CHAPTER-VII

RESUME - SUGGESTIONS AND RECOMMENDATIONS

Till mid-seventies no concentrate efforts were made by the successive state governments to properly promote tourism in the hilly region having vast potential. Infact barring some known hill station such as Nainital, Mussoorie, Dehradun and Ranikhet, there were hardly any facilities for the visitors to this rather backward region with infra-structural deficiencies. The successive governments in the state did not seem to bother about encouraging tourism in the region in real sense, they at best paid only a lip service to the cause of promotion.¹

In order to speed up process of evaluation of Tourism from an occupation to an industry, the first requirement is that leaders of thoughts and action in society should be convinced of long range benefits. Business leaders with dynamic vision, should also be harnessed to make Tourism as Industry with genuine growth in hilly region. Tourism is an economic activity which depends on specialised manpower, the training and development of which must be professionally planned, organised and conducted through continuous and concentrated programme.

Higher Priority of Budget for State Planning:

Tourism must receive a higher priority and resource allocation in National and State Planning. It is ready to move from the take-off stage to the stage of self-sustained growth, way of spending, way of entertainment and educational standards to the foreign tourists. The tourism industry is expected to raise growth rate, it seems assumable soon it will be the largest industry.

Uttar Pradesh A Unique Attraction:

Uttar Pradesh is having all types of interests and attractions for every type of visitors who come to enjoy its natural environments. Lakes, Valleys, Mountains, Flora and Fauna, Ancient temples and forests and what not that is found in this state. The magic of mountain is visible in this state irrespective of summer, autumn or winter season. Skiing at Auli (Chamoli) and upper reaches of Pithoragarh is charming and attractive to the Adventure Sport-lovers.

Uttar Pradesh with its rich cultural heritage, fascinating flora and fauna and immense natural beauty has tremendous tourist potential. Places like Sarasvati, Sarnath, Kushinagar, Sankasia ad Kaushmbi attract the Buddhist pilgrims both from within and outside the
country. The spots of natural beauty and landscape of the state are so attractive, fascinating and varied that hardly any other region of the world can compete with its beauty and grandeur. The state's cultural heritage, historical monuments and physical features have immense attraction for tourists. Uttar Pradesh offers you a choice of your own kind of holiday.

**Significant Role of Garhwal Mandal Viks Nigam & Kumaon Mandal Vikas Nigam:**

Garhwal Mandal Vikas Nigam and Kumaon Mandal Vikas Nigam have played a key role in developing the tourism industry by providing tourism infrastructure in the hilly region of Uttar Pradesh.

It was in the mid-seventies that the state government created these two corporations under the Uttrakhand Vikas Vibhag (Hill Development Department) to systematically promote tourism for the economic development of the region, the corporations were also entrusted with the task of engaging in other developmental activities. These included setting up industries in the small-scale sector with a view to generate additional employment in the region traditionally known as "zero industry area".

Over the past two decades, the two corporations despite there being badly mismanaged for various reasons,
emerged as prime Government Undertakings in the region having an unmatched tourism infrastructure. Both the corporations have a number of tourist bungalows, yatri niwas and log-huts in all important hill stations scattered all over the nine hill districts, even the remote hill ranges fleet of taxis and buses are there to ferry tourists and large trained staff to deal with the tourist. A number of officers of the two corporations have also been sent abroad from time to time for getting exposed to the various dimensions of tourism. According to some rough estimates, tourism in the hilly region generates revenue worth ₹ 1500 crore annually through various channels. Unfortunately most of this money however goes into the areas other than the development activities or tourism promotion in the backward hilly region.

The Gift of 20th Century:

The 20th century has ushered into the International Tourism Age. The main sources to promote Tourism Industry are:

1. Technical and scientific advancement.
2. Excessive income.
3. Leisure for enjoying tourist places.
4. Cheap and efficient facilities like accommodation, transport and tourist staff services.

1. The Times of India, Jul 1, 1997.
Urbanisation - Industrialisation also Affecting Tourism:

In fact, urbanization and industrialization have compelled the people for coming/go ing from the country to another and one place to another. The economic effects of tourism have made it an industry, undoubtedly the tourism removes the regional disparities. The mountain regions are full of natural wealth. There is wide scope for generating hydel power electricity in this hilly state. Many projects have started functioning and more under construction.

It is said that there is danger of pollution in mountains by developing Tourism but it is all apprehension. We have to build programmes of Tourism Development in a planned way in order to avoid pollution in the environment. Better communication and transport facilities raise the standard of living and also bring prosperity. Haphazard construction of buildings cutting of forests in hilly stations of India have given ugly shape.

Tourism - Its Effects on Social and Economic Lives

We should agree that Tourism is not only a business but an activity which has deep routed effects on economic and social life of the hilly people. The Tourism activities in hilly region are not at a rapid speed, so
concrete steps should be taken by the government in the field of economic development of Tourism in the State.

**Tourism - Largest Single Industry in the World:**

Tourism is now the largest single industry in world's trade which has also shown impact in Uttar Pradesh. The Tourist Traffic with increasing facilities of Air transport and expanding global affluence, is bound to increase at a accelerated rate. Tourism is a catalyst to economic growth and foreign exchange earnings. It is a multi-billion dollar activity - second largest industry and the largest single employer in the world. Tourism has led to resurgences of culture. It materialises, personalises and brings together societies and cultures. Tourism products of Uttar Pradesh are largely native made and offer much more to tourists.

**Uttar Pradesh - Gayland of Fairs and Festivals:**

Uttar Pradesh is also a gayland of colourful fairs and festivals, ancient temples with superb sculptural ornamentation, of peace loving and hospitable people. The magic power of mountains is a queer mixture of 'myth' and 'reality'. More investment is being made in this field because of increasing return on capital by Uttar Pradesh Tourism Development Corporation (UPTDC) and private entrepreneurs.
Encouragement to Religious Tourism:

'Religious Tourism' has also been patronised by the State Government and accommodations are being constructed at Badri Nath, Kedar Nath, Gangotri and Yamnotri pilgrimage places. As such pilgrims are provided maximum opportunities for Religious Tourism by the authorities. Regular Package tours are being conducted by the Tourism Corporation from Delhi to Kedar Nath, Badri Nath, Rishikesh, Yamnotri Gangotri, Gaumukh and famous pilgrim places in the state. In addition, Tourism Development Corporation also organises Trekking programme in Garhwal region every year.

Now Uttar Pradesh government is keen to develop Tourism as a major Industry in the state and as such it has involved private sector for the development of Tourism in this state. The Central Government has agreed to introduce a subsidy in the Hotel Industry. It is heart-easing to note that the planning commission has accepted the Government's annual plan showing an increase of twenty percent over that of last year.

Tourism Industry - Earner of Foreign Exchange:

The earnings from the tourism industry in India during 1996 were about Rs 1200 crores in foreign exchange and an increase of 8% as compared to previous year. The tourist traffic from foreign countries are 20,87,860 in
1996, whereas the number of such foreign tourists was 20,23,833 in 1995.

**Improvement in Infrastructure:**

The improvement in infrastructure i.e. accommodation, food transport and other tourist facilities may enable to earn more foreign exchange. The contribution of the electronic media campaign in major foreign markets of Europe including Britain, U.S.A., West Asia, Japan, Australia and South-East Asia. Tour operators overseas, have yielded good results.

In the field of hotel management, catering and nutrition, the Central Government has set up food craft institutes at various places in the country for training in hotel management, food management and catering technology for supervisory staff.

**Adventure Tourism - A New Trend:**

In the past, India was traditionally regarded as "Destination for Cultural Tourism". Since seventh five year plan. The government decided to diversify Indian tourism to attract "Adventure Tourist Traffic" which is growing rapidly in international markets. Similarly Uttar Pradesh government has started to develop new winter sports resorts - skiing, hang-gliding etc.
Tourism - Trade as well as Industry:

Tourism is a trade as well as industry. Tourism in true sense is a "People's Industry", customs and cultures, fairs and festivals, constitute a potential tourist resource. The hill area of Uttar Pradesh has become "Made for Tourist" pilgrimage centre, snow capped mountains and green valleys attract Foreign and Domestic Tourists in large number. Thus Tourism Industry in this region, earns Foreign Exchange and has become main source of revenue.

Tourism - An Export-Oriented Industry:

It has been proved that tourism has become export-oriented industry for travel agents and transporters. The trend has altogether changed. Tourists now do not travel for pleasure and recreation but also for wonder-lust, health, trade, business, pilgrimage, historical and geographical research, social purposes and educational studies.

Tourism has influenced International Transport, Trade, Finance and International Affairs. Foreign Tourism is an excellent medium for holiday bridges of understanding and amity between them. The main components of Tourism are diversification from culture-oriented
Tourism to 'Holiday and 'Leisure' Tourism. The International Conference on Tourism have done big business in the developed and developing countries.

Tourism Industry - Generator of Employment:

Tourism is in fact an Industry without a chimney. It is therefore a unique Industry being one of the biggest earner of valuable Foreign Exchange in Uttar Pradesh. In addition, the Tourism is regarded as the 'Generator of Employment'. It will not be exaggeration if we call Tourism Industry as Industry of Industries. It is a rectifier of religious imbalance, a developer of Infrastructure and substantial contributor to Foreign Exchange. The government has made forty percent of Hotel revenue earned in Foreign Exchange as Income Tax free and balance not to be taxed if it is re-invested in related activities on Tourism. An investment of ₹ 20,000 crores in Civil Aviation is envisaged by the end of 20th century. The Ministry of Environment and Forest, Government of India has also relaxed the norms for construction of Tourist Resorts at important tourist places. The central government has also approved 'one' to 'three' Star Hotels instead of more Five Star Hotels to be constructed in several parts of the country.

Components of Tourism Industry:

There are three components of Tourism Industry
viz. accommodation, transport and locale which have got utmost importance in order that Tourist Traffic may multiply enormously, careful attention is given to efficient and cheap transport facilities. All efforts are made to arrange accommodation comfortable and on reasonable rates. Locale equally gives boost to Tourist Industry in this region.

Tourism Infrastructure is the basis of attraction, accommodation and transport. Every tourist buys its attraction and services as the prime motivator. The supporting factors like transport, accommodation, catering and entertainment serve as satisfiers.

**SUGGESTIONS**

**Liberal Loans and Subsidies:**

Whenever loans and subsidies are being provided under Rin-Upadan Vojna but it needed to encourage private entrepreneurs and more liberal loans and subsidy should be sanctioned to the businessmen by the Government to establish wayside snacks/bar on national and State Highways. More 'Money Counters' should be set up at important tourist places in order that overseas tourists may encash foreign currency into rupees, easily. These facilities will lead to the promotion of Tourism Industry.
Police Assistance and Guidance:

The guidance and assistance of police may also be helpful in solving day to day problems being experienced by the Tourists during their stay in hilly resorts. Police is supposed to be vigilant and watch the activities of Tourists so that no wrong elements can disturb the peace. Regular training programmes should be organised for the police officials relating to tourism.

Anticipated Reservation Facilities to Foreign Tourists:

If reservation facilities are provided for foreign tourists in advance in Government Hotels and Guest Houses during the peak tourist season, it will ease the worries and tension of visitors. Thus Uttar Pradesh Tourism Department may get better image in global countries.

Organising Media Programme:

The Uttar Pradesh Tourism Department should organise Radio talks, television programmes and cultural festivals on the occasion of 'World Tourism Day' i.e. 27th September every year. To celebrate this day different types of programmes are to be performed so that significance of Tourism may be highlighted. This policy will enable in attracting more Foreign and Indian Tourists.
**Special Cell to be Set up for Redressal of Tourists**

**Grievances:**

A special cell should be set up at tourist places to look into the grievances and lack of amenities being faced by the visitors. Through the period of their stay is momentary, but the results are foreseen, so this issue needs personal attention of the government.

**Relaxation in Travel Trade:**

The restrictions imposed on Travel Trade viz. Visas, Passport, Air/Railway concessions should be relaxed to encourage the Foreign Tourists. It is to be seen that relaxations and concessions are not misused. Central Bureau of Intelligence and State Intelligence Department have to be watchful so that wrong persons in the name of tourists could not disturb the peace of this state.

**Better Facilities on National/State Highways:**

The tourists are generally found saying that there is scarcity of good hotels/restaurants, parking places and petrol pumps on the National/State Highways. The authorities should focus attention for providing more facilities to the Tourists in abundance on national/state highways.
Framing of Policy for Middle Class Tourists:

As per survey it has been noticed that High-Middle, Middle and Lower-Middle class tourists form the largest number out of total tourist traffic. The State government should frame policy and programme for development of tourism industry, keeping in view the requirements of these categories of tourists. Budget tourists dominate so the planning of tourism is to concentrate accordingly.

Photography Trade to be Encouraged:

Tourism is well linked with photography trade. The camera identifies and imprisons the natural beauty of the hilly region. Photography shops and photo studios are frequently visited by the Tourists to purchase films and other photographic material. The tourists are keen to have photo in this region. Photographers should get ready sets of Albums, projecting the panoramic view of these towns, besides the landscape photographs. GMVN & KMVN should also come forward to exhibit big size photos of important tourist places and natural scenery in its Hotels and Restaurants, Tourist Information offices, Bus stands, Railway stations, Airports and Government Tourist Buses etc.
Development of Afforestation and Environment:

Afforestation and environment play a vital role in the tourism industry. The tourists come from metropolitan cities like Calcutta, Mumbai, Delhi and Madras, in search of peace and tranquility and pleasure in the hilly resorts surrounded by thick forests. 'Van Lagao, Rozi Kmao'¹ slogan of the Government is being given practical shape. It is an ambitious plan and during 1990-91, a sum of ₹4,33,000 covering 12,934 Hactaryers land was sanctioned by the government.

Local Handicrafts Products to be Patronised:

Handloom and handicraft products of hills are very famous in the field of tourism because majority of tourists like to purchase Shawls, Lichis and Apples. It is therefore suggested that the government agencies should continue efforts for flourishing of handloom and Handicraft products in this region. This will positively help in earning revenue and boosting tourism.

Organising Winter Games/Sports and Festivals:

To hold "winter games in skiing"² every year at Auli near Joshimath, is also a concrete step in the development of tourism in hills. 'Winter Games' - regular

feature in the winter season at Auli. This is a good attraction to the tourists.

CONCLUSION

Tourism ranks the third largest export industry of the world after energy products and motor vehicles, involving movement of 300 million international tourists, accounting for 5.4 percent of world trade. About 85 percent world tourism is bought and sold in the development market of Europe and America and 15 percent in developing countries like India etc. A well established tourism sector generates 5 to 6 percent direct employment with young people and women employees. Tourism is a complex business marked with unkind paradoxes, more developed economy, the greater shall be the leakages and lower the multiplier effect.

Tourism Research at Evolutionary Stage:

The tourism research is in its evolutionary phase. The social scientists (sociologists and Anthropologists) and ecologists have seen more bad than good in tourism. The hosting nations in developing economics, have witnessed undesirable changes in their cultural ethos and social norms and values. Of late attractive tourism has been advocated against impersonal mass tourism.
Tourism Playing Key Role in Mountain Communities:

Undoubtedly tourism has played a key role in transforming mountain communities of the world by diversifying economy and generating employment opportunity and modernizing these societies. Tourism is a landscape industry, a farmer in a landscape garden and hence needed for the sustainable development of Tourism. Tourism, unfortunately, is found at variance with Agriculture, particularly at three crucial contacts, the labour market, the land market and development of infrastructure.

Roads Opened for Mountain Paradises:

Tourism after 1974, has taken a leap into the sensitive zones of ecological beauty and cultural heritage which hitherto remained close ecosystems with difficult accessibility. Roads opened the way to these mountain paradises and to remote pastoral valleys.

Negative Effects of Tourism:

Among major negative effects are - change in lifestyle of impressionistic youth and drug addiction which is a challenge to the community. Modification in native architecture has also been attributed to tourism. Tourist tips and overpayments could debate the local people morally or promote the bakhshish tradition.
The hills has a reputation in self-sufficiency in food supplies. It is misleading to assume that it can feed a guest population. But the reality is that the region suffers from food deficits. The problems of touristic development in small pastoral valleys, have been fairly solved by strengthening intersectoral linkages that broaden the impacts through increased indirect employment. Agricultural, forestry, horticulture, animal husbandry sectors have begun to reconcile with tourism.

**Alternative Tourism:**

The concept of 'Alternative Tourism' or Soft Tourism is more relevant to these special areas which involve native population in the development of local tourism who have more respect for their community resources. Considering Greenwoods' three stage model of Tourism Development - Discovery, Responses, Institutionalization, it can be generalised that hilly region is in the third stage of response and standing at the threshold of the third stage (optimum zone of development) from where further growth of Tourism shall be detrimental to the community and environment. The region in its richness of recreation resources, presents an opportunity and a challenge for creation of New Tourism. It is for the planners and people to accept and work for it.
GARHWAL MANDAL VIKAS NIGAM AND KUMAON MANDAL VIKAS NIGAM:

These two corporations have been set up by the Government for the unique promotion of tourism in the hilly region described as the abode of God. This region is becoming increasingly popular among tourists as a result of which urban development is taking place in the entire region at a very rapid speed but haphazardly. It is necessary to facilitate planned development by meticulous regulations and positive assistance in terms of detailed urban design, architectural drawings and models and ambient planning unless we make affirmative guidelines and counselling available to people.

In order to do that the GMVN & KMVN must have regulations and functions for development plans, plan for aesthetic environment, preservation and its beautification plans for afforestation etc. The road network has to be expanded water supply to be augmented and new satellite urban water to be host of other activities etc. All these jobs are to be done by Development Authority. This can only be done at the level of a commissioner who can explore these avenues for financial assistance and keep close liason with the State Government Departments.

Garhwal Mandal Vikas Nigam GMVN) and Kumaon Mandal Vikas Nigam (KMVN) have thus a much wider jurisdiction than Municipal bodies and Town and Country Planning Organisations:
i) To make comprehensive plans.

ii) To prepare sectoral designs.

iii) To undertake construction activities directly or indirectly.

iv) To prepare, promote and supervise aesthetic and environmental planning and implementation.

v) To coordinate with various State Government Department, like - Public Works Department, Irrigation, Forest, Education, Tourism, Health, Finance and Planning Departments.

vi) To explore foreign funding and undertake all supportive activities.

vii) To radiate planned development approach to the villages.

viii) Enforcement of the regulations pertaining to planned development both by facilitating conformity and positive assistance.

Hilly region being a fast upcoming resort place needs a clear cut policy to facilitate services to cater to ever increasing tourist traffic viz. treatment of sewerage well connected by pass roads to off-load the heavy traffic electricity, water supply etc.

The State Government should look into ways of promoting Tourism especially when entire world's Tourism Industry, including World Tourism Organization, is taking
in terms of Alternative and Responsible Tourism. A total review of Tourism policy could be undertaken by an independent committee constituted of persons eminent in field as varied as socio-culture ecology, archaeology, geology, economics and history. The findings of the committee should be made public and form the basis for formulating the existing policies and improve upon them not to repeat the plight of hill stations like Mussoorie, Nainital where building construction and other tourism related activities apart from denuding of forest, cover the mono-culture of urban sprawal to these much loved towns.

**Development of Tourism - Accelerator of Economy:**

High priority of State Government to the development of tourism is an accelerator of overall economic development of the state through the mechanism of private enterprise and initiative. The importance of tourism, its economic and social impact Tourism planning and marketing. New Tourism Policy, Adventure Tourism, Wild Life Tourism, projection formulation, human resource development in Hotels and catering Industry, schemes for obtaining financial assistance for getting up tourism-related projects etc.

The emphasis should be given for the integrated programme of tourism and not merely construction of accommodation.
Preservation of Natural Wealth: Afforestation and Wildlife Development are closely connected with Tourism:

In order to preserve natural wealth, the State Government should develop National Parks. Thus it shall also boost tourism in long way. Department of Tourism will conduct oriental courses for police personnels to be deployed at tourist places. It will enable policemen to act as Guides to the Tourists.

Short-Term Tourism Development:

The so-called short-plan Tourism Development Plan is altogether different from highly expenditure tourism plan. Apart from the coverage of Tourism Department it is to involve other government departments viz. Industry, Finance, Forest, Horticulture, Animal Husbandry, Agriculture, Youth Welfare and Language art and Culture etc. The proposed plan envisages development of the region within thirty to forty km. from main tourist centres where tourists may get opportunity to enjoy natural environment of the hills.

This short-term and less expensive Tourism Plan lays stress on building tourist villages, developing natural spots attached with forest, tourists, gardens with horticulture development of water, winter and adventure sports etc. Another suggestion is to raise
Botanical gardens, footpath be development in first for strolling. Modern amenities should be provided for boarding and lodging to the visitors in Tourist villages, local handicraft and Handlooms should be made available by local artist for sale to tourists staying in those villages.

**Crowd Tourism - A Challenge:**

Due to crowed tourism, region overwhelmed by tourist pollution during every summer and autumn season. It is very alarming. The government has focussed its attention towards excessive growth of tourism traffic and taken up several plans to check this problem.

To sum up, it may be concluded that on one hand the New Tourism Policy which is likely to be materialised in the coming time, may revolutionise the Tourism Industry but it may also produce deep-rooted ugly consequences and the State Government is to be very watchful towards it. The State Government has formulated scheme for the development of tourism industry in the hilly region. Schemes for development of facilities at a limited number of places visited largely by foreign tourists. Secondly intends to provide facilities to Home Tourists of low and middle income groups at a number of places of regional and local importance.
In the package tours, every tourist buys its attraction and serves as the prime motivation. The supporting factors like accommodation, transportation, catering and entertainment serve as satisfiers.

'Appropriate Tourism', 'Just Tourism', 'Responsible Tourism' and 'Concerned Tourism' are other names of 'Alternative Tourism' which is a fashionable idea among those who are dissatisfied with 'Mass Tourism'. Through this tourism, young back-packers strive to reach untouched, primitive and remote destinations which appear to be off the beaten track.

What has been done in the field of Tourism in this region of Uttar Pradesh, is not sufficient and in some cases not in the right direction. This may be due to lack of well-defined policies by the government. Hence there is need for evaluating the policies adopted by the government in relation to the Tourism Industry so that it would be possible to locate gaps and lapses. In fact government policy is not very clear about the relative importance of foreign tourism vis-a-vis domestic tourism. Domestic tourists is referred to as people's tourism, man tourism while foreign tourism is almost a pampered child. Though tourism is the major exchange earner, it is not treated as an export industry, thereby denying it the special incentives/concessions offered to such industries.
Uttar Pradesh government policy should be clear cut, encouraging and forward looking, keeping in mind the welfare of the Tourism Industry and the public. Changes must be for the better, not for the sake of change alone. Lack of professionalism and leadership are important factors lying behind frequent changes in tourism policy. Besides, the bureaucracy and political pressures also dominate.

In fact, transport development must precede tourism development. What is required is efficient, cheap, comfortable and safe transport facilities irrespective of the mode. When compared to international standards, Indian standards of transport are poor. Steps should be taken to make the existing facilities as efficient as possible. This is all the more so because most of the foreign tourists come to India, including Uttar Pradesh, mentally prepared to accept lower standards of service.

Large amounts of public money are being spent annually for the development of the tourism industry mostly in the form of promotional measures such as organizing or participating in trade and tourism fairs, producing and distributing tourism literature of varying nature, development and proper maintenance of tourist centres both old and new, provision of transport facilities, provision of entertainments for tourists by way of
cultural shows - dances, music concerts - film shows, sports and games, sound and light shows and provision of shopping facilities to tourists etc. These are being done mainly by the Department of Tourism of the State and the Centre and also by private agencies directly connected with the Tourism Industry. A natural question which could be raised at this point is, would it not be better if all activities of the various agencies are unified and better coordinated. The Government must consider the question seriously.

In the end it may be summarised that there are five components of supply in Tourist Industry:
1. Natural Resources and Creation.
2. Infrastructure.
4. Transportation.

Tourism in its broadest generic sense, can do more to develop understanding among people, provide jobs, create foreign exchange and raise living standard than any other economic force known. Tourism takes into account country's resources for Recreation i.e. 'Reservoirs for Recreation', Tourists are 'On-the-Spot' consumers of the complex of services. Tourism is a labour-intensive and provides employment directly or
indirectly to large number of people. Tourism is a merchandise sold in highly competitive foreign market. Tourist's image of a country is like a Trade Mark. With the rapid growth of Tourism, India and especially hilly region of Uttar Pradesh has emerged as an ultimate destination to the International and Domestic Tourists.

To conclude, perhaps the 21st century shall be the era of global tourism and as income and leisure time continue to increase and economic and political system of the nations develop more complex global relations, tourism will emerge as a more important component of economics. To quote Herman Kahn the Futureologist:

"It seems reasonable to assume that by the end of this century tourism will be one of the largest industries in the world, if not the largest".

Now, tourism is one of the largest industries of the world. This fast emerging opportunity needs re-structuring of tourism industry in the state and making it comparable to the international standards.