CHAPTER II

TOURISM IN INDIA AND ITS IMPORTANCE IN NATIONAL ECONOMY

Just thirty years ago tourism was scarcely known as an industry worth promotion but picture has changed and now tourism is a magnificent industry which have immense economic advantages to those countries which encouraged it in incomes, the easy safe and cheaper transportation and the willingness of the governments to offer incentives, including permission to international hotel chains and airlines to operate freely, has given a big boost to tourism. The perspectives of this unique business have fascinated everyone that is why in economical and social quarters people have started to call tourism as industry.

India is a country with too many people, too many animals, too many customs, too many gods and too much of every thing.¹

A major world industry, tourism generates an income of 100 billion US Dollars per annum while the world tourism traffic exceeds 800 million.²

Tourism is the biggest business in world today and the faster growing. It is already twice the size of oil industry. It is a business from which everyone benefits; from the airline companies and travel agents to the craftsmen in villages scattered all over. From big hotelliers and shop keepers to the small traders, taxi drivers, waiters and so many hundreds more.¹

After the second world war, many countries were facing deep economic crisis. At that moment tourism added a lot in the reconstruction of these shattered economies. In a few countries of Europe like Italy, Greece, Ireland, France, Austria and United Kingdom, tourism has contributed a lot in securing the present leading position at international level. In the year 1969, Italy alone earned Rs 1000 crore in foreign exchange from tourism and could build two steel plants like Bhilai from the tourists earnings each year.²

There has been exceeding curiosity in Western people for India on account of its glorious past, rich cultural heritage, religious background, unique life style and above all plenty of natural attractions and in-born instinct of cordial hospitality.

1. Department of Tourism, Govt. of India, Commerce, April 4, 1970, p. 653.

2. Ibid.
Prior to independence there was sheer absence of any state encouragement to this vital economic sector but after independence some attention was paid to it.

Since the mid of 7th decade the Govt. of India virtually started to take tourism sincerely. The first major step taken in this direction was the creation of a full fledged Ministry of Tourism at Centre in March, 1967, which was the international year of tourist also. Prior to that India hosted the 15th Annual Conference of Pacific Area Travel Association (PATA) in New Delhi from 24th to 29th of January, 1966. Fortunately India was chosen again as the venue of the meeting of the Board of Directors of PATA in January 1987.¹

The establishment of a separate ministry gave a big boost and new dimensions to the tourism and gradually it started to be recognised as an industry, highly capable of foreign exchange earning and employment provider. Though in the beginning a few so-called stalwarts in political and academic spheres; who were not keeping themselves with the tune of time hesitated to award the industry status to tourism but thanks to Government of India which showed its fullest determination and courage to promote tourism as an industry.

1. Indian Express, January 29, 1986.
The Estimate Committee of Parliament in its report has recommended conferring of industry status on hotel and other related tourism activities. It has even accepted the logical demand that the central tourism funds should only be released to the states which declare tourism as an "industry".¹

Speaking at the meeting of tourism secretaries of states and Managing Directors of Tourism Development Corporations, the then Minister of Tourism, Mr. Ashok Gahlot regretted the attitude of some State Governments which are not taking sincere steps in promoting tourist industry despite categorically declaring it as an industry in the draft of seventh five year plan.² Speaking at the Executive Development Programme organised by the Department of Tourism, Mr. Ashok Gahlot said "tourism should be considered a business activity because it has established as only source of earning foreign exchange worth ₹ 1130 crore in the year 1982-83".³ It needs to be emphasised that the national development council of the Planning Commission, while approving the approach paper for seventh plan has recommended that tourism should be

1. Tourism controls should go by Hugh and Gantezer, Indian Express, August 28, 1985.
accorded the status of an industry. Following upon this recommendation, the State Governments and Union Territory Administration are being asked by the centre to declare tourism as industry so that the concessions available to other industries would also made available to related tourism activities.

Addressing a press conference, the then Minister of Tourism, Mr. H.K.L. Bhagat assured to meet the Finance Minister in order to pursue the proposal to make tourism as industry.¹ Inaugurating the Convention of the Hotel and Restaurant Federation of India; the then Union Tourism Minister, Mufti Mohammad Syeed, said that Government was treating tourism as a priority section more funds were now going into the promotional efforts as well as creating better infra-structure facilities. The minister spoke of the bright and exciting outlook the tourist industry held.²

So far the governments of Andhra Pradesh, Arunachal Pradesh, Bihar, Haryana, Himachal Pradesh, Kerala, Meghalaya, Tamil Nadu and Uttar Pradesh have declared tourism as industry while the Governments of Orissa, Rajasthan and West Bengal have declared hotels as industry.³

1. Indian Express, January 3, 1986.
Seeing the economic potentialities of tourism, Government of India against the provisions of Rs 187 crores for tourism in the seventh five year plan (1985-90) provided Rs 326 crore in the eight plan (1990-95), this includes Rs 138.68 crore in the central sector. Of the Rs 139 crore set apart in the central sector for tourism, in the first three years of the plan period, an allocation of Rs 87.36 crore had already been made, covering almost 63% of the target.¹

The tremendous growth of tourism is clear by the profits earned by Public Sector Indian Tourism Development Corporation (ITDC). It earned a record profit of Rs 5.08 crore in the year ending on March 31, 1986, while this figure was Rs 1.25 crore in the previous year.²

A look over the rising number of foreign tourists visiting India also confirms the increasing popularity of tourism. The number of foreign tourists visiting India during the period of 1951 to 1995 increased in the following way:³

¹ The Hindustan Times, April 17, 1985, p. 20.
² Ibid., August 13, 1986.
³ Indian Tourism Statistics, Ministry of Tourism, New Delhi, and The Hindustan Times, April 17, 1987, and onwards.
TABLE 1

Foreign Tourists Visiting India

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Tourists</th>
</tr>
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<tbody>
<tr>
<td>1951</td>
<td>16,829</td>
</tr>
<tr>
<td>1955</td>
<td>33,269</td>
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<tr>
<td>1960</td>
<td>1,23,095</td>
</tr>
<tr>
<td>1965</td>
<td>1,47,900</td>
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<tr>
<td>1970</td>
<td>2,80,281</td>
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<tr>
<td>1975</td>
<td>4,65,265</td>
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<tr>
<td>1980</td>
<td>8,00,150</td>
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<td>8,53,148</td>
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<td>8,60,178</td>
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<td>8,84,731</td>
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<tr>
<td>1984</td>
<td>8,35,503</td>
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<tr>
<td>1985</td>
<td>8,36,908</td>
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<td>1995</td>
<td>21,23,633</td>
</tr>
<tr>
<td>1996</td>
<td>22,87,860</td>
</tr>
</tbody>
</table>

Source: Ministry of Tourism, Govt. of India, New Delhi.
The fall in the number of tourists in the year 1984-85 was apparently due to some political problems. But 1986-87 is a remarkable year for Indian tourism as the number of foreign arrivals exceeded the millionth mark. Seeing the great success, the Ministry of Tourism had fixed the target of 2.5 million tourists by the end of the seventh plan period (1985-90).

Despite these attractive data we still have miles to go as our share of global tourists traffic is very low.

Our country is facing an adverse balance of payment and to turn it favourable, we have to increase our exports but seeing the tough international competition this seems to be rather difficult. This purpose can only be solved by promoting tourism as it is also an invisible export. We have virtually got a plenty of natural, archaeological, historical and religious tourist attractions which are of unique nature. So the promotion of tourism will be a short cut and easier way of earning foreign exchange.

The income multiplier effect of tourism determines further employment and output. So we can say tourism is a service industry and labour intensive, hence of special importance to the labour surplus societies like India.¹

**Modern Tourism:**

In India, organised tourism in modern sense of the

¹ Eastern Economist, June 9, 1972, p. 1127.
world, started only twenty years ago, when a small tourist traffic section was set up by the Government of India in the Ministry of Transport. It was treated like foster child. It was never treated as a business proposition and its commercial aspects was completely ignored. The attitude was: "Tourists will have to come to India so long as 'Taj Mahal' is there". The Tourist Traffic Division during the course of years expanded its activities and grew into a department of Government of India with a network of tourist offices in India as well as abroad.

Realising the great importance of tourism in different fields, in March, 1967, a full-fledged 'Ministry of Tourism and Civil Aviation' was created during the International Tourist Year. Dr. Karan Singh was made the first Minister of Tourist at central level. He hold a cabinet rank and now all matters of policy pertaining to tourism were under the direct control. After that the present minister is very enthusiastic and energetic person so far as tourism is concerned. The present minister has been trying to create a new environment, which is conducive for the promotion and development of tourism in India. He is interested in foreign tourism as well as in domestic tourism. Attempts are also being made to attract more tourist. Greater emphasis is being laid on publicity and in providing most satisfactory services to the foreign visitors, who come to our country.
Tourist Information Office in India:

At present there are more than 60 tourist offices in India. There are four regional offices in Mumbai, Delhi, Calcutta and Madras, while there are seven sub-offices in Agra, Varanasi, Aurangabad, Bangalore, Cochin, Jaipur and Khajurao.

Role of Indian Tourism Development Corporation:

Indian Tourism Development Corporation was established on 1st October, 1966 by merging three different corporations: (i) Hotel Corporation of India; (ii) Indian Tourism Transport undertaking; (iii) Tourism Corporation of India. The aim of new corporation is to help in creating a suitable tourism infra-structure.

Its main objectives are construction and management of hotels, restaurants, travel lodges, provision of transport facilities to tourists, entertainment facilities by way of cultural shows, production and sale of tourist publicity material and provision of shopping facilities to tourists. It has got three important branches:

Transport Branch: It is at present running transport services at Delhi, Patna, Jaipur, Udaipur and Madras besides a seasonal unit at Srinagar. It runs concessional sight-seeing coaches. It has opened transport counters in
Delhi and other important cities for local sight-seeing tours. It has also started several transport units. It has got several air-condition cars, Ambassador cars, Minibuses and other vehicles.

**Hotel Branch:** At the beginning of 1969, government transferred to this corporation the ownership of 27 travel lodges and restaurants. These are being improved and expanded. They provide facilities for the stay of tourists at important points of tourist-interest throughout India.

ITDC Hotel Branch also runs Maharana Palace Hotel at Udaipur, Ashoka, Janpath and Ranjit Hotels at Delhi. It has several plans for construction of high standard hotels during the near-future. The corporation planned to construct several hotels at Srinagar, Gulmarg and Varanasi, Dum-Dum airport, Calcutta, Aurangabad and Madras.

**Publicity Branch:** It produces uptodate and correct publicity material on behalf of the Department of Tourism. It uses most modern techniques in its preparation. Now it is producing excellent tourist literature in the form of printed folders, maps, post cards, pictorial maps, guide books etc. This helps in advertising tourist centres and
places of attractions for the tourists. It presents a good image of India. The Corporation is presenting an absorbing entertainment show at Delhi, Ahmedabad and Madurai.

**Travel Agents Association of India:**

T.A.A.I. stands for the Travel Agent Association of India. It is the trade association of professional travel agents in India. It is dedicated to serve the best interests of public. It believe that the improvement of agency standards and strict adherence to professional ethics as the only course that creates confidence and wins permanent success in every line of endeavour. It aims at unification of effort and the promotion of cooperation among competitors, so as to eliminate cross purpose working. It wishes to have fair dealings by members with principals and the public so as to build the highest reputation for their business. It discourages illegal practices.

**Federation of Hotel and Restaurant Association of India:**

The Federation of Hotel and Restaurant Association of India is another important institution which represents the voice of India's hospitable industry. It tries to study and solve the various problems confronted by its
member - Restaurant and Hotel owners. It tries to make a substantial contribution to the promotion of tourism.

Among the states, Rajasthan has been the pioneer state to set up an independent department to look after the promotion of tourism. It was established in 1956. Tourist traffic to Rajasthan increased from 1500 in 1956 to 28000 in 1966. In order to cope with ever expanding demand for more accommodation to different categories of tourists, the Government of Rajasthan has set up a "Rajasthan State of Hotel Corporation". It has a chain of up-to-date hotels fully equipped with all modern amenities to suit the needs of tourists. They are located in ideal surroundings at Bikaner, Jaipur, Jodhpur and Shiliserh.

The Government of Rajasthan has set up tourist bungalows at Jaipur, Udaipur, Mount Abu, Ajmer and Pushkar in order to provide decent accommodation facilities for the low income groups of travellers. There are State Government Tourist Information Bureau at Jaipur, Ajmer, Udaipur, Chittorgarh, Mount Abu, Jodhpur and Bharatpur for supplying necessary information and guidance to the tourists. The Department of Tourism, an attached office of the Ministry has six main branches, viz., publicity and promotion, planning and development, travel

1. The Rajasthan State Hotels Corporation was started on 1st July, 1965.
trade, external relations, research and statistics and administration. The Department of Tourism has a Director General, who is also Additional Secretary to the Government of India. He is assisted by a Deputy Secretary in the Administration Unit. The travel trade section under D.D.G. consists of two units. Hotel Section and Travel Trade has Travel Agents Section, Shikar Out Fitters Section, Tourist Transport Facilitation concerning Frontier Formalities etc. Another D.D.G. is incharge of publicity abroad and in India. The publicity section has two sub-units in hospitality and distribution sections. There is also a statistical unit. All the states have been advised to have separate Directorate of Tourism. The set up of these Directorate is to be somewhat on the same lines as that of the Department of Tourism in the centre.

Thus India has always been an important attraction for travellers from abroad. Some of them came as merchants for commerce, while others came as seekers of truth in quest of knowledge and spiritual salvation. The urge to travel born of curiosity has been in existence ever since man was born. The tradition of tourism might be said to have been embedded in the history of India even during the earliest time. In olden days travelling was an adventure fraught with many dangers and people who left their homes to venture into foreign lands were never certain of
returning. Travel was recognised as a factor of cultural advancement. Scholars in their quest of knowledge, missionaries in their zeal to propagate their philosophy and pilgrims in the cause of their faith travelled widely from and to India braving all dangers and difficulties in a spirit of adventure and joy. Apart from such journeys, fairs and festivals regularly attracted a large number of persons from all walks of life to several places. Fairs and festivals were the fore-runners of the pilgrim traffic which might be regarded as constituting the bulk of internal tourism even today. As the means of transport and communication were not developed, the journey was always very risky. In India home tourism started by pilgrims visiting the holy places and pilgrim centres which are scattered all over the country. Such a movement of people was based on religious enthusiasm. There is no proper authenticated record of the history of tourism in India. The concept of tourism in the modern sense of the planned and organised holiday is of recent origin. It was only in 1945 that the first important step was taken. A committee was appointed under the chairmanship of Sir John Sargent to examine possibilities of developing tourist traffic in India. The committee observed:

It is of the highest importance that steps should be taken to make India's great store of inherited culture
known to the world in general and to judge from the experience of other countries which took pains to develop tourist traffic. There is good reason to hope that successful steps in this direction will result in substantial addition, both direct and indirect to India's revenues. If properly organised, every aspect of business can benefit by an influx of tourists.

**Importance of Tourism in National Economy:**

Travellers from far and wide used to visit India from times immemorial. They were fascinated by our rich and diverse cultural heritage. We are anxious to preserve it for centuries.

Tourism in modern times has been recognised as an Industry and Central Government / State Government have given it a push in their respective regions. The Central organisation has rightly provided the requisite policy framework for development of Tourism on healthy lines and drawn up a comprehensive National Tourism Policy. Its main components are -- Diversification from culture -- Oriented Tourism to Holiday / Leisure Tourism and exploration of new Tourist generation markets.

The hosting of International meets has become big business with the developed and developing countries competing to host them with evident economic and other
gains for host country. While Tourism has been growing at a tremendous rate, it is the convention segment of it which is attracting the attention of almost all countries. These include, apart from Hotels, Convention facilities - such as Good Auditorium, Interpretation in several languages and Allied Services of entertainment Pre and Post Convention Tours for delegates. The delegates coming to attend the conventions, spend more money in host countries than do the normal tourists. The exchange of ideas at the professional meets, goes a long way in keeping local people updated or the latest in the respective fields.

Air India has been active in getting more bodies to hold International meets in India. It also holds exhibitions which have become part of total package. The recent setting up of Indian Convention Promotion Bureau (ICPB) is another indication that India is keen to get a better since of Meeting Cake. Major meets in India were held in 1991 and 1992.

Vigyan Bhavan and Ashok Hotel in New Delhi are the Pioneers in the history of International Conferences. There are people in the Hotel Industry who would prefer that great attention should be given to Marketing. Maintaining and updating the existing Infra-structure (Accommodation, Transport etc.) for conventions.
India has at last realised that Tourism can become a much larger "Foreign Exchange Earner" than at present. It gets only about half a percent of worlds' Tourists, so far we have banked on "Cultural Tourism" -- Little done to provide necessary facilities -- one could hardly get even a glass of water at Fatehpur Sikri (Agra) where a Tourist Complex has come up. A Golf course at a cost of Rs 9 crores has been set up in Gulmarg (Kashmir). An ambitious plan for putting up world's largest cable car route is in way.

Good Indian food abroad can be a good attraction to India to boost national economy. Indian Tourism Development Corporation is running one in Moscow which is doing a roaring business and there is plan to set up such in hotels/foreign countries.

This subject came up in Delhi at a Conference of Indian Tourist Officers posted abroad which decided to provide adequate funds to prepare Tourist Literature to be distributed abroad through them. Adequate funds are being allocated for publicity on the Electronic media. The Australian love for Indian food specially 'Curry' has become a magic word. West Germany is another potential tourism source for India. A fast food restaurant has been set up by Indian Tourism Development Corporation at Mussoorie which is in an advantageous position due to its proximity to Delhi. Indian Tourism Development Corporation has also set up a Vegetarian Restaurant at Vaishno Devi.
The Tourist Industry in India is a burgeoning one. Tourists arrivals have been registering a steady growth being in fact eleven percent in first three years of current five year plan.

(i) Due to government's liberated economic policy, these has been an upsurge in the International Corporate Traveller's visiting India in connection with both joint ventures as well as private enterprises.

(ii) India has gained popularity as a "Holiday Destination" following an increase in International awareness through various festivals of India as well as an Intensification in the activities of the Department of Tourism (Government of India), places of historical interests, Beaches and Mountains. These are sources of attraction.

As Tourism is the major source of Foreign Exchange, the Central Government has made Fifty percent of Hotel Revenue earned in foreign exchange as Income Tax Free and balance will also not be taxed if it is re-invested in Tourism.

Steps are being taken by Government of India to improve the Transport Infrastructure. An investment of ₹ 20000 crores in Civil Aviation is envisaged by the end of twentieth century. Forty two aircrafts for Air India and Fifty for Vayudoot, one hundred ninety three for
Indian Airlines will be purchased under this plan. Rs 3000 crores will be invested in upgradation of Airports and related activities.

The Ministry of Environment and Forest has also relaxed the norms for construction of Tourist Resorts in Goa, Puri - Konark, Madras - Mahabalipuram and Trivandrum. The Central Government has granted approval for one hundred ninety four projects in "One to Three" Star category. Indian Tourism Development Corporation is likely to complete two Hotels in Bhopal and Itanagar and expected Traveller's Lodge at Manali.

India is fortunately a unique "Made for Tourism" land. From snow-bound Himalayan ranges to sand dunes of Rajasthan, from flower decked valleys of Kashmir and Himachal to Sea-beaches of Kerala, from Taj Mahal to Ajanta Caves, from Sun Temple of Konark to Golden Temple of Amritsar, from Qutab Minar of Delhi to Char Minar of Hyderabad, from Chisti's Dargah in Ajmer to Church of Saint Thomas in Goa.

Tourism is an Industry without smoke and it is Education without classroom. Tourism is like a cultural and technological ambassador. It is an Industry and Economic multiplier. It is an instrument of social progress and also an essential part of right to leisure. Tourism is a promoter of National Integration and International understanding, good will and peace.
Economic Importance of Tourism is also of great significance. Travel is the fourth dimension of Modern Economics.

Travel demand is fairly heterogeneous and is characterised by motivating factors on one hand and satisfaction of demand on the other.

The twentieth century has virtually ushered as an "Era of International Tourism". The remarkably rapid and continuous development of Tourism particularly after 2nd world war has been one of the essential keynotes of world scene. As such Tourism constitutes a precious merchandise in the world market.

Modern Tourism is a direct product of the economic and social progress, promoted by technological and scientific advances, higher real income, longer leisure time, demographic expansion and cheap/varied tourist plant facilities, provide essential conditions for growth of Tourism.

Spread of education has stimulated desire for travel. Industrial progress has helped for urgent need of "Recreation and Relaxation". Researchers have proved that inhabitants of large urban cities are most eager and escapers from their environment on week ends holidays as well as annual holidays.
The faster governing industry in the world today is Tourism. It is invisible export that has transformed the economics of many countries in the world in a very short time.

Tourist country like Switzerland earns sixty percent Foreign Exchange in Tourism out of total economy of the world tourism. It is Tourism which finds per capita income of Swiss at the top of the world.

The physical environment - mainly complex of land farms, climate, soil, materials, natural vegetation and wild life etc., are necessary for the development of Tourism as they provide Tourist amenities like scenic landscapes, a variety of raw material and numerous recreational resources for the fulfilment of Tourist needs.

In fact, Tourism not only promotes peace but also prosperity. Economy of many countries depend upon Tourist traffic. The Tourism has come upto earn Foreign Exchange for the economic development of the nation.

Science has shortened the distance of the countries and has also developed the "Tourist Consciousness" in the men of twentieth century, to diagnose the rate of utilisation and exploitation of natural resources in the world.
Tourism is an adventurous cult which is developed when man rejoices the natural panorama of various scenic landscapes. This cult is not only essential to earn foreign exchange but to develop sentiments of international integration among the people and protect the natural health resorts from the pollution. The tourism also keeps up the physique of human being and landscape last long.

Tourism is the only way in the modern world to maintain international relations peacefully and develop the sentimental affection with nature and its products.

Due to rapid growth and remarkable development of Tourism, Tourism has developed into a mass activity turning it into an immense enterprise. The innovations in industrial and production technology providing more leisure, increase in disposable income of the people with the expansion of economic prosperity, diffusion of modern transport technology, widespread use of improved communication system and promotion of marketing facilities have all contributed to the rapid growth of Tourism.

**Tourism – A Catalyst to Economic Growth:**

Tourism is catalyst to economic growth and foreign exchange earnings. It is a multi-billion dollar activity
The Second Largest Industry after oil and largest single employer in the world. Apart from removing regional imbalances and opening new growth centres, providing employment opportunities for young men and women, yielding tax revenue to the government sustaining many trades like handi-crafts etc.

Tourism ensures a minimal use of natural resources and the optimum use of man-power and ex-partise. Unlike oil industry, it does not impose any burden on the country's economy. It does not export any commodity or anything in matter but the services only for much needed Foreign Exchange.

India is almost dreamland - exotic, mysterious, full of colour, pomp and pageantry. India is today a synthesis of a rich and ancient culture and an emerging modern society. It has widely diversified attractions to offer to a keen tourist.

Today millions seem to enjoy the prospect of moving from one continent to another in a matter of hours. Prosperity and leisure coupled with the quest for pleasure and recreation are the principal motivating factors which sustain the development of mass movement of people. The force behind this phenomenon is 'Tourism' -- one of the greatest twentieth century paradoxes -- "The Leisure
Industry". The Tourism is painless procedure for transfer of real resources from industrially capital surplus developed countries to low income developing countries. Tourism is a highly labour industry offering employment to both semi-skilled and unskilled. Tourism is an important means of promoting cultural exchanges and international cooperation.

The complex nature of Tourism phenomenon implies that various academic disciplines are involved -- Economic, Psychology, Sociology, Geography, Management, Marketing, Planning, Statistics and Market Research.

Travellers from all parts of the Globe have been visiting India since time immemorial for trade and pilgrimage. In the modern age of science and technology travellers come even for pleasure and exploring vast business potentialities.

There is no other country in the world which has such a vast tourist potential as our country. We have ancient history, culture and Art besides snow-covered mountains, beautiful rivers, glaciers, green forests and deserts. Variety which is available in our country is not possible in another country.

There is no doubt that after attaining Independence, our country has been earning valuable
Foreign Exchange through Tourism for an overall industrial development of the country. Now Tourism is receiving the attention it deserves from the full-fledged Ministry of Tourism and India Tourism Development Corporation at the Centre and by the State Governments at the State level. Vast facilities and amenities are being developed for the comfortable stay and quick movement of the Foreign Tourists.

Travelling and seeing place is no longer a privilege of a few but a simple pleasure of many. People are travelling to hill Stations every summer to get away from the heat of the plains so as to get comfort from the peace of the mountains. The lure or the Himalayas continues to fascinate and attract people from all over the world. There are increasing number of Tourists who come from distinct lands to see the beauty of the hills and to spend their holidays in cool, comfortable and natural surroundings.

Travel experience have a profound effect upon the life of the individual as well as upon society. As one thinks, back over the years of his life, his travel experiences are often among his most outstanding memories. The social implications of tourism are more profound.
Social Tourism is a type of tourism practised by low income groups and which is rendered possible and facilitated by entirely separate and easily recognizable services. Social Tourism is the type of tourism practiced by those who would not be able to meet the cost without social intervention:

(i) Majority of social tourists are manual workers, and

(ii) Social tourism is subsidized by the States, local authorities, trade unions, employees clubs to which the worker belongs.

(iii) It involves travel outside the normal place of residence, preferably to a different environment.

Some governments have enacted special legislation on social tourism directed mainly to -

(i) Holidays for certain groups of workers specially young.

(ii) Assistance in creating suitable accommodation facilities.

(iii) Holiday financing.

(iv) Special incentives.

In recent years, emphasis has been placed on the development of Social Tourism. A number of youth hostels, camping sites and Tourist bungalows have been constructed to provide accommodation to low budget tourists. Public/
Private Sectors have provided facilities to its employees. School/College students are entitled to concessional rates for travel by Rail, Air or Bus to any part of India. The Central/State Governments have liberalised travel concession rules for the benefit of its employees. Leave Travel Concession facilities are available to employees of Central Government and several State Governments to travel once in four years to any part of the country and once in two years to their home towns with government contribution of actual fare by Air, Bus or train to the class of entitlement.

Tourism is now rightly added to the long list of establishment industries with tremendous economic and social potentiality. The income generation and employment capabilities of the industry are quite considerable. The income generation and employment capabilities, this industry are quite considerable. By 1979, this earning rose to 450 thousand million dollars whereas the world travel revenue was estimated to thirty thousand million dollars in 1929. These figures speak of growth and importance of tourism industry in the International scene.

1. To a developing country, Tourism Industry is an economic bonanza. Firstly, with no or very meagre investment of Foreign Exchange, the foreign exchange
earned from Tourism has a ventilating effect on its suffocating -- balance of payments position. With regard to India, the foreign exchange earnings from Tourism, have been on the increase year by year, higher than the rate of increase of all invisible and visible exports. Among the various items of the Current Accounts of its Balance of Payments since 1978, travel earnings have been holding the third place. All these figures relate to only Foreign Tourism. On the other hand, it is estimated that the income generated from domestic tourism works out to roughly 2-3 times that of foreign tourism. These two put together account for a considerable amount of income for the country.

2. **Secondly**, the impact, the Tourism Industry has made on the employment front is more pronounced. As per the 'Cost-Benefit Study of Tourism' made by the National Council of Applied Research (NCAR), New Delhi, Tourism generated employment for 934,000 persons in 1972-73. This figure has risen to 6,400,000 by 1978. What is more significant is that a good percentage of those employed belongs to the unskilled and semi-skilled categories.

Tourism is also being recognised as a source of employment. It is a major source of income and employment for individuals in many places deficient in natural resources. This aspect of provision of employment becomes
more important in a developing country where the level of unemployment and under-employment tends to be high. Tourism can be the instrument of regional policy aimed at achieving an equitable balance between major industrial areas and the rest of the country. Tourism enables the wealth earned in one part of the country to be transferred in part to another.

3. **Thirdly**, the contribution of Tourism Industry to the National Income, tax revenue of the Government, Regional Development, etc., are substantial and undisputed, when compared with the traditional manufacturing and trading business, the contribution of Tourism to the National economy, is varied and considerable.

Apart from the Economic Significance, the Social Significance of Tourism is equally important. In the field of International relations, tourism plays a positive role. It is a potential force for bringing about world peace and international understanding. The mutual understanding and appreciation is equally important at the national level particularly for a country like India, with varied cultural, religious and linguistic groups. This could be better developed by positive actions taken by the centre and State Governments to develop "Domestic Tourism".

Today millions seem to enjoy the prospect of moving from one continent to another in matter of hours.
Prosperity, Leisure, coupled with the quest for Pleasure and Recreation, are the principal motivating factors which sustain the development of mass movement of people. The force behind this phenomenon is Tourism, one of those great 20th century paradoxes -- the Leisure Industries. One of the leading futurologists in the world -- Herman Kahn predicting a golden era to Tourism says "I see a very bright future ahead for Tourism and Travel Industry. There are clouds on the horizon, to be sure, but.... it will become a large giant than it already is in the next fifty years".

The tourism phenomenon has attracted almost the entire world. Those responsible for managing the affairs of nations, have almost universally recognised the economic advantages of Tourism. Tourism is a painless procedure for transfer of real resources from industrially capital surplus developed countries to low income developing countries.

Tourism also makes tremendous contribution to the improvement of social and political understanding. Travel in different countries fosters a better rapport between people of various stocks. Tourism is an important means of promoting cultural exchanges and international co-operation. The experiences gained through travel, have a profound effect upon the life of the individual as well
as upon society as a whole. Travel exercises a very healthy influence on people's life style.

Tourism is an important human activity of great significance. It has socio-cultural, educational and political significance as well. Tourism has become one of the pivotal concerns of nations and of the international community.

The complex nature of tourism phenomenon implies that various academic disciplines are involved in its study. Some basic disciplines such as Economics, Psychology, Sociology and Geography contribute a great deal. Certain newer disciplines of management and marketing have been introduced and they play a significant role. Techniques such as planning, statistics and market research are also involved and are used extensively by tourism enterprises. Tourism plays a significant role in the prosperity of any nation.