourism Commission refers certain age segment as “Children of Information age”. This segment of young tourists is well educated, more sophisticated in their choice, fully familiar with competitive market has to offer. These tourists are continuously in search of new tourism products. Moreover, they are not destination oriented; rather they are more interested in experience. Therefore, it becomes important to cater this segment and exactly fulfilling their requirements.

2. Information Age

Information age or knowledge age has changed many aspects of economy. It also has strong impression over tourism too. More and more number of people are using internet to arrange for their vacations or travel packages.

International Federation for Information Technology and Travel and Tourism reported in January 2005 that use of wireless gadgets, internet and smart or personal digital assistance have changed the world business and have converted into smart business. Even with more awareness regarding internet, people also have diverted to purchase tourism products online because it has increased flexibility and also saves money, time and energy.

3. Marketing Campaigns

It is also the era of marketing, no one can deny. It’s important to offer good quality at the same time its more important to reach to customers.

Tourism can capitalize opportunities in the country by suitable marketing campaigns via different mediums to reach to niche market. Madhyapradesh, Maharashtra,
and even Gujarat, have taken step to reach to potential tourists by marketing campaigns. Governments are using Newspapers, Radio and TV to promote their tourism all over country. Even they can make use of trade fairs or festivals to explore more opportunities for tourism industry of the state.

4. Workforce Management

Tourism is not treated as basic industry as business volume varies according to season. So it is difficult to attract workforce permanently in Tourism industry.

Some employees consider tourism as just a gateway to labor market of the country due to its seasonal nature. Moreover, there is always shortfall of labors in tourism compared to demand.

It becomes important to be sound labor strategy which can prepare quality labors and even to enhance quality of jobs in tourism industry which attract labors permanently in tourism industry. Sometimes tourism is ill perceived as a career choice. Therefore, government needs to focus on providing long term career opportunities and prospects in hospitality management and operations.11

Bhatia.A. (2006) uses the reference of Peter (Peters, Micheal, International Tourism, London, Hutchinson, 1969) that tourists are attracted to destinations due to natural attractions like sun and sand, scenic beauty or sporting facilities etc. However, these are very basic to tourism. Unless these are available, tourists will not be motivated to visit the place. However, tourists may have variety of tastes and interest and tourists might select from wide range of attraction available at various destinations all over the world.3

Peter has drawn up an inventory of various attractions which are of very significance in tourism. These are divided in five categories.
Peters’ inventory of Tourist attractions.

<table>
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<tr>
<th>1. Cultural</th>
<th>Archeological sites, Historical monuments, Places of historical significance, Museum, Religious Institutions, educational institutions and Modern culture</th>
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<tr>
<td>2. Traditions</td>
<td>National festivals, Arts and Handicrafts, Music, Native life and customs.</td>
</tr>
<tr>
<td>3. Scenic</td>
<td>Wildlife, flora and fauna, Beach resorts, Mountain resorts, National parks or sanctuary.</td>
</tr>
<tr>
<td>4. Entertainment</td>
<td>Participation or viewing sports, Amusement and recreation parks, Cinema or theaters, Night life</td>
</tr>
<tr>
<td>5. Other</td>
<td>Climate, Health resort &amp; Spa, yoga or Meditation centers</td>
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Iyer.K. (2006) he has noted that Assam has wide natural resources and huge potential of eco tourism. Every one million Rupees can generate 47.9 direct jobs. Assam has also introduced Assam National Park Act. 1968 and Assam Forest Protection Force Act. 1986 to protect wild life and natural resources in Assam.


However, certain steps can be taken to attract tourists from various regions of India and world.

Iyer.K. (2006) give insight into tourism industry of different states that can be discussed as follow.

1. Tourism in Assam

Nature has blessed Assam tremendously made tourism, nature centric despite there are historical and religious destinations in Assam. An attractive feature of Assam’s forestry is its colorful wildlife. Even some species are exclusively found in Assam only.

Tea was discovered first in Assam in 1823 by two Britishers. Since then tea has become integral part of Assam’s economy and therefore new field Tea tourism has also emerged in Assam. Colorful people, enchanting songs and dances, sprawling bungalows attract people to Assam. Even these tea gardens have polo fields and golf courses. Moreover, these gardens have 30 air strips and helipads maintained by Tea Garden Management. These facilities can also form into an attractive package for tourism. Infrastructure and rest houses with modern amenities are available with Tea estates. So, coordination with tea garden management can effectively work a lot in promoting tea tourism in the state. Tea tourism has very good potential in Assam and it is unexplored.

Assam has even immense scope for eco tourism as its natural scenario and climate condition alike Kerala. Assam needs to develop good roads to reach tourist destinations. Even it needs to develop infrastructure facilities to promote nature tourism. Assam has also an opportunity to promoted cultural tourism as people with distinct language, culture, way of life, festivals, songs and dances reside in Assam. Even people celebrate colorful festivals which promote Assam for tourism development.

Kamakhya situated on Nilachal hill is one of the destinations of pilgrim tourism. It becomes centre of attraction in June when it celebrates Ambubchi Mela. Still most of pilgrimage centers in Assam do not have adequate facilities to the tourists. Assam also enjoys opportunities for adventure tourism like rock climbing, trekking, parasailing, water sports, river rafting promoted by the department of tourism.

Not only that but Assam also has wide opportunities for golf tourism as it has about 10 gold courses located mostly within compact areas of tea gardens. Many domestic and foreign tourists arrive to play golf which help state to develop golf tourism.
**Status of tourism**

In the year 2000-01, foreign tourist fetched $3 billion to central government exchequer making tourism second highest net foreign exchange earner in the country. But Assam only got 0.22 per cent foreign visitors to India. Even there has been rise in number of tourists and foreign exchange earnings from 1996’97 onwards despite the fact law and order situation in the state has not been satisfactory.

**Absence of tourism policy**

Government of India has a policy for the development of tourism as a separate Industry, it has been introduced in the year 1982 and revise in the year 1993 to envision global tourism based on Swagat (Welcome), Suvidha (Facilities), Soosna (Information), Suraksha (Protection).

Unfortunately, it is not available in any of the offices connected with tourism. Even efforts were made in 1987 and in 1992 but it appear that these steps did not bring forth any concrete results. However, Media has been giving adequate publicity through different mediums highlighting importance of tourism in economic development.

**Restricted Area Permit (RAP)**

RAP to North Eastern Region was enforced in 1955 in the backdrop of alleged missionary involvement in Naga rebellion. Under this, foreign tourists intend to visit North East including Assam has to pass through long procedure to ask for permission from Home Ministry. Unfortunately, ghost of RAP continues efforts to disabuse false apprehension in the mind of foreign tourists are minimal.

Whole of North East including Assam has been experiencing violent movements. However, some of were secessionists in nature. Even domestic and foreign tourists consider it risky to visit this part of the country. General impression has been that any foreign or domestic tourists could be soft targets. So they hesitate to take this adventurous journey to Assam.

But opposite of this belief, there isn’t single instance of harassment, not to speak of threat to life to any tourist. Manas sanctuary is a beautiful national park in the country is virtually under control of Bodo militants, so it is not considered safe to visit the place. However this sanctuary is now open for tourists but it will take time to wash out long standing impression of tourists about sanctuary.
Still there are certain problems need to be addressed which may prevent potential development of tourism in Assam. Assam government needs to make concrete efforts for the development of tourism.

1. Lack of infrastructure
2. Lack of co-ordinated efforts.
3. Absence of guides.

Important issue of promoting tourism through which handsome source of foreign exchange can be earned, not to be handled in isolation.

Here, multilevel strategy has to be developed to give separate status of industry to tourism. Following points are advanced in this direction.

1. State policy for tourism
2. Fixation of targets
3. Publicity drive
4. Infrastructure
5. Facilities for the tourists.
6. Cultural programs
7. Communication of network
8. Coordination with various bodies and agencies
9. Fiscal initiatives
10. Tourism package for North East
11. Giving role to media
12. Spring festival

**Role of government**

Good governance is drive to economic development of the state. Government can make positive efforts by framing high order strategies to generate positive sense in the field of tourism for the realization of targets. Following points can be highlighted with this reference.
1. Problem of security has to be resolved strongly to make tourists feel, they are safe.
2. Publicity actions need to be taken aggressively.
3. Government needs to involve people by offering incentives that will help to develop wayside incentives.
4. To have effective coordination between various government departments directly or indirectly related to tourism.
5. Central government assistance to upgrade infrastructural facilities and to have close supervision for timely execution.

2. Tourism in Goa

Goa is one of the most visited tourist destinations of India. Goa is favorite amongst tourists because of its history preserved in forts, churches and traditional homes. Even its sunny beaches, resorts, green countryside, forests and wildlife as well as hospitality of Goan people.

Goa has lot to offer to every tourists like sunny beaches, modern resorts, fusion of traditional and modern living, international hi fashion gourmet cuisine and blend of fiery local liquor.

Attractions of Goa

There are many things in Goa which attract tourists from all over globe. Even all these things help tourism department of Goa to force economy towards growth. Goa is such a destination which makes feel every tourist to be in joyous journey irrespective of their objective of journey.

1. Drama

Goa is highly rich in the art of drama. Basically folk drama forms with songs and music. There are certain forms like jagar, and tiatr which make it rich culturally.

2. Festivals

Goa perhaps celebrates festivals every month through out the year, generally social or religious in nature. Even Goa specifically celebrate artistic festivals also. There
are certain festivals celebrated all over Goa while some take place only at particular places. Goa generally celebrate all Hindu and Christian festivals.

3. Forts

Goa forts are smaller in size compared to Indian standard. However, these were of great importance in reference to politics and military, even helped economy for smooth trading. Specially forts like Aguada fort, Caba De Roma fort, Cabo Raj Niwas, were of best architectural examples of Goa.

4. Art Kala Academy

Goa enjoys real essence of unity in diversity. Goa also has Asia’s first Museum of Christian Art at Salce Taluka which attract Christian art lovers from all over world. Even Calouste Gulbenkian Foundation of Portugal and Lisbon has provided funds for restoration of these Christian art objectives.

Kala Academy of Goa is the state sponsored autonomous organization in 1970. The basic objective of Kala Academy is to focus at preserving, fostering and developing dance, drama, music, literature, and other arts.

5. Architecture

Goa also has rich architectural heritage to visitors. Archaeological survey of India have made great efforts for restoration of ancient site such as caves, sculptures, temples, churches, mosques, forts etc. Even numerous caves have been discovered through Goa. Some caves were used for residential purpose and religious purpose and some for both.

6. Churches

Churches at Goa are of great importance with reference to interest of domestic tourists and global tourists. There are many churches in Goa which make tourism industry rich.

There are churches like Pilar seminary. Here seminary means a school which prepares students to be priest or pop. Other churches are Rachol seminary, Seligao Seminary, Chapora river, Mormugao Harbour, Tiracol river, St. Paul Gate, Palace of Adil Shah, Church of St. Augustine, Viceroy’s church. These different churches were established for different objectives. Still it owes importance for all types of tourists.
7. Dances

Goan people enjoy festival celebration every month. Same way they are also fond of dances. There are different forms of dances in Goa. Moreover, these dances have its own nature and people enjoy it with every different perception. There are different forms of dances in Goa like Ghode Modni, Goff dance, Kunbi Dance, Lamp Dance, Musssal Dance, Romat Dance etc.

8. Beaches of Goa

Goa is the hottest and attractive destinations in India for its sun kissed sandy beaches. Even Goa can be considered as synonymous of Goa. There are standard, premium, and luxurious hotels and resorts in Goa which cater all types of tourists according to their taste and budgets.

There are different beaches like Laguna Anjuna, Baga Beach, Colva Beach, Calangute Beach and Palolem Beach, Vagotor Beach, and Dona Paula Beach which make Goa beautiful tourist destination to feel in.

9. Temples

Temples in Goa are also part of tourist attractions. Moreover, these temples are distinct from other temples of Goa. These have different architecture, environment, spaciousness etc.

These are some famous temples of Goa.

- Shri Bhagwati temple – Parnem Taluka
- Shree Brahma temple – Valpoi
- Shree Bhogeshwar temple – Mapusa
- 4.Shree Anant Devasthan - Savoi Varem – Ponda Taluka
- Shree Daodar temple – Zambulim
- Shree Datta Mandir – Dattawadi
- Shree Devki – Ravalnath temple – Marcela
- Shree Chandranath temple – Paroda
10. Wild Life & Bird Sanctuaries

Goa is enriched with diversity of wild life including birds and mammals. Wildlife preservation is priority for the government. Government has set up 3 wild life sanctuaries and 1 bird sanctuary which really reveal its scenic beauty.

There are various wild life sanctuaries like
1. Bhagwan Mahavir wild life Sanctuary : 60 Kms. from Panji
2. Bondla forest : 50 Kms. from Panji
3. Cotigao Wildlife Sanctuary : 80 Kms. from Panji
4. Salim Ali Bird Sanctuary : It is located at western tip of island of Chorao along river Mandovi near Panji.

Tourism Development in Kerala

Tourism is emerging as a new service economy that helps economy to grow. During last few years Kerala Government has been giving more priority to this sector. Kerala is a unique tourist destination having variety of attractions like waterfalls, backwater, Beaches, warm weather, wild life, festivals and diverse flora and fauna.

Due to world trade center incident, Indo Pak border tension and other terrorist attacks in India, Tourism Industry suffered set back. In the year 2002, India recorded a decline of 6.92 % but surprisingly Kerala witnessed considerable growth of 11.37% including 6.29% rise in domestic tourists.

In past it was the situation that most of the domestic tourists were pilgrims but now days these are also tourists. So government also took measures towards “Quality tourism”. Even government has also made genuine efforts for pro active marketing, improvement in infrastructure and ecological, cultural and social environment.

Kerala Tourism Development Corporation, District Tourism Promotion Council, Local government are making efforts for tourism development.

In the year 2002, Kerala got the credit of having 5583 maximum number of rooms in the category of 3 star. Moreover, increase of 16.5%,10.77%,and 16% respectively in the number of hotels, rooms and beds during 2001 to 2002. It also has 28000 numbers of unclassified rooms too. Kerala has 5,10, and 60 hotels of category 5 stars, 4 stars and 3
stars respectively. It should be noted that out of 5583 classified hotel rooms, Kerala Tourism Development Corporation alone maintains 506 rooms.

New Development in Tourism…
1. Special Packages for Avian Tourism (Bird Watching) with the start of tourist season
2. Improvement in medical Tourism.
3. Islamic heritage Holiday with identification of important mosques, timings, dress code festivals and even offering special food.
4. Efforts have been made for maintaining Ancient buildings and tree houses for the promotion of tourism.
5. Efforts are to be made for the development of backwater and health tourism.

- Ecotourism in Kerala

Eco tourism means linking environment or nature with tourism development. Eco tourism is nature based tourism meant to connect people to the origin of nature.

Kerala has prosperity of having 2 national Parks and 12 wildlife Sanctuaries. It has natural advantage for the development of eco tourism as having tropical forest on western Ghat of Kerala.

Kerala government, Tourism Department of Kerala has taken focused care of eco tourism in state as it has created separate wing for eco tourism to give policy support for the development of eco tourism destination. Themela eco tourism project was established in and around Shendruruny Wildlife sanctuary with the cooperation of departments like forest irrigation and tourism. It is recognized as first planed eco tourism destination in India. Thekkady is one of the eco tourism destinations of Kerala which really offers unforgettable experience to visitors but except this one, other sanctuaries are practically not known to tourists. Eco tourism is sensible area and need to be focused more carefully. Another aspect is sustainable environment. It means development of present tourism should not be in a way that may harm future generation. Themela is also major project undertaken under eco tourism. Even keen interest is being taken to access environmental impact for all new tourism development projects.
Project of ecotourism will focus on bird watching, wilderness treks, staying in natural caves, animal behaviors studies, mountaineering, trekking. All these help tourism department to create interest of tourists of different kinds to Kerala. Kerala tourism also form special trekking package is being developed nearby Shenduruney wildlife sanctuary. Government has already passed through environmental impact. Government tried to involve other voluntary organizations to work with local people for this project. Thenmala project is having objective for better exposure to eco tourism.

There were some people in forest depending on it but negatively. They were associated with destruction. Government try to reconnect these people positively as they will provide relevant information to tourists who are in group of six or seven, maximum and reside in forest. This group size is according to international standard to undertake this kind of environmental experience. An eco development committed has been constituted for the project and certain portion of revenue earned will go for fund for this committed for common use. Both private operators and forest department coordinates for this project.

This will ease…

1. Great experience of eco tourism.
2. Local people will be beneficiaries.
3. Conservation of natural resources.

One great initiative undertaken by tourism department of Kerala is involving local people in the development of tourism. The Tribal Trekkers Eco Development Committee (Group of 20 tribal youths) and the Periyar Tiger samrakshan (A group of 70 members) have involved in efforts for tourism development. They provide services like day treks through forest, horse ride, nature camps, novelty depends on physical condition of trekking tourist and their wallets. Tourists get experience to reside in interior of forest. Group of five take this journey with five guides and armed forest guard. These kinds of tours are limited to not more than a couple a week. Though, popularity of this project is creating, number of slots are not increased as it may damage to environment. Thus it may not realize the objective of sustainable eco tourism. Even this project has won the national Award for ecotourism by ministry of tourism for excellence in January 2000.
Kerala tourism Department has also introduced other eco attractions of periyar Tiger Reserve are

1. Bamboo Rafting  
2. Day trekking program  
3. Jungle Inn  
4. Learning program in bamboo Groove  
5. Tribal Heritage  
6. Wild adventures Facilities at Thekkady…

6.1. Elephant Ride  
6.2. Boat  
6.3. Watch towers and rest house  
6.4. Information centre at boat landing  
6.5. Interpretation centre

All programme offered in the package of eco tourism by Kerala Tourism Department takes accurate care of environment sustainability.

Here, Education is imported to small group of eco tourists. One meet is arranged before the day of their trip. It’s a kind of briefing about what they can expect, what they should consider, dos and don’ts by professional environmentalist during their trip. This is presented through slideshow. This education is offered for environmental ethics, proffered behavior and to make tourists familiar with sanctuary. This learning is offered when at tribal heritage centre. The bamboo groove and rajiv Gandhi centre for Nature Education and Research.

**New Direction to Human Development Research**

Kerala government takes care not only of tourism resources or product to be offered to tourists but has also taken extra care of human resources employed in tourism industry by providing them necessary training through different mediums and organisations.

Kerala Institute of Tourism & Travel studies is organizing studies on even management, because they conducts events and having experiences for the same. It offers various courses like

1. PG diploma courses in travel and tourism mgt. (2 years)  
2. Cambridge career awards in travel and tourism (6 moths)  
3. Certificate course in front office management (4 months)  
4. Certificate course in Air Fair ticketing and travel agency management (6 moths)
Kerala institute of hospitality mgt studies are also offered four courses of 1 year of food production, Accommodation operations, front office operations. Kerala tourism development corporation also conducted training in spoken English to the people who deal with tourists at different destinations and hotels. Tourism development efforts of Kerala are recognised at National and International level. Kerala also got rise in revenue in the field of tourism. Kerala tourism has also offered direct and indirect employment opportunity to local population and fulfill their livelihood.


His study indicates that present policy of Gujarat government encourages more participation of private investors. Particularly this policy encouraged investment in hotels, restaurants, and water parks accounted about Rs. 500 crores. Study indicates that government succeeded to have 46 proposals of Mega hotel projects worth Rs. 151 crores.

Study shows that reflections of economic reforms are also seen in tourism policy of Gujarat government. Government thought of making disinvestment from Navab Palace (Chorvad), and other government ventures at different destinations in line with disinvestment policy of central government. Tourism policy also emphasizes on commercialization of specific destinations to attract foreign tourists.

Thesis also discusses about proposals of amendments in 1) Land ceiling Act 2) Taxes 3) Electricity duty. Government also plans of conversion of heritage buildings, palaces in to hotels and to initiate public venture. Government chalked out plan of encouraging water sports at beaches and adventure sports like paragliding at Saputara. Government also took innovative step of having contracts with other state tourism and making possible arrangement to visit other states from Gujarat itself. Several bird centuries also got national recognition by central government. Government also established Medical tourism council to provide good platform for encouraging Medical tourism.
Study also focuses over failure of state government over implementation of effective programs inspite of receiving grants from central government. Researcher also suggests effective implementation of plans in different areas of tourism. Study of different plans at micro level will provide overall idea of plans as well as focuses over minute details considered by the government. It enables government to help accessing success or appraisal of particular plan. In future it facilitates framing of tourism policy or programs. Moreover, government needs to be familiar with present trend and scenario while framing tourism policy. This study also focuses over the current scenario at a global level and positive formation of policy which increases opportunities for tourism sector to grow and expand.4


As tourism is not a separate industry but it composites various industries into it. But question arises – which agencies, organisations or business are to be included in travel industry and should they be categorized. Broadly it can be categorized in three ways.

A. Direct Providers or Services : Ex. Airlines, Hotel, Ground transportation, travel agents and retail shops.

B. Support Services : Ex. Tour organisers, Hotel Management firms, travel research organisation and travel trade Publication, food service contractors, Laundry services.


Moreover, government needs to work according to the demand and evaluating supply side in line with that. Again to overview supply side with reference to tourism. It is necessary to describe and categorise the components that makes supply side of tourism.

**SUPPLY SIDE**

A. Natural resources and Environment : Climate, weather, flora and fauna, terrain, water resources, rivers and beaches, natural beauty which visitor can enjoy.

B. Built Environment : Water supply, sewage disposal, gas lines, electricity lines, communication network, drainage, roads.
C. Super structure: Rail, transport, decks, parking lots, Hotels, Resorts, Motels, restaurants, parks, shopping malls and stores.

D. Operating Sectors: Transport, Airlines, Cruise lines, Bus companies.

Tourism experience starts as the tourists leave home – bought to destination and moved to places where tourists can enjoy natural and built environment. Visitors need places to stay and eat. Hotels and restaurants are to provide the travel experience. They must be warm and friendly.10

M.Arun (2010) envisions tourism that is people centered, accountable and sustainable. Tourism should be developed and promoted respecting the land, its people and their culture.

As M.Arun referred to Tourism..

1. People centered: It means it does deliver local benefits. Tourism does not consider nature as a product and consider common property and resources to be used by local people. It needs to think of growth of society and empowerment, not only economic growth.

2. Accountable: Planners think of ethical practices and stringent regulation for negative impact, impacts is accessed, Plans and policies to influence impacts.

3. Democratic / Participatory: Decision making is participatory, transparent, inclusive and based on research. Tourism aims to minimize negative impacts and ensure sustainability and equity by local authorities.

4. Equitable: Tourism shares benefits of development in more equitable ways. Small and medium enterprises are vibrant and local economies are stimulated by tourism development.

5. Non exploitative: Tourism does not displace people from livelihood or exploit local communities. Tourism does not damage land, water, natural resources and tourism practices ensure its responsible use. Tourism is culturally sensitive and does not commodities local practices and culture.7
Gupta.D. (2011) has focused on analysis of environment in the country before entering into marketing of Tourism. Author uses PEST Analysis to scan the environment in the country.

1. Political: Political stability, law and order situation and absence of terrorist activities in the place where tourism needs to be promoted.

2. Economic: Purchasing power of tourists, also taking into account the foreign exchange rate.

3. Social: Availability of facilities such as proper medical facilities, open culture and education of people.

4. Technology: E-connectivity of tourist place and presence of good mobile network.

The PEST analysis describes a framework of macro environment factors used in environmental scanning component of strategic management. It is very important to understand the environment of the tourism sector in India before beginning of the marketing process.5

Sachdev.T & Manjunath.P. (2012) throws light on tourism as tourism is developing in different countries with different degrees of development, it is important to recognize its role with different references of economic, cultural and social scenarios.

Development of tourism is benefited to different segments of society and economy. Development of tourism generates different benefits for the country like..

1. Tourism increases urbanization through countries growth and country requires creating infrastructural facilities and improving infrastructural facilities in remote and depressed areas.

2. It helps economy to bridge the deficit of balance of payment by generating revenue in form of foreign currency.

3. Tourism development creates requirements for food, equipments and other supplies. That forces commercial activities and generates employment opportunities.
4. Tourism helps to redistribute resources from developed to developing regions or countries. Tourism or travel activity arises from surplus income. So, tourists from developed countries having surplus income, travel to developing countries. So, it redistributes capital from developed to developing countries.

5. Tourism development also increases employment opportunities in other areas like amusement parks, food industries, handicraft, variety of selling outlets, travel agencies etc.

Tourism development also encourages investment in infrastructure and superstructures. In developing country with good tourism potential, tourism is recognized as an economic activity, it helps framing economic policy with balanced growth due to tourism expansion. It means tourism can be cause and effect of development and stand along with agriculture and industry to build economically sound nation. Thus, it can be concluded that there are many economic benefits of tourism development.

So far as social benefits or social development is concerned, tourism plays significant role. Tourism helps to maintain social harmony and equilibrium. As tourists from different destinations in the country amongst different religious cultural, urban and rural group of people. Even differentiation in culture, strange habits, different customs or values may also bring cultural shock due to different mentalities among people. This may also create social problems too.

However, positive contribution of tourism to economy and society again depends on feasibility, scientific and technological factors and appropriate utilization of available resources to create maximum advantages and to minimize disadvantages. Developing countries here seek expertise help and cooperation of international organizations like IBRD, ILO and WTO.

No doubt tourism has made influential changes in social structure, behavioral pattern, traditions and value system. Still these changes are good or bad, this debate is unresolved. Moreover, different countries enjoy different conditions. So it is also difficult to reach to general conclusion.

Government should also take care for environmental sustainability because a long list can be made for environmental damage created by human activities. Government
should take strict actions for environmentally sensitive areas and development should be prohibited, if it damages environment. Carrying capacity may be limited of such destinations but government should concentrate on its conservation more and less on revenue that can be generated by such destinations.

- **Problems and Policies**

  Tourism is multifaceted industry and requires good deal of coordination between different departments, utilization or resources as well as effective implementation of policies. Government needs to concentrate with long term perspective and not on ad hoc bases. Government frames general policy which creates framework defining national tourism goals and objectives, functions as a basis for future development.

- **Community Participation**

  Tourism industry if supported by community participation can bring extraordinary results. Community participation is crucial aspect in tourism sustainability. Tourism even should not expand at a rate beyond which citizens of community desire or can control. It means social impacts should be channelized in proper path.

  In certain countries, community participation or involvement is less in planning or decision making because they are struggling with their basic problems of food, clothing and shelter. Sometimes less freedom to exposure of communities view can also be the cause for less involvement of society.

  Above that attitude of community also changes time to time. So, that may not also help to bring expected changes in community for tourism development. It should be noted that development starts with people and not with goods. Tourism development should work for better future. Above that its framework should help for steady and balanced rate of change that ultimately helps economy to grow with changing demand of tourists and increasing tourists traffic, government needs to focus on sustainability issue.

  Some writers believe that unconcisely or unwillingly their activities may damage environment because they are not familiar with local conditions. Eco tourists’ motto
“Leave nothing but your footsteps, take nothing but your memories” should be taken into consideration very carefully.

Tourism industry is now quite becoming competitive and nation has to work accordingly. People want to be close to nature when they are out. Considering sustainability, availability of resources, scientific knowledge and technology can be deployed properly.

Key issues need to be concentrated by the government are hygiene in food and water, friendly participation of local community, innovation in tourist product, marketing strategies for tourism industry, use of advanced technology and information system, availability of sound infrastructure services, information centers to help tourists. All these may help government to make tourism a key player in economic development.

However, shortsighted approach to get maximum economic return in shorter period may cause damage to environment. Prices which are disproportionate to quality of services may generate tourist’s dissatisfaction and may also decrease tourists’ traffic in longer period. Therefore, efforts of government should be with long term perspective. It means economic development should be realized with sustainable environmental conditions.

*Tourism in New Millennium*

People are enjoying higher disposable income in the present time. Especially people of Europe take short breaks from their routine life. They are now more sophisticated, well educated, and well familiar with available options. People are now in search of different destinations and packages. Tourists prefer specialized or tailor made packages, peaceful places, and family oriented holidays with more amenities.

Even people use by air transportation to make maximum use of their time and to enjoy more. Now a day, airlines companies are offering cheap tickets to different destinations. So, more and more people fly to their domestic destinations. According to WHO estimates that up to 500000 people are on planes at any time. Even it becomes easier to sale tourism products online.
With latest trends in tourism, new concepts of tourism have been developed and countries are focusing on these emerging concepts to get more shares out of global market. Some main emerging tourism concepts are..

1. **Eco tourism**

   It helps tourists to have close experience to nature. Here, tourists travel to untouched, delicate and protected areas. Travel to this destination helps government to generate fund which again help for conservation of these areas.

2. **Medical tourism**

   It is also one of the emerging concepts of tourism. There is significant price and medical regulatory framework in India, Asia, and Eastern Europe. So, people fly to other destinations to get benefit of price or regulatory framework.

3. **Educational tourism**

   People at a globe are focusing on improving their competencies because competition in knowledge market is continuously increasing. People want to learn more outside classroom boundaries. Therefore, tourists fly to other domestic and other international destinations to learn more about distinguished culture, tradition, social belief under student exchange program or study or practical training programs.

4. **Creative tourism**

   Roots of creative tourism back to European countries. Again, its part of cultural tourism. When people travel to other destination to learn about culture of specific society through workshop and different learning experience, it is educational tourism.

   Meanwhile, UNESCO has adopted through creative cities Network and endorsed creative tourism as authentic experience which helps people to understand cultural framework better. Even it offers great opportunities to learn and explore cultural distinction. Countries like Italy, Newzealand, Spain, Britain, are offering this kind of tourism concept.
5. Dark tourism

This is also one of the new aspects of tourism. Visit to battleground, horrific, crime sites, acts of genocide are included in Dark tourism. However, there is a question whether these sites can be offered for visitations? What can be the purpose or which nature of publicity involved in this kind of site? Objectives for such tourism may be remembrance, mourning, macabre, curiosity.

6. Sustainable tourism

Sustainable tourism refers to satisfy present needs without compromising the ability of next generation to utilize the same resources to satisfy their requirements. In a way, sustainable tourism refers to management and utilization of resources on one hand, and maintaining ecological processes, biological diversity and cultural integrity.9

B.Vijay & Gade.J. (2014) refered that in recent past, a trend known as medical tourism has emerged where citizens of developed countries move to less developed or developing country for medical treatments to have wide variety of services at affordable prices. Most common treatment include dental care, cosmetic surgery, elective surgery and fertility treatment.

Government of Inida, State tourism Borad, travel agents, tour operators, hotel companies and private sector hospitals are exploring medical tourism industry for treatmendous opportunities by combining the country’s popular leisure tourism with medical tourism. The factor that makes India as one of the favorable destination for health tourism starts with low medical cost which is one tenth of cost in western countries. Globalisation has promoted a consumerist culture, there by promoting goods and serices that can feed the aspirations arising from this culture. This has had its effects in health sector too. Mergin health care and tourism industry has been evolved in many countries like Greece, Africa, India, Singapore, Malaysia. Medical tourism where foreigners travel abroad in search of low cost, world class mdical treatment is gaining popularity in India.1
Mr. Li Yang & Geoffry.W. (2014) have focused on new dimension of tourism i.e. Ethnic Tourism and discussed about Ethnic Tourism.

McIntosh and Goelder (1990) restated the view of previous authors by identifying ethnic tourism as “Travelling for the purpose of observing the cultural expressions and life styles of truly exotic people. Ethnic Tourism may be defined as tourism motivated primarily by visitors’ search for exotic cultural experiences through interaction with distinctive ethnic groups. Its experience of artifacts, performances and other products associated with ethnic group. In many developing countries, today states are key players not only in developing tourism but also in defining, shaping and regulations ethnicity. Today, to participate or being viewer in “Local color” or celebration of ethnic group has become important global culture. “Ethnic” has become a popular tourist icon and has been consumed locally and afar, from ethnic restaurant, neighborhoods and markets to ethnic museums, theme parks and villages.12
References


