Chapter – I

Tourism in India

India is the cradle of the human race, the birth place of human speech, the mother of history, the grandmother of legend and great grandmother of tradition. Our most valuable and most instructive materials in the history of man are treasured up in India only.

- Mark Twain

Tourism has been a major phenomenon of societies all over the world. It is driven by the natural urge of every human being for new experiences and the desire to be both educated and entertained. It is called a passport to development, industry without smoke, education without classrooms, integration without legislation and diplomacy without formality.

The motivations for tourism also include religious and business interests. The basic human interest for new experience and knowledge has become stronger, as commercial business is getting overcome by technological advances. Progress in air transport and development of tourist facilities have encouraged people to venture beyond the boundaries.¹

The phenomenon of tourism has received, worldwide recognition and is growing by leaps and bounds. Till recently, it is considered as a part of time and a trivial activity, it has developed into a highly complete phenomenon with multifarious and multidimensional economic, socio-cultural and environmental effects. It has emerged as one of the world’s largest industry with vast growth potential, and by 1990, it has established itself as world’s third most important industry behind oil and motor cars. Today, it is the second largest industry next to oil industry. Being an important facet of socio-economic development, it has become one of the crucial concerns of not only the nations but also of the international community as a whole. Most of the countries use tourism as an important facet of economic and social development. To achieve this, they are exploiting their historical, social, cultural

and environmental resources. Today, tourism forms an important part of all developmental strategies and is often present on top of the priority list among the ‘hierarchy of priorities’. Its potential to generate employment and earn foreign exchange for the host country has made this industry, the concern of all governments, planners, entrepreneurs and the people in general. As a result, countries around the world are pumping resources for an effective and planned development of the industry. This chimney-less industry is in essence a software product and is in the tertiary service sector with relatively high value addition. Today, tourism is perceived as a contributor for peace and development, image building, mixing people and culture, development of international relations, infrastructure development, achieving sustainable patterns of environmental upgradation, upliftment of the society and global integration.²

The term ‘tourism’ is used to describe the temporary, short-term movement of people to destinations outside the places where they normally live and work. The word ‘tour’ has its origin from the Latin term, ‘tornus’ which means lathe or wheel. The full turn of the wheel or lathe forms a circle or a circuit. Just like this, tour involves the process of a journey in which one returns to the starting point. The word ‘tour’ it is noted, was first used to refer a journey in which one travels and visits a number of places in a circuit.³ Tour is also a Hebrew word derived from the term ‘torah’, which means learning, studying, or searching.⁴

Theobald (1994) suggested that etymologically, the word ‘tour’ is derived from the Latin ‘tornare’ and the Greek ‘tornos’ meaning a lathe or circle, the movement around a central point or axis. This meaning changed in modern English to represent ‘one’s turn. The suffix – ism is defined as ‘an action or process, typical behaviour or quality’ whereas the suffix – ist denotes one that performs a given action. When the word tour and the suffixes-ism and –ist are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to the beginning.

Therefore, like a circle, a tour represents a journey that is a round trip, ie., the act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist.\(^5\)

A tourist leaves home to get away from routine grind, but the end of all is that he is only eager to go back to his sweet home.

**Definition:**

Various definitions of tourism have been proposed, some of them are as follows:

Hunziker and Krapf in 1941, defined tourism as, the sum of the phenomena and relationships arising from the travel and stay of non-residents in so far as they do not lead to permanent residence and are not connected with any earning activity.\(^6\)

Chambers English Dictionary (1988) refers to tourism as, ‘the activities of tourist and those who cater for them, a tourist being someone who simply makes a tour . . . a sight seeing traveler or a sports man’. More usefully perhaps, the Oxford Concise Dictionary (2000) suggests that tourism is, ‘the organization and operation of holidays . . . as a commercial enterprise, whilst a tourist is defined as ‘a person making a visit or tour as a holiday, a traveler, especially abroad’.\(^7\) These dictionary definitions cited above, undoubtedly reflect the most widely held perception that tourism is, essentially the process or activity of holiday-making.

In the Sanskrit literature, there are three terms for tourism with the suffix, ‘ATANA’ meaning going or leaving home for some other place.

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\(^5\) en.wikipedia.org/wiki/tourism.


These are:

1. Paryatana: meaning going out for pleasure and knowledge
2. Desatana: meaning going out of the country primarily for economic gains and
3. Tirthatana: meaning going out to places of religious merits

Tracing out the original sense in which tourism would have been used for the first time, Jose Ignacie De Arrillaga, believes that ‘Tourism in its first place is considered as a spot or rather as a synthesis of automobiles touring, cycling, alpinism, camping, excursions and yachting’. Dr. Ziauddin takes a completely social aspect of tourism by describing it as, ‘social movement with a view to rest, diversion and satisfaction of cultural need’. He considers tourism as exploration of all that is unknown in all spheres of human activity and in all aspects of nature.8

According to a group of statisticians at the League of Nations, in 1937, a tourist was defined as, ‘someone who travels for 24 hours or more outside their normal country of residence’. This definition included the concept of the excursionist as someone who stayed in a country for less than 24 hours. A similar definition, though utilizing the more general term, ‘visitor’ was suggested in 1963 by the International Union of Official Travel Organization (IUOTO), the precursor to the World Tourism Organization (WTO). It states that a visitor is: ‘any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited’.9 Thus, tourism has become a popular global leisure activity.

In 1976, Tourism Society of England (TSE) defined tourism as ‘the temporary short term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination’. It includes movements for all purposes. In 1981, International Association of Scientific Experts in Tourism, defined tourism in terms of particular activities selected by choice and undertaken outside the home environment.10

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Graburn (1983) proposes that tourism, ‘involves for the participants a separation from normal ‘instrumental life’ and the business of making a living and offers entry into another kind of moral state in which mental, expressive and cultural needs come to the fore.\textsuperscript{11}

According to some, ‘tourism is a service based industry comprising a number of tangible and intangible components. The tangible elements include transport, food and beverages, tours, souvenirs and accommodation, while the intangible elements involve education, culture, adventure or simply escape and relaxation’. According to some others, ‘it is an industry promoting sightseeing by people with money’. A technically operable definition of tourism used quite frequently is that, it is an all embracery term for the movement of people to destinations away from their place of residence for many reasons other than following an occupation, remunerated form within a country visited for a period of 24 hours or more.\textsuperscript{12}

The United Nations classified three forms of tourism in 1994 in its recommendations on tourism statistics. Domestic tourism, involves residents of the given country traveling only within the country, inbound tourism, involving non-residents travelling in the given country and outbound tourism involving residents traveling in another country. The United Nations also derived different categories of tourism by combining the three basic forms of tourism, internal tourism, which comprises domestic tourism and inbound tourism, national tourism which comprises domestic tourism and outbound tourism and international tourism which consists of inbound tourism and outbound tourism. Intrabound tourism is a term coined by Korea Tourism Organisation and widely accepted in Korea. Intrabound tourism differs from domestic tourism, in that the former encompasses policy-making and implementation of national tourism policies.

\textsuperscript{11} B.S. Badan & Harish Bhatt, op. cit., p.25.
Recently, the tourism industry has shifted from the promotion of inbound tourism to the promotion of intrabound tourism because many countries are experiencing tough competition for inbound tourism. Some national policy makers have shifted their priority to the promotion of intrabound tourism to contribute to local economy. Examples of such campaigns include, ‘See America’ in the U.S., ‘Get Going Canada’ in Canada, ‘Guseok Guseok’ (corner to corner) in South Korea and ‘Incredible India’ in India.\(^\text{13}\)

Tourism is one of the fastest grouping sectors of the global economy. It is an extrinsic, social phenomenon and an intrinsic, mental phenomenon. It is about the transitory movement of people, across geographic and cultural landscapes for an experience of them and the mental transformation that takes place in those, who travel in that process. Thus, the nature of tourism is complex and its scope is wide.

**Tourism in India:**

Tourism in India is probably as old as its 5000 plus years old culture. India is gifted with an unending array of incredible attractions in the forms of religion, and mysticism, great monuments, wildlife, ethnic life, colourful fairs and festivals, all of which unwrapped in a stunning tapestry of the nature’s grandeur as no other country in the world. There have always been, movements of people from one part of the sub-continent to another and even to regions outside. Mostly, these movements were for reasons, associated with pilgrimage or trade. Trade links, that India has been able to maintain with other nations in the ancient, medieval and modern world and the colorful stories being brought home about the mysterious world at the yonder side triggered touristic imaginations of many. However, pleasure travel has by and large been limited to the elitist class. Post-medieval colonial occupation of the subcontinent by the Portuguese, Dutch, English, and the French elevated a new class of citizenry that was in mind and soul of occidental make-up. This class, with its demonstrative zeal, has been instrumental in implanting the Western notion of tourism in India. By the second half of the 19\(^{th}\) century, travel by sea to Great Britain, which had

\(^{13}\) Ratandeep Singh, op. cit., p.2.
colonized most parts of India, had got top priority in the vanity item list of this class. Then, like elsewhere in the world, Jet era had a tremendous impact upon the overseas travel behavior, especially of the new industrial middle class.\textsuperscript{14}

**Early Development:**

During the British period, means of communication like railways and new sea routes were developed to strengthen India’s link with global economy, but no systematic efforts were made to boost tourism in India. It is only in the post-independence era, serious efforts have been made to boost tourism in India.\textsuperscript{15}

Pandit Jawaharlal Nehru’s often quoted remarks, ‘welcome a tourist and send back a friend’, was the essence of India’s tourism approach in the post-independence era. Tourism was seen as an important instrument for national and international understanding.\textsuperscript{16}

It was the Sargeant Committee of 1945, which suggested the setting up of separate tourism organization at the centre with regional offices at Bombay, Delhi, Calcutta and Madras in 1947.\textsuperscript{17}

In 1949, a separate Tourism Traffic Branch was set up in the Ministry of Tourism with the objective of developing tourist traffic in India. It was changed to a separate department in 1958 and later on converted into a full fledged ministry designated as Ministry of Tourism and Civil Aviation. The development of tourism was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan. The approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plans. The Sixth Plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development.

\textsuperscript{14} Babu P. George Alexandru Nedelea, op. cit., p.2.


\textsuperscript{16} M.P.Bezbaruah, *Indian Tourism beyond the Millennium*, New Delhi, 2000, p.35.

\textsuperscript{17} Ibid., p.106.
In 1966, the Government of India set up India Tourism Development Corporation, (ITDC) a public sector undertaking, to promote tourism. The Department of Tourism is mainly responsible for promotional activities, whereas ITDC is engaged in executing commercial activities. ITDC has been operating, India’s largest hotel chains. Systematic efforts are also made for promoting role of private sector in this field.\textsuperscript{18}

The State Government established the Tourism Departments and Tourism Development Corporations more or less at the same time. The first tourism Policy was announced in 1982, and it recognized the importance of tourism. As tourism promotes exchange of ideas, views, facilities, interaction of people and their culture, it is an important instrument for achieving national integration, better international understanding and ultimately peaceful co-existence for the people of the world. Its potential to create employment, attract capital and ability to earn foreign exchange were also recognized. Its shortcomings such as unbalanced resources change and economic development, social tensions and environmental pollution, distortion of lifestyles and cultural decay were also anticipated. A document on tourism policy, framed in 1982, underlined the importance of tourism as a unifying force:

- instrumental in the preservation of cultural heritage.
- a vehicle in bringing socio-economic benefits to the local communities and to the government, and
- a provider of various opportunities to the youth.

The policy also acknowledged the potential for domestic tourism and stated that it would be the endeavour of the policy to substantially improve and expand facilities for domestic tourists. It recognized the importance of international tourism in earning foreign exchange and thereby making a major contribution to the national economy as well as in creating international goodwill and understanding. It was acknowledged that the promotion of international tourism will be mainly the responsibility of the central sector and that of

\textsuperscript{18} Ibid., p.6.
domestic tourism primarily of the state sector and that the centre would play a co-ordinating role supplementing the state efforts wherever necessary. Economic impact of tourism, its multiplier effects etc., were also recognized.

A plan of action was proposed for the development of tourism in the country. Tourist circuit concept was introduced and it was agreed that priorities will be made in the travel circuits for development of infrastructure.\(^{19}\)

Later in 1987/88, a National Committee on Tourism was appointed under the chairmanship of Shri Muhammad Yunus, Chairman, Trade Fair Authority of India, to prepare a perspective plan for development of tourism in India. The committee submitted its recommendations after a detailed analysis of

- the role of tourism in the socio, economic development
- profile of international tourism in India
- international tourism and its prospects
- tourism accommodation and lodging
- travel trade, marketing and export services, tourism transport linkages
- upgradation for development of human resource for the tourism sector and
- the ecological aspects of tourism
- conversion of tourism department into an autonomous authority on the lines of railways with its own cadre of professionals offices\(^ {20}\)

The year 1991 was declared as ‘Visit India Year’ to attract maximum number of international tourists.\(^ {21}\) In 1992, a National Action Plan was prepared and in 1996, the National strategy for promotion of tourism was drafted.\(^ {22}\)

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20. Ibid., p.229.
Since 1991, India has gone for globalization in a big way. The New Economic Policy with twin objectives of micro-economic stability and growth is in vogue. Then only, it was suggested, that tourism is one of the key industries in the service sector which has tremendous opportunity for fulfilling the objectives of ongoing macro-economic reforms.23

In 1997, the New Tourism Policy recognized the role of Central and State Governments, public sector undertakings and the private sector in the development of tourism. The need for involvement of Panchayat Raj institutions, local bodies, non-governmental organizations and the local youth in the creation of tourism facilities has also been recognized.24 Government is paying attention towards the importance of tourism industry, the result of which is the declaration of ‘see India Millennium Year in 1999.25

The New Tourism Policy gave boost to the tourism sector. The policy is built around the 7-s Mantra of Swaagat (Welcome), Soochanaa (Information), Suvidhaa (Facilitation), Suraksha (Security), Sahyog (Co-operation), Sanrachnaa (Infrastructure) and Safaai (Cleanliness).

The policy purposes the inclusion of tourism in the concurrent list of the constitution to enable both the central and state governments to participate in the development of the sector. Conde Nast ranked India, amongst the top 10 tourist destinations. India is probably the only country that offers various categories of tourism. The Travel and Tourism Competitiveness Report 2007, ranked tourism in India 6th in terms of price competitiveness and 39th in terms of safety and security. Despite short and medium term setbacks such as shortage of hotel rooms, tourism revenues are expected to surge by 42% from 2007-2017.26 India is also ranked among the top 3 adventure tourism destination.27

27. G.A.H.Rizve, Tourism in Recent Global Scenario, New Delhi, 2008, p.3.
Present Situation:

Today, tourism is the largest service industry in India with a contribution of 6.23% to the national GDP and providing 8.78% of the total employment. India witnesses more than 5 million annual foreign tourist arrivals and 562 million domestic tourists visits. The tourism industry in India generated about US$100 billion in 2008 and that is expected to increase to US$275.5 billion by 2018 at a 9.4% annual growth rate. Majority of the foreign tourists come from USA and UK. Rajasthan, Tamil Nadu, Maharastra, Delhi and Uttar Pradesh are the top states to receive inbound tourists. Domestic tourism in the same year was massive at 650 million. Andhra Pradesh, Uttar Pradesh and Tamil Nadu received the big share of the visitors.28

The Ministry of Tourism is the nodal agency to formulate national policies and programmes for the development and promotion of tourism. It maintains the ‘Incredible India’ campaign. According to World Travel and Tourism Council, India will be a tourism hotspot from 2009-2018, having the highest 10 year growth potential. As per the Travel and Tourism competitiveness Report 2009 by the World Economic Forum, India is ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the world’s attractive destinations. It is ranked the 14th best tourist destination for its natural resources and 24th for its cultural resources with many World Heritage sites both natural and cultural rich fauna and strong creative industries in the country. India also bagged 37th rank for its air transport network. The India Travel and Tourism industry ranked 5th in the long-term (10 year) growth and is expected to be the second largest employer in the world by 2019. The 2010 Commonwealth games in Delhi significantly boosted tourism in India. Moreover, India has been ranked the ‘best country brand for value for money’ in the Country Brand Index (CBI) survey conducted by Future Brand, a leading global brand consultancy. India also claimed the second place in CBI’s best country brand for history as well as appears among the top 5 in the best country brand for authenticity, art and culture, and the fourth best new country for business. India made it, to the list of ‘rising stars’ or the countries that are

likely to become major tourist destinations in the next five years led by United Arab Emirates, China and Vietnam.29

India’s performance in tourism sector has been quite impressive. During the period 2002-2009, India witnessed an increase in the Foreign Tourist Arrivals (FTA’s) from 2.38 million to 5.11 million resulting in an average annual increase of about 11.5%. Due to global slowdown, terrorist activities, HINI Influenza, pandemic etc, growth rate in FTA’s during 2008 was only 4% in 2009, it actually declined by 3.3%. However, the Indian growth rate in 2008 and 2009 were higher than the growth rate, observed for the world as whole in these years. The world growth rate was 2.0% in 2008 and 4.2% in 2009. After the setbacks in these years, the tourism sector in India has recovered in 2010. The growth rate observed in FTA’s during January 2010 was 9.7% as compared to the corresponding period of 2009. India’s share in world tourism market during the year 2002 was 0.34%, it grew to 0.58% during the year 2009. Foreign Exchange Earning (FEE) from tourism increased from Rs.15,064 crore in 2002 to Rs.54,960 crore in 2009 with an annual growth rate of 20.3%.

Domestic tourism plays an important role in the overall development of tourism in the country. The number of domestic tourists visits increased from 270 million in 2002 to 650 million in 2009 with an average annual growth rate of 13.4%30. Tourism, in India has come into its own as a Brand-India Tourism, is one of the world’s fastest growing industries. According to John Naisbit in his book, ‘Global Paradox’, the only resolution will be in the field of communication and the biggest industry in the 21st century will be ‘Travel and Tourism industry’. According to ‘World Tourism Institute’ and ‘World Tourism and Travel Corporation’, the predictions for tourism are as follows: Till 2020, the number of tourists travelling across the world will be nearby 1600 million and they will spend nearby 2000 billion on it. The average growth in tourism industry will be nearly 4.3% and the receipts will be 6.7% of total receipts.31 India’s 5000 years of history, its length, breath and the variety of geographic features makes its tourism basket large and varied.

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Tourism in Tamil Nadu:

Tamil Nadu has recognised the importance of tourism long ago and facilitated its development in desired directions. Tamil Nadu, the homeland of the Tamils, described as ‘a country’ almost ‘a nation’ on its own, is situated at the far south east of the peninsular India.\(^{32}\)

Tamil Nadu has multifarious tourist attractions, religious centres, spiritual retreats, beaches, hill stations, waterfalls, wildlife, agriculture, architecture, crafts, heritage, monuments etc., which enchant tourists. Tamil Nadu is now ranked third in attracting both domestic and foreign tourists. Proactive efforts are being continued to make Tamil Nadu to most preferred destination in India.

Aggressive promotion and marketing campaigns through print and electronic media at the national and international levels, creation and provision of good infrastructure at tourist spots have resulted in the continuous increase of tourist arrivals to Tamil Nadu.\(^{33}\)

The Tamil Nadu Tourism Development Corporation (TTDC) started in the year 1971, has been the prime mover in providing tourist infrastructure in Tamil Nadu. Tourism promotion is a cross-cutting activity involving, besides the nodal department of Tourism, many other wings of the state government like the departments dealing with Town and Country Planning, Urban and Rural Development Transport, Highways, Culture, Religious endowments, Forests wild life.\(^{34}\) Along with Andhra Pradesh, Tamil Nadu currently draws the maximum number of tourists to the country.\(^{35}\)


\(^{33}\) *Policy Note 2010-2011*, Demand Note : 29, Tourism and Culture, Department of Tourism, Tamil Nadu.


\(^{35}\) *The Times of India*, 10\(^{th}\) August 2010.
Tamil Nadu is well poised to extend its hospitality to tourists, domestic and foreign in the coming years. It needs tourism for the economic development and Indian tourism needs Tamil Nadu, the most-Indian part of India.

Tourism is a stress buster and it changes the mindset of an individual completely. Today, travel is essential to overcome the hectic life style in urban areas and the tourism department is trying to provide a satisfying trip to all income groups. It strives to showcase the various facets to cater the requirements of different age groups.