The origin of word 'tour' is a derivation of Latin word 'TORNUS' meaning a tool for describing a circle or tour a turner's wheel.

In the 17th century this term was used for travelling from place to place a circuitous journey touching the principle part of a country or region.

A tour is a journey to several places and back either with a public purpose or with a private pleasure. Tourism is the concept of an industry which deals with the tourists and caters to their such conveniences as Hotels and Catering.

Tourism is one of the world's largest and fastest growing industries. Unlike other industries, it has to depend largely on a number of allied industries like hotel, restaurants, transport etc. It is, therefore, properly called a combination of inter-related industries.
The concept of tourism found expression in a more technical definition of the Swiss Professor Hunzikar and Kraph, which was subsequently adopted by the International Association of Scientific Experts in Tourism. The definition brings out the following three distinct elements of tourism.

(i) Involvement of travel by non-residents;
(ii) Stay of temporary nature in the area visited;
(iii) Stay not connected with any activity involving earnings.

Tourism is an age-old phenomenon, tracing its history back to numberless centuries; the "Summarian" and the "Harappa" civilization provides evidences about the nomad trend of life. The travelling by Phoenicians, for about 4000 years ago gives the authentic truth for trade and travel. Thus, the world is not unknown to the migration tendencies of people. The rate of nomadation of people from one country to another has increased on such a scale that the world has indeed become very small.

Tourism has become a comprehensive field of life that needs a serious attention as it affects millions of human beings all over the globe. Its development, its management and its several aspects should be in the grip in order to understand the nature and scope of tourism.
A tour is a journey to several places and back, either with a public purpose or with a private pleasure and tourism is the concept of an industry which deals with the tourism and caters to their such conveniences as hotels and catering etc. It is defined thus:

"Tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destination and the facilities created to cater to their needs".¹

"Tourism denotes the temporary short-term movement of people to destinations outside the place where they normally live and work and their activities during their stay at these destinations".²

"We must welcome those friendly visitors from abroad for economic reasons for tourists bring Foreign Exchange but even more so because this leads to greater understanding and mutual appreciation. There is nothing that the world needs today than this mutual understanding".³


The prime motive of tourists is PLEASURE and LEISURE but normally this is supplemented by business, social, cultural, religious and educational motives. As such there are Business Tourism, Cultural Tourism and Social Tourism etc. within the framework of tourism in general.

The Oxford Advanced Learner's Dictionary defines tourism: "Tourism is a business of providing accommodation and services for tourists". ¹

The Chamber's 19th Century Dictionary defines tourists as:

"People who travel for pleasure of travelling out of curiosity and because they have nothing better to do and even for the joy boosting about it afterwards". ²

Tourism is a social movement with a view to rest, diversio and satisfactio of cultural seeds.

One of the earliest definitions of tourism was given by Hermann V. Schullard, a famous Austrian economist, in the year 1910, who defined it as, "... the sum total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of

foreigners inside and outside a certain country city or region". The concept of tourism, however, found expression in a more technical definition of the Swiss Professor Hunzikar and Kraph in the year 1942, they stated,

"Tourism is the totality of the relationship and phenomenon arising from the travel and stay of strangers, provided the stay does not imply the establishment of a permanent residence and is not consulted with a remunerated activity.

Tourism is basically a pleasure activity in which money earned in one's normal domestic is spent in the place one visits. Thus,

"Tourism is a composite phenomenon which embraces the incidence of a mobile population of travellers who are strangers to the places they visit".¹

Tourism generally refers to a temporary movement of people from one place to another. It may be domestic tourism or international tourism. Domestic tourism refers to the movement of people within the country. International tourism refers to the movement of people across the country.

¹ Bhatia, A.K., Tourism Development, Principles and Practices, p. 34.
Man has been an inveterate traveller from time immemorial. Only the motives of travel have undergone changes from time to time. In ancient times, the motivations for travel were basically three: conquest, trade and pilgrimage. It is not often realised how extensive the contacts among the people were several thousand years ago. For instance, there was considerable inter-change and interaction of ideas and knowledge between India and West Asia and the Great Civilization which was further strengthened by Alexander's conquest of the North-Western part of the Indian sub-continent.

Simply speaking "Tourist is one who travels away from home". But this definition can be modified by adding that:

"Tourist is one who tours out of his home for a short period and money spent by him must not be earned at the place being visited".

The sub-committee of the league of nations defined tourist as: "A tourist is a person travelling for a period of twenty four hours or more (but less than 6 months) in a country rather than which he usually resides.

Definition of Tourism by League of Nations

League of Nations in 1937 defined the term

"Foreign Tourism" as: "Any person visiting a country, other than that in which he usually resides, for a period of at least 24 hours".

Following persons were considered as Tourists:

(i) Persons travelling for pleasure, health and domestic reasons.

(ii) Persons travelling as a representative for scientific, administrative, diplomatic, religious, ethnic reasons.

(iii) Persons for business.

(iv) Persons in sea-cruise.

The above definition of League of Nations was confirmed by the United Nations in the year 1945 and it was stated that the tourist was a person who stayed in a foreign country for more than 24 hours and less than 6 months for any non-immigrant purposes. This definition was adopted by many countries for the compilation of Travel Statistics.

In 1963, United Nations Conference on International Travel and Tourism held in Rome, considered a definition of Tourism and recommended that it should be studied by United Nations: Statistical Commission. A revised definition of Tourism was prepared and adopted. The conference considered an overall definition of the term 'Visitor', which for statistical purposes, describes -
"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 remuneration from within the country visited".1

This definition covered:

(i) **TOURISTS** i.e. Temporary Visitors staying at least twenty four hours in the country visited and the purpose of whose journey can be classified under one of the following headings:
   (a) **Leisure** (Recreation, Holiday, Health Study, Religion and Sport).
   (b) Business, family, mission and meeting.

(ii) **EXCURSIONISTS** i.e. temporary visitors staying less than 24 hours in the country visited.

The above definition excludes travellers who, in the legal sense, do not enter the country (e.g. Air travellers who do not leave an airport's transit area).

The Expert Statistical Group on International Travel Statistics convened by the U.N. Statistical Commission recommended in 1967 that countries use the definition of 'visitor' proposed by the U.N. Conference on International Travel and Tourism in Rome in 1963. The

Group considered that it would be desirable to distinguish within the definition of visitor a separate class of visitors, who might be described as 'Day-visitors' or 'Excursionists' defined as consisting of visitors one day excursions and other border-crossers for purposes other than employment, cruise passengers and visitors in transit who do not stay overnight in accommodation provided within the country. In 1968, the commission approved the Rome definition.

According to the studies recently published by World Tourism Organisation, nearly 70% of the countries use these definitions in the collection of international travel statistics.

The definitions of 'Foreign Tourist' adopted by the Government of India's Tourist Department as per the recommendations of the United Nations. Conference on International Travel and Tourism, Rome, 1963 is as follows -

A Foreign tourist is a person visiting India on a passport, staying at least twenty four hours in India and the purpose of whose journey can be leisure (holiday, health, study, religion and sport) business, family, mission, meeting.
In the early days, Tourism was associated with aristocracy because only the rich could afford this luxury. But with the changing economic and social conditions, tourism has become almost a part of normal life, irrespective of social or economic status. As a consequence, Modern of MASS TOURISM is already upon us.

Thus the term 'TOURISM' connotes different meetings depending on the context in which it is used. These meanings are not divergent as such, but are overlapping. There is hardly any single definition to cover all the aspects of the term. What is significant is that travel alone is not the criterion. The purpose of travel is the more important deciding factor of Tourism.

Tourism has now grown to such dimensions and importance and it has become the second largest industry in the world - second only to the oil industry in terms of turnover. From 1950 onward, Tourism got another boost as most of the Governments of the Third World countries, have started patronising Tourism as an important economic activity. It is but natural that with the outright Government, patronage, this Industry has grown into one of the major industries. As a natural corollary, private individuals and organisations have started taking active part in this newly developing
Industry. All these have given a new direction to this Industry.

Tourism in the modern sense is a phenomenon of modern times based on the increased need for re-operation and change of air, the pleasure in, and the employment of nature and is in particular brought about by increasing and mingling of various nations and classes of human society, as a result of the development of the Commerce, Industry and Trade and the perfection of the means of Transport.

Tourism is the sum of the relations and services connected with a temporary and voluntary change of residence for non-commercial or non-professional reasons.

Tourism is a collective term for human movement and its attendant activities caused by the exteriorization fulfilment of the desire to escape, that is more or less in everybody.

In recent years home tourism is also being widely recognised and playing a pivotal role in the field of tourism.

**Domestic Tourism:**

A distinction is drawn between Domestic or Internal and Foreign or International Tourism. In Domestic tourism, people travel outside their normal
domicile to certain other areas within the country as compared to travelling outside the boundaries of a country in International or Foreign tourism.

The basic difference between domestic and foreign tourism is that of jurisdiction of travel. The tourist activity or residents of a country within their own country, which does not cross the boundaries of the country, is thus described as domestic tourism. The various travel formalities which are necessary in International tourism, are not to be observed in domestic tourism. The barriers of currency, exchange, language, passports, visas, health documents etc. are not to be faced by a domestic tourist. A tourists' own language serves as a medium of communication. The currency which they use in their every day transactions, continues to be the medium of exchange.

Mr. Rajeev Gandhi, the former Prime Minister, inaugurating the Consultative Committee attached to the Ministry of Tourism said, "To promote national integration and industrial development, home tourists are not less important". ¹

Presently, there exists no generally accepted definition of the term "DOMESTIC TOURISM" - A domestic

tourist is regarded as a person travelling for a purpose other than exercising a gainful activity or setting at the place visited.

A Domestic tourist can be defined as below:

"A Domestic tourist is a person who is travelling away from his own town to place and being a consumer of goods and services, spending money at places visited but without earning it there. The term tourist includes sightseers, holiday makers, religious pilgrims, invalids in search of health, students and traveller who is distinct from emigrants or immigrants intend to return home within 12 months and who are distinct from migratory labours, more in the capacity of consumer and not producer". ¹

In its broader sense, tourism is a movement, a culture. It cannot be taken as a mere activity which connotes travelling, holidaying, recreation, rest, pilgrimage etc. Actually, tourism is something larger than these. It is an industry in itself which comprises not only the Transport, Airlines, Railway line, Motor bus and Automobile business but also the boarding and lodging business as well as services of guides, Travel agents, Photographers etc.

¹ Oglive, P.W., Encyclopaedia of Social Sciences, Volume 13-14, p. 661.
"For statistical purposes, the term "Domestic Tourist" designates any person who travels within the country where he resides to a place other than his usual place of residence for at least 24 hours or one night, for a purpose other than exercising a gainful activity and which may be classified under one of the following headings":

(i) Leisure (recreation holiday, health, study, religion and sport).

(ii) Business, family, mission, meeting.

However three elements are common:

(1) Place of residence
(2) Geographical setting of travel
(3) Duration of travel.

With regard to place of residence, most countries regard domestic tourism as travel by country's residents within that country. The geographical setting is the national territory. Duration of travel is an important element in a number of definitions. The domestic tourist is one who spend not less than 24 hours or make an overnight stay away from this usual residence.

Two more elements are common to most definitions of domestic tourism:

(1) Distance travelled.
(2) Travel motivation.
The domestic tourist is generally considered as a person travelling for a purpose other than exercising a gainful activity at the place visited. Sometimes, domestic tourism is considered as including holiday or leisure travel only.

The Philosophy of Tourism:

To survive successfully and to avert the future shocks of accelerative life, the individual must adapt himself to and be capable of facing situations. He must search out totally new ways and means to anchor himself, for all the old and odd roots of religion, nation, community, family and profession. He must "understand transience".

The concept of tourism provides a long missing link of individual's existence in the society. This relation is the combination of sociological theories of change and the psychology of individual human being. Tourism is the temporariness or transitoriness in life - a reaction of 'transience'. Transience results in a mood, a feeling of impermanence. It is, however, not only our relationship with people that seems increasingly fragile or impermanent, but if we divide up man's experience of the world outside himself, we can identify certain such classes of relationships as: relationship with the things; relationship with places;
relationship with institutional or organisational environment around man; relationship with certain ideas and the information flow in society; and relationship with the time.

These five relationships from the fabric of "social experiences" and it may be precisely said that these relationships are marked as and when acceleration occurs in society or when things (the social situations) start changing outside, the individuals are going to have a parallel change taking place inside, which "leads to the almost tangible feeling of shifting Dunes". Tourism indeed now can be defined quite specifically in terms of the rate at which our relationships turn over.

**Explanation of the word "Tourist Traffic"**

The word tourist became current early in the nineteenth century as a somewhat contemptuous synonym for traveller, but it is now used in the social sciences, without colour, to describe any person whose movements fulfil two conditions: first, that absence from home is relatively short, and second, that money spent during absence is money derived from home and not earned in the place visited. Thus, tourist may be sight-

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sears, holiday makers, religious pilgrims, invalids in
search of health, students, any travellers, as distinct
from emigrants or immigrants, intend to return home
within say, twelve months (only six months according to
our earlier definition) and who, a distinct from
migratory labourers, move in the capacity of consumers,
not producers. Tourist traffic may be either internal,
within any given country or district, or external
crossing political frontiers.

In the modern period certain type of moving
persons are called tourists, now people have started
moving in still larger numbers. This can be referred to
as "group travel" or "mass travel", for such persons restau-
rant s, motels and hotels have become a necessity. The
modern tourist wants many comforts and luxuries if he
could afford to pay for it.

Tourism in a planned organised way is a thing of the
present century. With the development of means of
transport and communications tourism got great fillip.

Objectives

Tourism is a highly developed economic activity.
It is very useful for all countries particularly the
underdeveloped ones. It is also for this reason that the
Central and the State Governments in India are taking keen
interest in promotion of tourism. Tourism provides the following benefits -

(1) It provides enormous opportunities for employment and is an intensively employment oriented activity.

(2) It helps distribution of wealth. The movement of tourists from developed to less developed countries or from more developed areas to less developed areas within the same country leads to balancing the socio-economic structure through transfer of funds.

(3) It has a great social contribution by way of bringing people together who belong to different cultural, social and economic background. It thus helps to develop international relations, better understanding about different reactions and creates a feeling of natural oneness among people.

(4) It contributes to the foreign exchange earnings through the influx of foreign tourists.

(5) It helps in the projection of the desired image of a country before the nations of the world through the touring ambassadors.

**Importance of Tourism:**

Macro Pole, were he alive today, would be interested to see that the vast distances which took him years to cover can now be travelled in a matter of hours.
He might be even more surprised to see the increasing number of people travelling by Boeing 707 carrying 150 passengers in the international tourist year in 1967 and by Boeing 747 - "Jumbo Jets" carrying 500 passengers in 1970.

In the present age, travel is available to ever increasing range of people. One can easily take advantage of modern progress in engineering and the speed of modern transport. Less than a century ago Jules Verne surprised his readers with "Around the World in 80 Days". But today it is technically possible for an aircraft to go round the world in 80 hours.

A holiday away from home is for many a recreational necessity, a status symbol, a sign of improved standard of living and a field to further the frontier of knowledge. Tourism is now a major and an important industry bringing immense advantage to the economics of those countries, which encourage it and in some cases, actually depend upon it. It is good for developing internal trade and for the promotion of cooperation and harmony in the international field.

In spite of all this, the modern traveller is in some respects less free to do as he pleases than was Macro Pole. There are certain inevitable restrictions on his freedom. The traveller finds himself entangled in a mass of red tape of pass-ports, visas, currency checks and health measures. A few places are unpleasantly overcrowded for couple of months in the year and empty for the rest. Some other places deserve to be made more attractive and publicised to be developed as tourist centres. Steps need to be taken towards making tourism more enjoyable, agreeable, easier and less expensive.

Although travel has been regarded as part of liberal education, yet tourism as a growing planned industry with rich potentialities for invisible exports is of recent origin. The idea of mass travel in large is becoming more and more possible by the fast technical progress achieved in the field of transports as a result of new innovation in the science of engineering. It is really beyond the comprehension of common man how much India has become "Tourist Conscious" within the last few years. Tourism after India's independence has become so important that it needs evaluation of our efforts and gauze the actual potentialities of it as an important earner of foreign exchange - so essential for India's economic and social development through various five year plans.
Economic Importance of Tourism:

Tourism is a nascent industry in our country, but it has great potentials. India is really a tourist paradise. In India the orient pulsates with life and rubs shoulders with the modern world. It is an enchanted land having rich cultural and spiritual heritage. It offers immense opportunities to tourist to delve deep into hoary past and bubbling present. It provides an opportunity to feast one's eyes in kaleidoscopic scenic beauty and wonderful wild life.

Most recent research in some foreign countries reveal that the amount of foreign exchange earned through tourism can rise to such high figures as to make a radical improvement in a country's balance of payment. Tourism has brought about significant improvement in the economy of several European countries such as Italy, Austria, Spain and Switzerland. The economy of these countries bear glowing testimony to the fast that investment in tourism is a most profitable preposition and is capable of providing massive help to their economies. Tourism is a fruitful enterprise of the present age and this can help in speeding up the stages leading to the economic take-off of many developing nations. The receipts from tourism are not just a balance of payments advantage. Tourist spending represents money and profits to a large number of big and small
businesses. Huge income can be earned by hotel and catering industries, the railways, internal air-carriers, buses, taxies and hired cars, shopping establishments, theatre, cinema and other entertainment services. It can employ directly as well as indirectly large number of people. In this way tourism is a great commercial preposition.

Tourism is a service-oriented invisible export. Its results cannot be measured in metric tons as is the case with other export industries. Tourism is an industry in which nothing leaves the shares of the country except the souvenirs purchased by tourists. We are not deprived of any goods and services. In spite of all this, tourism earned foreign exchange to the tune of 33 crore in 1969 and it has got great potentialities for further expansion if suitable tourism infra-structure is created. The advantage occurred to our country has been several times more if we take into consideration the multiplier effect. Undoubtedly this industry is very important to us as India is in dire need of foreign exchange resources to give a push to the rate of growth of our economy.

Social Importance:

Travel trade is an industry par excellence. It not only earns foreign exchange for executing our develop-
mental plans but also a priceless fund of goodwill abroad and creates better understanding. It develops harmonious inter-state and international cultural and social relations. This is the non-commercial aspect of tourism.

In the words of Pandit Nehru,

"We must welcome these friendly visitors from abroad not only for economic reasons, for tourism brings foreign exchange, but even more so because this leads to greater understanding and mutual appreciation. There is nothing that the world needs today more than this mutual understanding".

Tourism is a passport to peace. Through it we can establish a ring of friendship around the world. A better image of India can be projected abroad by providing suitable opportunities to tourists to stay as guest in good Indian families through "Meet the people Programme". This will make travel a two-day dialogue. A traveller is extremely happy if the people he is dealing with make an equal effort to know and to accept some of his habits and unknown or unexpected mannerism. 1

The tourist's role is not merely that of a

1. 'What Motivates Travel' by Dr. Ernest Dichter, paper read at the International Travel Seminar, Srinagar, Kashmir, Oct. 16, 1967 (Dr. E. Dichter is the President, Institute for Motivation Research, Hudson, New York, U.S.A.).
traveller. He is not just a visitor to a place of fame. He should consider himself a part and parcel of the place he visits, mingle with the people there and associate himself with their day to day life. And in this way he can enjoy new and novel experiences of life which may become a joy for ever.

Even in the thirties of the present century F.W. Ogilvie of the University of Edinburgh, found that on the social aspects of tourist traffic, many different opinion are possible. Some thinkers, in antiquity no less than in modern times, have been ready to ascribe to travel the decay of members which they charged against their own contemporaries. Others have agreed rather with Samuel Johnson that all travel has its advantage. "If the passenger visits better countries, he may learn to enjoy it". Others again have argued that travel in not advantageous merely, but is one of the most important elements in life of society; H.T.O. Buckle, for example, put travel side by side with gun powder and the "discoveries made by political economy" as the three chief agents, which in modern times had lessened the love of war.

As a result of rise in travel, there is some change in the outlook of the people. With the rise in internationalism and progress of tourism, countries can at least go through the preliminary notions of working together in the U.N., its specialised agencies and other global and regional groups in many fields of common endeavour. Realising the great importance of tourism, even the U.N. decided to issue a directive to all its 125 member countries to organise 1967 as an I.T.Y. This is an obvious recognition of the fact that tourism is a great force in the promotion of world good will.

This situation need not dishearten us. With increasing leisure-time, expanding past and economical transport, 'mass tourism' is bound to gain ground. Now it is for those who are responsible for promoting tourism to make a harmonious combination of the most indispensable factors so that tourists gain fully out of the "cultural dimension of tourism". The officials of the tourist promoters, the industrialists, financers and all those who are interested in giving a fillip to this planned industry of the twentieth century, have to play a vital role. They have to think plan, act, and coordinate the programme in a proper manner. They have to treat the visitors primarily as man regarded as a sensible being and not as merely a consumer in order to make huge profits by exploiting him
and extracting as much money from his pure as possible by providing certain essential but elementary services.

The foremost factor is the realisation of the feeling of human understanding amongst all those who are out for tourist development. Our decision concerning huge investments in the travel trade must pre-suppose that we must give full freedom and chance to develop human faculties of the visitors and we must try to enrich him culturally, socially and morally, when he returns back after a visit to India.

In the opinion of Arthur Haulot, Ex-President of IUOTO: "We should not wait until tomorrow to raise these problems. We must tackle them today in their entirety and diversity. At a time when so many countries over the world are giving official recognition to the role of tourism and establishing national tourist organisations and even full-fledged ministeries of tourism, it is perhaps not a vain hope that over and above economic goods, tourism's cultural postulates be also recognised. Much courage is needed to undertake this task but it is also a task which in human terms, will procure the highest dividends.

**Educational Importance of Tourism:**

Tourism has great educational value. In the ancient Greece and Roman Empire there is abundant evidence that
formal tours were regularly undertaken by the rich people. The students in search of knowledge travelled to the fountains of learning. In the eighteenth century, Britain 'Ground Tour' came to be regarded as a necessary part of education for any one who could afford it. The Indian philosophy, religion and culture could not have possible spread throughout South East Asia without travel by persons with a deep-rooted devotion to duty and a missionary zeal to establish a vast cultural empire. The name of Fahian, Huen-Tsang, Macro-Pole, Mahendra and Sangh Mitra, children of emperor Ashoka are famous in the history.

In the modern age, travel provides first hand knowledge and education. Meeting people makes new friends, brings people and nations closer to each other. By visiting historical sites and ancient monuments and also places of religious sanctity, young students get an opportunity of coming into direct personal contact with people who congregate at such places and an opportunity to observe their mode of life, religious practices, civilizations etc. By such observations, their mental horizons would get expanded, areas of personal experience widened and personal angularities rounded off as a result of friendship and mutual contacts.
It is also a channel through which we can promote knowledge and understanding among people of the world and build up those resources of friendship and goodwill in which alone lies the prospects of establishing the lasting foundation of a world community. It fosters understanding among people everywhere. In the present age, when two wars have wrecked human hearts and divided man against man, the only hope that remains to bring broken hearts together is travel from one part of the world to another in order to foster a feeling of love, understanding and goodwill far beyond the reach of orthodox and preached religion. Tourism is a new religion of the day. Tourism can possibly achieve what religion has, hitherto, failed to do.

Political and Psychological Importance of Tourism:

Tourism is not merely to be reviewed from a commercial stand point. It can be one of the biggest commenting factors in a world ribbon by discard and mutual suspicion. Tourists from one country to another and also from one part of the same country to another are in a sense messengers of goodwill and understanding. Tourism can create such an environment where there is the least possibility of war. It helps the cause of human understanding and goodwill.
Tourism has not only economic, social and educational importance but also political and psychological significance. A German poet stated long ago that there are two ways of travelling. One consists of discovering new and distant worlds physically. The other, equally valuable, consists of discovering the new worlds within oneself. The discovery of the unknown self and of the new uncharted worlds helps the visitors in discarding the fear of change. He starts believing that 'change is the law of nature'. Travel also relieves people of the boredom created by the daily routine.

The East-West and West-East tourist movement in Europe is an example before us that through tourism people can understand truly the viewpoints of others in a much better way. The socialists can know and understand about capitalism and capitalists can understand about communism and socialism, Russia, Hungary, Poland and other communist countries have become recently very liberal in encouraging tourism and now there is nothing like an iron curtain. Tourism has effected the national and international politics and policies as well as international relations. People who travel widely and automatically forced to see the viewpoint of the other country. A modern traveller becomes an intelligent observer of the foreign country.
The various advantages occurring from tourism are aptly described in a United Nations comment of tourism: "The advantages of tourism are many - it broadens the mind, helps national economy, creates greater awareness of other ways of life, promotes an inter-change of culture, and contributes to strengthening of world peace.

No effort should be spared in fostering a better understanding among people of diverse nationalities and culture as this creates a better appreciation of the inherent values of different culture and civilization which collectively are a common heritage of the human race.

Thus, tourism is of great economic importance to a country, both internally and externally. It enjoys a rate of expansion greater than most other economic activities. It may constitute as much as 7 or 8% of the national products of the industrially and touristically developed countries. However, it must be acknowledged that the importance of tourism stretched much further than merely economic consideration. The human, cultural, educational, social, political, psychological and spiritual aspects of tourism are extremely important and should be taken into account in any assessment of the impact of tourism on a district religion or country.
Tourism, like peace, is invisible. It is, therefore, heartening to note the growing consciousness which has downed among mankind about the need for enlarging their horizons of knowledge and understanding of the variegated conditions and mode of living perceptible in different countries of the world. Tourism is thus universally acclaimed as one of the exquisite bridges of international peace, friendship and amity, and is a demonstrable evidence of the "subtle affinity" which binds all humanity notwithstanding the superficial differences in outlook and ways of life.

India is as zestful to learn about nations as let other nations have a full opportunity to learn about her and is anxious to offer a red-carpet welcome to her honoured guests from abroad and to make their stay as pleasant, comfortable and memorable as is feasible. May his or her visits to India turn out to be a rewarding experience and a source of exhilaration to every tourist from abroad.

**Purpose of Study of Tourism:**

The purpose of the present work is to bring in light the impact of tourist industry in the Economic Development of Western Hilly Region of Uttar Pradesh. Uttar Pradesh enjoys a leading position in the country in
respect of places of tourist attraction. This being one of the biggest states in India, has plenty of forests, rivers and monuments of historical religious and architectural importance. It is full of mountains, valleys and lakes. This is then is Uttar Pradesh a subtle threading of different people and cultures into a harmonious whole. Besides, studying the present position economic developments in hilly region, Uttar Pradesh, the researcher will also explore the possibility of development of tourism in future. In short the purpose of study of this problem is to study the following aspects of tourism:

1. To isolate and identify various types of travellers such as tourists, visitors and short-term visitor.

2. To study the framework of tourism in total social, economic and political.

3. To analyse the nature of tourist market and character of tourist plant (accommodation transport and locale).

4. To determine the social, economic or political significance of tourism industry.

5. To devise a strategy for development of tourism in India - tourism in the past, was the egotistic art of travel in style. Today tourism has become national
industry of welcome/reception of travellers. It has been converted from the field of individual/collective pleasure to that of general economy.

Accordingly the primary purpose of the study of tourism is to develop a deep insight into the problem faced by Tourist Promotion Department Agencies and make some of the useful suggestions and measures to promote the cause of tourism with special emphasis on the problems and prospects of tourism in Uttar Pradesh. The researchers have tried to study the trend of movement of people of a specific socioeconomic class.

Besides, as tourism is comparatively a young industry, detailed and scientific study of the information about the attitudes, requirements, tastes and preferences etc. of the tourists, would go a long way in helping the policy makers and practitioners in doing good job. A study of this nature, shall necessarily involve a critical appraisal of the policies and programmes of the government and practices of the traders. And this has been made on the basis of facts and figures.

The objects of the study of tourism are:

(i) To develop tourist aptitude in hilly people, and
(ii) Prepare them physically and mentally by earning Foreign Exchange to raise their standard of living.
It aims that the present study may help the Uttar Pradesh government in developing the undeveloped landscape features of the region for tourism and conserve them by maintaining ecological measures of hilly region.

In order to speed up process of evolution of Tourism from an occupation to an industry, first requirement is that leaders of thoughts and action in society should be convinced of long range benefits.

Business leaders' dynamism and vision should be harnessed to Tourism to make TOURISM of the genuine growth industry in the country.

As a matter of fact Tourism is an economic activity which depends on specialised manpower. Training and development of manpower in Tourism must be professionally planned, organised and conducted through continuous and concentrated programmes.

Tourism must receive a higher priority and resource allocation in National and State Planning. Tourism is ready to move from the take off stage to the stage of self-sustained growth. Way of living, way of spending educational standards and entertainment of foreigners must be carefully watched by our citizens. Efforts should also be made for making domestic tourists more happier.
**Hypothesis:**

In consonance with aforesaid objectives the following hypothesis have been laid down:

(i) The Industry has played a vital role in shaping the economic destiny of people of hilly region in particular, State and Nation in general, by generating a considerable quantity of income and employment and making an overall effect on the economy of hills.

**Methodology:**

In order to carry out this study, various methods are adopted primarily by the researcher, depending on the survey method carried out on the basis of a comprehensive schedule of information - the copy of these questionnaires - appendix 8 & 9. Besides, the investigator also adopted observation method being resident of Uttar Pradesh. He personally visited different tourist spots in Hilly Region of Uttar Pradesh and gathered information from the centres. The relevant matters so collected could enable him to form his own opinion on various aspects of Tourism. He also personally interviewed a large number of Indian and Foreign Tourists in order to have first-hand information. The problems faced by tourists in Hilly Region of Uttar Pradesh are also known through personal interviews. Besides that the tourist departments were also contacted and relevant data was collected to be added. Secondary
information has also been called from magazines, journals, survey reports, brochures, booklets and tourism literature published by various governmental and non-governmental organisations.