CHAPTER 1
CHAPTER 1

INTRODUCTION

The spirit of travel have lived down the ages. History has instances that man from the very beginning has some fascination for travelling. But at the very stage of tourism development much of the travel was largely unconscious and rather a simple affair than have the sophisticated travel of the modern times. Earlier the primary motive for which travel was undertaken was related to trade, commerce and other business activities. So these travellers were basically traders, businessmen, merchants etc. But at the same time another kind of travel was going on which had a totally different spirit than trade and commerce, these travellers were pilgrims, scholars in search of ancient text and a curious wayfarer looking for new and exciting experiences of different lands and peoples.

Besides so many other reasons for travel in the ancient past trade and commerce remain the strongest motivation, driving people to undertake travel. Trade relations gradually matured into cultural relations and better understanding of each other way of life. This was a favourable development towards the increase in travel activity during this period. The invention of money and the development of trade and commerce beginning about 4000 B.C. perhaps marks the
beginning of modern era of travel and tourism. The ancient Greeks have been recorded in history as wanderers. The Phoenicians travelled exclusively for trading. India and China also experienced trading as a motive of early travellers. Since India enjoyed a reputation of a country with enormous wealth, travellers from all over the world even in pre Christian era visited India. But the Romans have been credited with the honour of being the first to start the era of travel. This has been attributed due to the fact that they had good communication system, and that their empire was highly secured. Within their empire existed a good network of roads. New roads were also built wherever they went. Even tourist literature was available, which gave details about the routes, distances and journeys time on horses. At that time journeys were undertaken to see the monuments like the pyramids of Egypt, or the Olympic games. Only the affluent people from the Roman empire indulged in such travel.

The relevance of tourism, as an important factor in growth and development has been recognised as a post second World War phenomenon. The introduction of first class railway travel by an American, named G.M. Pullman in 1970’s called Pullman coaches with their luxury furnishings and having dining facilities, played a very important role in boosting tourism industry. During the same
period sea transport also increased. The development of industrialised society in the second half of the nineteenth century also played an important role in the development of tourism.

By the turn of the twentieth century all the main characteristics of the modern tourism were evident in embryo. Changes in the mental attitude towards pleasure seeking, the recognised value of travel for education, increase in material wealth coupled with social prestige, a growing need to find relief from the routine work, improvements in passenger transport system etc. all these factors produced fertile ground for the development of incursion traffic on a large scale. The late twentieth century is also responsible for the development of the phenomenon called mass tourism and paid holidays. However the principal period of growth has been the mid twentieth century with the tremendous increase in speed, safety and comfort.

In India travel and tourism have developed in case to exploit the conditions responsible for the growth of tourism. India has an amazing variety of natural wealth comprising the entire range of physical features like mountains, hills and plains; forests and deserts; rivers, streams, valleys and meadows; trees, shrubs, plantations, flowers and orchids' lions, tigers, panthers, elephants, reptiles, birds, deer and rhino and also the diverse habitation.
required by such flora and fauna. Only few other countries of the world are blessed with such wealth of nature. The travellers who would come to India would experience the greatest moments of his life with the ice and the snow covered mountains of Himalayas some of the highest ranges in the world, down through the unforgettable valleys and lakes of Kashmir and into the foothills and the tiger country, passing through the most picturesque settings ever. The sweeping river plains that constitute most of the peninsular India term with many different kinds of people each having their own unique culture, tradition and style of living. The cities that flank the rivers of India, across the length and breath of the country are no doubt dirty, congested and may be even chaotic but each city has its own story in the history. Indian villages which are also by the large untouched by the civilization can also prove to be the travellers delight.

Then comes the beautiful tea gardens of Assam and surrounding areas. This is also the rhino country, not very far away from the land of tigers, the famous Jim Corbett Park, which shelters the maneaters. Madhya Pradesh too has a variety of flora and fauna which are of great interest to the tourists. As the traveller moves south words he will experience a beautiful land of ancient culture, religious piety and much enterprise. Temples and shrines
are full of legends to remember, which gives a totally different picture of this land. Soon there are the cardamom plantations, coffee estates and marvellous back waters of southern estate. As we reach the end of the country there is the meeting point of three great water bodies, the Bay of Bengal, the Indian Ocean and the Arabian Sea. Coasts are fresh and clean and the beaches present a beautiful view of a picture postcard land. As he moves beyond the coastline he will come across the beautiful island of Andaman and Nicobar which shelters some of the most primitive tribes of the world who still prefer to live in deep forests. As the traveller will come toward the western side of the country he will come across the Ghats and the lovely way side eating places. The scenic beauty still holds the way which one enters the large settlements of the metropolis of the west that is Mumbai, the centre of trade and commerce and is also famous for its beautiful beaches. As the travellers further moves north words he will pass towards the Rann of Kutch and will soon reach the Gir forest, the home of the famous Indian lions. As he moves further he will encounter the famous Thar Dessert and the land of warriors and kings that is Rajasthan. Rajasthan is famous not only for its fortresses, temples but also for its lovely culture and tradition and its spicy food. The hospitality of the Rajasthani people is famous and unmatched all over the world.
Then comes the beautiful northern plains, the Grand Trunk road takes you through the lovely plains of the north where you can witness the historic city of Kurukshetra, the land of great battle of Mahabharata. Further in Chandigarh the city designed by Le Coubusier and is truly the most beautiful and well designed city in the whole country. This city is also the gateway to the beautiful Himachal hills. Beyond this is the winter skiing resort Kufri. Besides those there are other attractions in the Himalayas like Gangtok, Darjeeling, Shillong.

Not only this India is also the land of great Mughal Dynasty who had left many beautiful landmarks in this country. Our present capital is full of such land marks like the Red Fort, Jama Masjid etc. The famous Taj Mahal built at Agra is one of the most important tourist attraction in India.

As we have seen with the enormous tourist attraction in this country, tourism industry in India has become one of the most efficient and dependable earner of precious foreign exchange revenue for the country. Now not only the Centre but also the State Governments have started taking keen interest in the development of tourism. As more and more people are acquiring purchasing power the demand for tourism is on the increase. This is not only true for the affluent class but also for other sectors of the society
who want to escape from their daily routine and need some change in their life.

The surprising fact is that despite being possessed with some of the most diverse and compelling natural assets, ranging from rugged mountains and picturesque hills to marvellous beaches and forests, from the historic splendours of forts, palaces and shrines, to an amazing variety of wild life, for many decades since independence they were not given more than cursory attention in the successive plans for the development of tourism. It was much later that the government of India realised the fact that if encouraged in a planned and appropriate direction tourism can prove to be of great benefits in social, cultural and economical terms.

Thus it is inevitable that government polices and plans are the backbone of tourism development and this is also the area of this study. Though there is severe dearth of literature and research studies on government policies and structural changes in tourism in the recent past. However, few studies have been made in this regard.

Zulfikar, Mohammad in his book on "Introduction to Tourism and Hotel Industry", examines the aspects of Hoteliering and Tourism industry. The information in this book provides an elementary outline of industry without neglecting the details and
accuracy. The book is a very good compilation for the new comers in this exciting field. This book specially focuses on the front office management of the hotel industry.

The book "Tourism Management in India", by Akhtar Javaid shows that tourism industry has some distinguished characteristics as compared to manufacturing industries and hence there is a requirement for different set of strategies and their application for its management. This book highlights the managerial aspect of a travel agency, it also aims to familiarise the reader with the different ways of planning the operations both short run and long run of a travel agency. The book put light on the recruitment of the staff as well as on extracting best out of them. The book also attempts to describe at length the ways of exercising control over personnel and measuring their performance.

The combined efforts of Teare Richard, Mazanec A. Joseph, Crowford Simon and Coluer Stephen in their book "Marketing in Hospitality and Tourism" highlights the theory and practices of hospitality and tourism marketing from the perspective of understanding, interpreting and meeting the needs of consumers. It reviews and apply empirical evidences and address methodological implications of undertaking consumer research, with reference to examples and case study illustrations drawn from national and
international hospitality and tourism organisations. It provides a comprehensive analysis of four key areas of marketing which are of growing interest and importance to practitioners, industrialists and hospitality and consumer educators. These areas are consumer decision making, market segmentation, product development and marketing communications.

The book "Tourism Issues and Strategies" by Sinha, P.C. focuses on various crucial issues pertaining to modern international tourism. This book highlights socio-cultural issues, economic issues, economic cycles and issues related to benefits, environmental issues. It gives an in-depth description of the concept of travel strategy, economic significance of tourism, socio and cultural strategies, economic response strategies, environmental and accessibility strategies, mountain tourism strategies, tourism demand and tourist development, tourism planning strategies. This book is very valuable for persons who are concerned with tourism.

Acharaya Ram in his book "Tourism and Cultural Heritage of India" made an indepth study of cultural, architectural heritage of India. It also highlights the philosophical foundations of Indian mythology. The surveys of Jain shrines and Buddhist temples are in great detail and are very appreciable. Besides this it gives details
of various dance forms in India, wildlife sanctuaries, water bird sanctuaries and beach holiday in India. It also describes the various popular tourist cities in India in great detail for eg. Delhi, Kashmir, Khajuraho, Sanchi, Madurai, Hyderabad, Kerala etc. This book helps us in understanding in great detail our cultural and architectural heritages.

Shelley Leela in her study of "Tourism Development in India" highlights the modern day hotels. She had deeply observed some of the very prestigious hotels in India. This work is the result of information and impressions thus gathered. She brings to it a fresh insight and her critical appraisal of the contemporary scene in the hospitality industry and its big brother, the tourism industry are very appreciable. This book is very useful to the people who are related to these two industries.

Chopra Suhita in her work on "Tourism and Development in India" highlights that the heritage is often at stake when non-renewable and rare resources are either eroded or irreparably damaged in the name of development. This work is an effort to describe the damages which unplanned development of tourism had brought in terms of economic, social, cultural etc. With the case study of Khajuraho Suhita has beautifully explained the tourism impact on Khajuraho in terms of economic impact, social impact and
cultural impact. This book highlights that too much of tourism development too rapidly fails to benefit both the host and the guest.

The book "Tourism Transport and Travel Management" by Sinha, P.C., focuses on various crucial issues pertaining to modern international tourism. Some important issues that the author has highlighted in this book are Modes of Travel and Services, Railways; Travel Pattern and Management, History of Travel Industry; Demand and Motivation for tourism, Marketing and Managing Travel Demand; Travel Agency and Tour Operations. Travel and Tourism Product Marketing; Market Tour Operations and Travel Services etc. All these issues have a great importance in the field of tourism proper understanding of these issues can only help in promoting tourism industry. This book provides an indepth study of these issues and hence it has great academic value.

Kumar Nirmal in his book "Tourism and Economic Development" highlights that tourism is an emerging factor in the developing economies especially in traditional societies. The attraction of tourists both from within a country and outside to visit different parts of the country like India is mainly because leisure, recreation, sports; health and historical-cum-religious, encounters since the geographic distribution of the country varies from sea coasts to snow clad Himalaya and plains rich in cultural heritage.
The growth of tourism, no doubt, is dependent on economic series rendered in different forms but also has its multiplier effect on economic development on the one hand and social and cultural development on the other hand. Since the promotion of tourism economy is a complex process and is dependent on many of the inter-related factors, this work takes into account the role of various agencies in tourism development and effects of tourism on the economy of the country in general and of Himachal Pradesh in specific.

The book "Planning for Tourism Development : Quantitative Approach" a Combined effort of Gearing E. Charles, Swart W, William and Var Turgut, is the first complete research on quantitative aspects of tourism development planning. The book not only analyses and discusses the methods and the framework of tourism planning, including macro economic decisions and optimisation models and applied management techniques, but also covers the economic and social impact of tourism development and the links between development planning and policies for tourism. The work includes several contributions from other authors and case studies on the use of quantitative techniques for an applied tourism policy as well as on the economics of tourism development planning. This approach with its theoretical and practical aspects is very
valuable contribution to both basic and empirical research in tourism.

Kaul, R.N., in his book "Dynamics of Tourism: A Trilogy (Vol. III) Transportation and Marketing", studies the growth of transportation in general, the evolution of land transport including railway, tramways, motor cars, as well as the infrastructure of roads; water transport, comprising river and sea vessels, and air transport vehicles the most important means of transportation of men and material today. The forces generating travel demands, the motivational and other pervasive economic, sociological and technological factors are narrated and the dynamic relationship between transport and tourism further elaborated.

Pearce Douglas in his book "Tourism Today: a geographical analysis", analyses in a systematic and comprehensive manners the geographical dimensions of tourism, not only to increase our understanding of this important and growing industry but also to show how a geographical perspective can contribute to its planning, development and management.

"Personnel and Human Resource Management", a book by Sharma A.M. deals with different aspects of human resource planning, organisation dynamics, job redesign, recruitment, training and development, compensation, career planning performance
appraisal, motivation, communication, human relations employee participation, Welfare, industrial relations and so on. The book presents the material in a simple and lucid style and will be useful to all those involved in the management of human resources.

Arya, P.P. and Tandon, B.B. in their book "Human Resource Development (Third revised edition)" analyses. The concepts and issues involved in human resource development. They assess the requirement of manpower and how to generate corresponding supply to built up an educational training and information structure; the achievement of proper health standards so as to preserve the manpower and measurement of the cost and benefits of existing human resource development programmes both from short term and long term point of view. Apart from analysing the concepts and issues involved in human resource development, attention is also focussed on manpower planning, education and training, impact of liberalisation and globalisation, human resource accounting and several other important topics concerning human capital formation and human resource dimensions of the new economic policy.

"Personnel / Human Resource Management", a book by Rao, Subba P., highlights the new personnel / human resource management functions. The book provides a comprehensive coverage to a vast, growing subject, well supported by a wealth of
research data collected from various sources, original as well as secondary, patiently and carefully. It is flooded with a number of informative tables, summary bones and useful diagrams.

Seth, Pran, in his book "Successful Tourism Management – Fundamentals of Tourism", incorporates all aspects of travel industry. As we know travel industry has undergone tremendous changes during the last two decades with new technology in communications, reservations, ticketing, marketing etc. which has changed the face of the industry. A successful effort has been made to present the transformation of the industry in a readable form with Asian and Indian case histories.

"Dynamics of Modern Tourism", a book by Singh, Ratandeep, is the compilation of all the changing trends in the tourism industry and its various sectors. It highlights the roles and efforts made by the government and the private sector in the promotion of this industry. The articles, papers and opinions presented in this set of publication have been gleamed from various national and international sources with the objective of presenting a profile of the state of tourism in the country.

Singh, K. Percy, in his work "Fifty years of Indian Tourism", seeks to answer and explain all the aspects related to the growth and development of tourism industry in India. This book is a very
good complication of the changing trends in tourism industry since last fifty years. It gives the details of the policies and programmes that the Government of India adopted from the very beginning to promote this industry in the country. It emphasises on the conservation of our natural and cultural heritage and environment with special reference to Goa.

"Hill Tourism, Planning and Development" a study by Rai Chandra Harish, highlights the beauties and bounties of nature and culture of the Himalayas. This book provides a comprehensive study of tourism development, planning and policy aspects including the sustainable use of tourism recreational resources in this desolated high altitude region. It also highlight on the new concept of tourism, leisure and recreation, natural environment as a tourism resources; civil amenities and public utilities and services affecting tourism in the hilly region.

"Travel Agency and Tour Operation, Concepts and Principles" a book by Negi, JagMohan, basically deals with the operation techniques. It highlights the role of travel agency and tour operation. The book deals in detail about the organisation and working, approval and recognition, operation system, air travel policies, reservation and fare construction, ticketing techniques and procedures, reservation of tourist services, tourist guide, economics
of travel agency business, tour operation, tour planning, pre tour preparation and financial planning and control. The text is supported by tables, figures, charts, diagram, appendix etc.

The book "Tourism Industry in India" by Dr. Selvam M., is an in depth enquiry into the state of Indian tourism industry. Extensive data coverage intensive analysis, methodic interpretations and well meaningful conclusions are the major hallmark of the book.

Husain, Abid, S. in his book "The National Culture of India", reveals the Central characteristic of Indian culture as it has grown from its beginning to its present position. This book discusses the vital problem as far as possible, from an objective point of view, to study the past development and present position of Indian national hood and national culture and to consider the ways and means of preserving and strengthening their integrity.

"Handbook of Indian Architecture", a book by Murty, Satya, K. highlights the different aspects and problems of architecture. This is an introductory book about architecture to all beginners. Besides, this book exhibits certain tourist interest also. The relation between man and society and man and nature are mentioned through the medium of architecture.
All this literature on "tourism" forms part of our feed-book study for this dissertation on the theme of tourism policies and practices in India. A number of other studies and research papers on the subject have also been consulted to formulate our ideas on the subject.