Chapter - 3

TOURISM SECTOR IN INDIA : A PROFILE

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Chapter 3

TOURISM SECTOR IN INDIA : A PROFILE

The review of literature pertaining to the human resource planning in India revealed that considerable precious work has been done by a large number of scholars and professional in this field. These works make fairly wide coverage of various aspects concerning the human resource. Much, however, has been left out for fresh research on human resource planning particularly in the context of tourism sector of India. This study dwells upon this sector and traces the manpower planning, practices prevalent in the tourism industry. But before embarking upon the probe into these manpower planning practice in the Indian tourism sector, it is considered necessary to provide an insight into the present status of the tourism sector. The present chapter accordingly, is devoted to presents a profile of the tourism sector in the pre and post globalisation era.

Tourism :

Tourism comprises activities of persons travelling to and staying in places outside their usual environment for leisure, business and other purposes for not more than one year at a stretch. A person, however, becomes a tourist if he stays for a minimum of 24 hours at a place and incurs expenditure there. Increase in prosperity alongwith modes of faster travel and other infrastructural developments have contributed to growth of tourism at a fast rate and more and more people are having access to paid holidays. Tourism today is the world’s largest export industry. Tourism is
also a major contributor to foreign exchange earnings of several developing and even developed countries.\(^1\)

The Government of India declared tourism as an industry in 1986. The tourism industry has since been officially defined to include the accommodation sector, travel related services like travel agents, tour operators, reservation systems, amusement parks, special health units and conventions organizers. Tourism has emerged as the biggest industry of the future. The growth of world tourism was slow in the first part of the century, rapid in the later part and phenomenal since 1980s.\(^2\)

**Significance of Tourism Sector:**

Today, tourism has acquired the status of a major industry, playing a decisive role in the world economy. In fact, travel and tourism taken together constitute the largest industry in terms of turnover and employment. Tourism has played a very important role in the history and development of India. India has always been a tourist’s delight and traveller’s destination.\(^3\)

Travel and tourism in India is an integral part of Indian tradition and culture. In the olden days, travel was primarily for pilgrimage. People also travelled to participate in melas, fairs and festivals in different parts of the country. In such a background developed a cultural tradition where ‘Atithi Devo Bhava’ (the guest is God) and ‘vasudhaiva Kutumbakam’ (the world is

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one family) became by words of Indian social behaviour. From ancient time, the rulers in different parts of India built luxurious palaces, enchanting gardens, marvelous temples, grand forts, tombs and memorials giving expression to the depth of one’s feelings and sentiments. These remain today as testimony to the rich cultural heritage of this land, and as examples of exquisite craftsmanship of the people of the ages gone past. The variety of such creation is exciting. The grandeur of many of these is quite breathtaking. The beauty of India’s cultural heritage and the richness of the nature’s endowments make India a tourist’s paradise. The enthusiasm to visit these places and explore new ones continues.

Tourism is also seen as an important instrument for national integration and international understanding. People of different origin, religion and nations interact with each other through the media of tourism. This develops between them an understanding and tolerance of each other and contributes to fostering world brotherhood.

In India tourism captured the focus of attention of national government soon after the country achieved independence in 1947. Even in the initial years of economic planning, the importance of creating the infrastructure was recognized. The five star hotel Ashok, the pride of the Government in those days, came up in the 50s. The India tourism Development Corporation (ITDC) was also set up as an umbrella organization to develop tourism infrastructure at a time when private initiative in these areas was not so abundant.4

In India organized tourism began in the 50s with the genesis of planned development. It contributes to national integration and promotion of an environment of social and cultural lives.\(^5\) Today, tourism is as much a part of socio-economic development as any other activity.

Several states of India have recognized tourism as an industry in the last decade and thus entitling the tourism industry to several incentives including subsidies and prioritization in the grant of loans. At the very start of economic reforms in 1991 tourism was declared a priority sector for foreign investment. To ensure a broad spread of the gains from tourism several tourist circuits and destinations have been identified for development. The state government of Kerala, Tamil Nadu, Orissa, Maharashtra and the Union territory administration of Daman and Diu have identified destination to be developed under the Special Tourism Area Authority. Here, investors on a wide range of facilities will get special incentives on the lines of what are available of the export processing zones. The places are Bekal beach in Kerala, Puri-Konark in Orissa, Sindhudurg in Maharashtra, Muttakadu Mamallapuram in Tamil Nadu and Diu beach.\(^6\)

There would be benefits for almost everybody in an upswing of Indian tourism. In this beneficial horizon, gains would accrue among others to business, trade, shopping, lodging and catering, financial services, the transport industry, the arts and crafts, and picturesque regions howsoever

remote. Tourism has tremendous employment potential, as it is a highly labour intensive industry. Even in a lean year like 1994-95, the Indian tourism industry generated over one million jobs. There are also invisible benefits flowing from a spurt in domestic tourism. By generating better understanding among people from various regions, it is perhaps the most effective instrument for national integration. What is also not realized is that tourism, apart from earning foreign exchange can bring about integrated community development and thereby help improve the quality of life of the people. In many ways tourism can be a self sustaining business, once a modicum of infrastructure is provided. The important task is to get tourism accepted as an instrument of development and national integration. For this it is necessary to create an awareness of India’s charms as a tourist paradise, simultaneously address the important aspect of toning up infrastructure, and then get down to marketing the product in a pragmatic and result-oriented manner.\(^7\)

Tourism has significant linkage with several other sectors like agriculture, horticulture, poultry, handicrafts, construction etc. Several items of tourist expenditure induce a chain of transactions in these sectors and each such transaction calls for the supply of some kind of goods and services. Further, those directly or indirectly employed following the development of tourism may also demand more goods and services as a result of such employment than what they would have demanded otherwise.

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The additional consumption demand, thus emanating from tourist expenditure will not only induce more employment, but also generate a further multiplier effect through a successive chain of transactions.8

Aviation has become the principal means of travel. Domestic air services took tourists to destinations far beyond the Taj and more foreign carriers choose India for their services to the Far East. Soon hotels too became profitable ventures with the deluxe segment attracting entrepreneurs. A new crop of five stars appeared on the horizon. Again, it was an Ashok in Bangalore, south India’s first five star hotel. Apart from hotels there was major growth in the travel agency sector. Joining the list headed by Thomas Cook, Cox and Kings and American Express were Sita, Orient Express, TCI, Ind Travels, Mercury, SOTC, Ambassador Tours, to mention only a few. The emergence of trade bodies was not far behind. FHRAI, federation of Hotels and Restaurants Association and TAAI, Travel Agents Association of India are among the oldest while IATO, India Association of Tour Operators and Hotel Association of India are among the later entrants. Adventure tour operators, domestic tour operators and tourist transport operators have their own bodies.9

Economic Aspect:

Tourism is a means of increasing the level of economic activity of the host nation through sale of products and services to the travellers. Travel

to an area provides a basis for developing tourism as an export industry. These economic inputs are in terms of revenue and employment. The amount of tourism expenditure that remains in the area provides a source of income to local residents and is considered as the direct effect of visitors expenditure. The secondary effect comes as the money paid by the visitors to the business is utilized to pay for supplies, wages of workers and other items used for the benefit of the visitors.

Tourism multiplier is estimated on the basis of sales and output employment or payroll or other variables. As the number of visitors making purchases increases, demand for products and services produced in the area is also increased which directly or indirectly creates employment opportunities for the residents. In our country we have sufficient resources to increase production to meet the higher demand and thus, the full amount of tourist expenditure will remain in the country. The visitors expenditure in the country should be considered as an export, since the products and services are sold to the people who come from outside the area. Thus tourism development provides an external source of income to our country’s economy and its development.

**Employment Aspect:**

The social aspect of tourism development in our country is related to the creation of new job opportunities and influx of new income to the concerned area. As such, a broad tourism development programme should incorporate measures for educational and training facilities for the local residents. It has come to be realised now that the hotels’ cultural shock on
the community is slowly wearing off and its benefits are outweighing the negative aspects. Increase in income high standard of living, a sense of increased self-worth and accomplishment, social contact with the fellow employees and tourists are some of the benefits of tourism development.

Additional revenue thus generated also raises the general level of income and employment in the country and changes the quality of life for the residents.

**Tourism Publicity:**

Tourism publicity developed under the pressure of growth of international travel and competition in the globalised environment. The information has to be supplied to the ever increasing number of tourists about the country, its tourism destination, tourism products, etc. New items of interest to travel industry such as comfortable, cheap and world class transport facilities, new tourist resorts, various sorts of tourism potential of the country were highlighted to tourism through multimedia approach. Besides the print media, electronic media is also extensively used now. All India Radio, Doordarshan are giving much impetus in this regard. Several tourist films are produced by different state tourism corporations. Lectures, seminars and workshops are arranged to highlight the importance of tourism as an industry which earns foreign exchange. Advertisements in various magazines and daily newspapers are issued depending on their budget. Newspapers bring out supplements. The publicity journal is more representative than all other forms of print material, though it is expensive and limited in its circulation.
Tourist Arrivals in India and Foreign Exchange Earnings from Tourism:

With the development and expansion of facilities, the tourism industry of India has got a big boost. Hospitality of people coupled with cheap cost of lodge and board, travel and transport have further made India a preferred destination for tourists. The number of tourists visiting India is continuously rising. Table 3.1 below presents the statistics of the arrivals of foreign tourists during the decade 1995-2004. The table also notes the percentage increase/decrease in tourist arrivals over the previous year.

Table No. 3.1

Showing Foreign Tourist Arrivals in India (1995-2004)

<table>
<thead>
<tr>
<th>Year</th>
<th>Foreign Tourist Arrivals</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td>21,23,683</td>
<td>-</td>
</tr>
<tr>
<td>1996</td>
<td>22,87,860</td>
<td>7.7</td>
</tr>
<tr>
<td>1997</td>
<td>23,74,094</td>
<td>3.8</td>
</tr>
<tr>
<td>1998</td>
<td>23,58,629</td>
<td>-0.7</td>
</tr>
<tr>
<td>1999</td>
<td>24,81,918</td>
<td>5.2</td>
</tr>
<tr>
<td>2000</td>
<td>26,49,378</td>
<td>6.7</td>
</tr>
<tr>
<td>2001</td>
<td>25,37,282</td>
<td>-4.2</td>
</tr>
<tr>
<td>2002</td>
<td>23,84,364</td>
<td>-6.0</td>
</tr>
<tr>
<td>2003</td>
<td>27,26,214</td>
<td>14.3</td>
</tr>
<tr>
<td>2004</td>
<td>33,67,980 (P)</td>
<td>23.5</td>
</tr>
</tbody>
</table>


(P) = Provisional
Figure 3.1

Showing Foreign Tourist Arrivals in India (1995-2004)

Source: Table No. 3.1
It will be observed from the data in Table 3.1 that there has been a healthy growth of 23.5 per cent in the tourist arrivals from other countries during the decade under study.

The growth however, has been fluctuating over the period 1995-2004. There has been negative growth in 1998 when the foreign tourist arrivals fell by 0.7 per cent over the previous year. The decrease is attributable to violence in the Kashmir valley and the Kargil war. Likewise the number of foreign visitors dropped in the years 2001 and 2002 consecutively by 4.2 and 6.0 per cent respectively. This slump in the arrivals of foreign tourists had been caused due to panic effect world over in the aftermath of 11 Sept. 2001 episode in USA. The war against terrorism was launched and as a consequence world tourism suffered a setback. Soon the recovery started, confidence restored and the tourism activity got revived. The years 2003 saw a positive growth in foreign tourists arrivals of 14.3 per cent which further rose to 23.5 per cent in the year 2004.

Table No. 3.2

Showing Domestic Tourist Visits in India (1995-2004)

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic Tourist Visits</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td>13,66,48,600</td>
<td>-</td>
</tr>
<tr>
<td>1996</td>
<td>14,01,19,672</td>
<td>2.5</td>
</tr>
<tr>
<td>1997</td>
<td>15,98,71,008</td>
<td>14.1</td>
</tr>
<tr>
<td>1998</td>
<td>16,81,96,000</td>
<td>5.2</td>
</tr>
<tr>
<td>1999</td>
<td>17,60,82,442</td>
<td>4.7</td>
</tr>
<tr>
<td>2000</td>
<td>19,45,72,313</td>
<td>10.5</td>
</tr>
<tr>
<td>2001</td>
<td>22,87,30,890</td>
<td>14.9</td>
</tr>
<tr>
<td>2002</td>
<td>25,10,00,000</td>
<td>9.7</td>
</tr>
<tr>
<td>2003</td>
<td>27,13,45,504</td>
<td>8.1</td>
</tr>
<tr>
<td>2004</td>
<td>31,15,54,408 (P)</td>
<td>14.8</td>
</tr>
</tbody>
</table>

(P) = Provisional
Figure 3.2

Showing Domestic Tourist Visits in India (1995-2004)

Source: Table No. 3.2
On the domestic front there has been tremendous growth of tourists as would appear from Table 3.2. The data on domestic tourists in Table 3.2 reflect that there has been an approximately three fold increase over the period 1995 to 2004. The growth pattern, however, is not steady and fluctuations in growth rate appear till the year 2000. In the subsequent years the number of domestic tourists has been consistently on rise with the exception of 2001 and 2002 when terrorism had its profound impact on tourism globally.

With the arrival of foreign tourists there comes the invisible foreign exchange. Table 3.3 presents the data relating to foreign exchange earnings through the foreign visitors during the decade 1995-2004.

Table No. 3.3

**Showing Foreign Exchange Earnings in India from Tourism (1995-2004)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Foreign Exchange Earnings (Rs. in crores)</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td>8,430.00</td>
<td>-</td>
</tr>
<tr>
<td>1996</td>
<td>10,046.00</td>
<td>19.2</td>
</tr>
<tr>
<td>1997</td>
<td>10,511.00</td>
<td>4.6</td>
</tr>
<tr>
<td>1998</td>
<td>12,150.00</td>
<td>15.6</td>
</tr>
<tr>
<td>1999</td>
<td>12,951.00</td>
<td>6.6</td>
</tr>
<tr>
<td>2000</td>
<td>14,238.00</td>
<td>9.9</td>
</tr>
<tr>
<td>2001</td>
<td>14,344.00</td>
<td>0.7</td>
</tr>
<tr>
<td>2002</td>
<td>14,195.00</td>
<td>-1.0</td>
</tr>
<tr>
<td>2003</td>
<td>16,429.00</td>
<td>15.7</td>
</tr>
<tr>
<td>2004</td>
<td>21,828.25 (P)</td>
<td>32.9</td>
</tr>
</tbody>
</table>


(P) = Provisional
Figure 3.3

Showing Percentage change in Foreign Exchange Earnings in India from Tourism (1995-2004)

Source: Table No. 3.3
It is observed from the Table 3.3 that the foreign exchange brought in India by the foreign visitor rose from Rs. 8,430 crores in 1995 to Rs. 21,828 crores in 2004. The growth works out 32.9 per cent in 2004 over 2003. There have been positive growth in foreign exchange earnings though in fluctuating order during the decade, except in the year 2002 when the rate of growth is negative at –1.0 per cent. The decline in foreign exchange earnings in 2002 is attributable to 11 Sept. terrorist attack in USA which shook the security confidence of the tourists world over.

**Social Perspective**:

Consequent upon the publicity measures taken by the Government to popularize the tourism and create an awareness about tourism potential of India, there has come about a prominent change in the attitude of the domestic and foreign tourists. An urge has emerged in them to visit the various places in India with rich tourism heritage of its glorious history. The new attitude has changed the traditional view of tourism for pilgrimage to modern view of tourism for pleasure and utilizing leisure and at the same time learning through each other.

Traditionally tourism was considered as a luxury and meant only for rich who could afford travel. Now it is held to be normal part of life style. The concept of pleasure travel has completely changed. Foreign travel during pre-independence was for the rich. Today the travellers comes from wider social, cultural, religious background and his tastes are varied. More people are now going abroad to explore the world and to know about people and places. Advanced modern technology has brought about a completely
new dimension to modern tourism. Tourism is essentially a pleasure activity in which one’s hard earned money is spent. Transport, locales and accommodation are the basic components of tourism. Historic and cultural factors added to these components attract the tourists. Since many centuries tourists are attracted to Indian soil because of its powerful attraction. Travel has always been one of the important means of social interaction between the nations.

Organised effort to promote tourism in India started in 1945. A committee was set up by the Government of India and Sir John Sargent, Educational Advisor, was appointed as its chairman. It submitted an interim report in 1946. The committee recommended whole time attention of a separate tourist organization which should take initiative.\(^\text{10}\)

**Environmental Aspect :**

In the underdeveloped and developing regions, tourism development is a powerful answer to some of the environmental problems, such as poor water supply, inadequate sanitation and sewage facilities, deficient nutrition, bad housing conditions, disease and sickness and vulnerability to national disaster. The environmental problems can be overcome, to a great extent, by controlling the country’s rate of development and proper planning of tourism. The resort development should conserve a section of the land to maintain natural environment. Besides self-regulation in planning, a part of the investment should be devoted to conservation and environment to

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protect the natural resources from extinction and increase or expand the
resources that are bestowed by nature. Tourism comprises complete system
of nature which includes the man and his activities, wildlife, mountains and
valleys, rivers, forests, social and cultural system, flora and fauna, weather
and climate etc. The whole system requires an environmental and ecological
preservation which can be achieved to a fair degree through promotion and
development of tourism.

The human environment relates to people and embraces factors such
as physical, psychological and ecological. The physical environment could
be changed with the objective of creating a destination that is pleasant to
visitors. It must totally blend into and enhance the local and natural
environment. This could be achieved by using various techniques such as
use of organic materials, low rise architecture and landscaping that
complements the natural advantages of scenic sites and exceptional land
features. Indigenous building material could be used to the maximum
possible extent. Yet another means of enhancing or preserving the human
environment is the historical and cultural preservation. Tourism offers
unlimited opportunities for bringing men and his heritage together. It builds
the bridge between our past and present.

Cultural Aspect:

Tourism development revives and rejuvenates the local culture too.
Practically all our local artists, craftsmen, and those employed in performing
arts are employed professionally, which in turn sparks off a renewal of
interest of local residents in their own cultural heritage. In order to make
tourism an effective means for the development of social and cultural contacts in our country, efforts need to be made in the field of education and information in tourist spending as well as tourist receiving regions.\textsuperscript{11}

**Invisible Exports:**

Tourism is the second largest net foreign exchange earner by way of invisible exports. Tourism creates more jobs than any other sector for every rupee invested. The endeavour of Government of India is to achieve sustained growth of tourist facilities in the private sector and to ensure high standards of quality in their services. Tourism is presently India's third largest export industry after ready made garments, gems and jewellery. The most significant feature of the tourism industry is its capacity to generate large scale employment opportunities particularly in remote and backward areas. It offers enormous potential for economically utilizing the natural attractions like landscapes, mountains, beaches, rivers etc. which would otherwise remain either idle or under utilized. It applies to a multitude of man-made attractions like monuments palaces, forts and unique rural and city environments.

**Ancillary Industries:**

There are several ancillary industries also which are affected by the construction of hotels, textiles, furnishings, furniture, machinery, food stuffs, breweries, crockery, handicrafts etc. are some of the industries

directly benefited. The industry also required the services of professionals like architects, accountants, contractors, interior decorators etc. In a developing country like India, it is desirable that the multiple economic benefits of tourism be spread as widely as possible to nook and corner of the country.\(^{12}\)

**Private Investment:**

To attract private investment in the tourism sector foreign investment is increasingly getting attracted to this sector. Major initiatives have been taken in this direction through discussion with the hotel and travelling agencies, as well as, industries in general both at the national and international level. The state governments are also trying their best to attract private investment in this sector and some states like Tamil Nadu and Andhra Pradesh have made headway in this direction.\(^{13}\)

**Planned Tourism Development:**

Considering the significance of tourism in the development of the country, the Government of India included this activity in the five year development plans. Each plan made financial allocations for the improvement of infra-structure for tourism in India. As a result, the tourism sector got a boost and India stands out as one of the major tourist attractions

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in the world. A brief review of the planned development of tourism is presented below:

**First Five year Plan (1951-56):**

The First Five year plan did not make any specific financial allocation for the development of tourism. The Tourism Division, formed in 1949, functioned under the Ministry of Transport and its outlay included some provision for tourism activities. These mainly related to the opening of tourist offices within the country and overseas, and the production of tourism publicity material. The Government of India tourist offices were set up at New York and London in 1952 and 1953 respectively for promoting tourist traffic to the country. The first Hotel Management Institute was set up at Bombay in 1954 to make available manpower resources for tourism.\(^\text{14}\)

**Second Five Year Plan (1956-61):**

There is no specific and separate allocation for tourism in the Second Plan. An outlay of Rs. 336.38 lacs was included under the transport sector in the plan for the development of tourist infrastructure both within the Central and State sectors. Second plan stipulated two types of schemes for tourism, namely, schemes for development of facilities at a limited number of places visited by foreign tourists, and schemes to provide facilities for home tourists of low and middle income groups at a limited number of places. It was also stated that the first category of schemes would

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be undertaken by the Centre and those in the second category would be implemented by the States with a certain measure of assistance from the Centre.\textsuperscript{15}

The government entered the hotel business by constructing Hotel Ashok at New Delhi in 1956. In order to boost tourism, the government converted the Tourism Division (Tourism Cell) operating in the Ministry of Transport into a full fledged Directorate of Tourism in 1958.

**Third Five Year Plan (1961-66):**

The Third Five Year Plan concentrated largely on the provision of facilities for accommodation and transport. As the private sector investment in tourism sector was insufficient, the state assumed the role of an entrepreneur and invested in tourism related activities. The government established India Tourism Development Corporation (ITDC) in 1966 for development of tourism infrastructure and for promotion of tourism in the country. The plan document also makes an important distinction between central and state schemes. While schemes in the Central sector provide for facilities which are important from the point of view of foreign tourism, those in the state plans are intended mainly for home tourism.\textsuperscript{16}

**Fourth Five Year Plan (1969-74):**

The Fourth Five year Plan for the first time highlighted tourism as an important means for earning foreign exchange, providing employment

\textsuperscript{15} Ranga Mukesh (2003), *Tourism Potential in India*, Abhijeet Publications, Delhi, p. 72.

and promoting international contacts and understanding. Emphasis on the
provision of accommodation, recreational facilities and transport was
maintained. The concentration of efforts in areas identified with the larger
flow of foreign tourist traffic was also maintained. 17

**Fifth Five Year Plan (1974-78):**

The Fifth Five Year Plan has very cursory reference to tourism and
just recommend a higher allocation for the programme. The government
took measures for integrated development of some popular tourist resorts
like Goa, Kovalam, Gulmarg, etc. The Fifth Five year Plan expanded the
role of the Central and State Governments. The Centre would undertake
projects, which related to the promotion of international tourism and the
States were advised to confine their projects to serve the needs of domestic
tourists or budget tourist from overseas. 18

**Sixth Five Year Plan (1980-85):**

From the Sixth Plan new thinking on tourism in India commenced.
The emphasis shifted from schemes to strategies and from foreign exchange
earnings to wider issues of economic development. The plan document
referred to social and economic benefits like promotion of national
integration and international understanding, creation of employment,
removal of regional imbalances, opening up of new growth centres in the
interiors of the country, source of tax revenues for both Central and State

    Distributors, New Delhi, pp. 71-72.
Governments, support to local handicrafts and cultural activities, augmentation of foreign exchange earnings.\textsuperscript{19}

The government established an apex institution namely Indian Institute of Tourism and Travel Management (IITTM), for improving availability of trained manpower in tourism sector. This period also witnessed substantial expansion of ITDC operations. The government announced the tourism promotion policy for the first time in 1982. The policy stipulated the responsibility for tourism development as a common venture of all organizations concerned with tourism in the country. The policy prescribed that Centre will be primarily responsible for promotion of international and the state sector will be concerned with domestic tourism and that the centre would play a coordinating and supplementing role towards state efforts wherever necessary. Further, tourism development cannot solely be responsibility of the government, it has to be a common endeavour of all agencies concerned with its development at central and state levels, of public sector undertaking and the private sector, of airlines, railways and communication system, municipal and local bodies, educational and cultural organizations etc. The combined effort would be directed towards achieving a comprehensive, well rounded and integrated development enabling tourism to make positive and effective contribution to the economic growth of the country.\textsuperscript{20}


Seventh Five year Plan (1985-90):

In the Seventh Five Year Plan tourism was given the status of an industry which implied that such business activities would in future be entitled to the some incentives and concessions as applicable to an export industry. It is for the first time in the seventh plan that tourism gets considerable attention in the plan document with a stated intention of faster development of tourism, according it the status of 'industry' and exploring its potential for sale of handicrafts and national integration.21

Eighth Five Year Plan (1992-97):

The major thrust in the Eight Plan was on developing tourism mainly through private initiative. The public sector, which was the prime mover of development in the past, was to play the role of a catalyst while the private sector was expected to invest in the creation/expansion of tourism infrastructural facilities like hotels, restaurants, tourist transport etc. The Plan restricted the role of government to that of regulation, coordination and facilitation. Following the liberalization policies, the tourism industry was declared as a priority sector for foreign investment. The government has allowed automatic approvals for foreign investment with equity upto 51 per cent in tourism related project. Proposals for higher levels of equity investment are also permitted in specific cases. Investment upto 100 per cent of equity was allowed to non-resident Indians. Thus, the foreign investors could repatriate the profits and dividends and were free to engage foreign technicians and professionals. The Government of India also set up an

investment cell for encouraging investment in the field of tourism. As a result, inquiries are being received relating to availability of land and other infrastructural facilities at different tourist centres, available incentives, procedural aspects involved, agencies to be contacted and clearances required etc. Various regulations to protect monuments, flora and fauna and beaches etc. are enacted and enforced by the government agencies. As the private sector is guided by the profit motive, the government will have to engage in market promotion activities to derive full national benefits out of tourism development.²²

**Ninth Five Year Plan (1997-2002):**

This plan is to establish effective coordination with all relevant agencies so as to achieve synergised development. The specific components have been identified as infrastructure development, product improvement and diversification, growth of mega tourism resorts, entrepreneurship development and promotion of self employment opportunities, enhanced tourist facilitation, human resource development, research and computerization, promotion and marketing, environmental protection and cultural preservation, provision of incentives and monitoring and evaluation. The plan approach would be to concentrate on a few selected centres and circuits to achieve a balanced development of infrastructure in an integrated manner. As a result, the Central assistance for infrastructural growth would be confined to identified centres and circuits each year till they are saturated. The Planning Commission has approved an outlay of Rs. 511.32

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crore as budgetary support during the five year period ending 31 March, 2002.23

**Tenth Five year Plan (2002-2007):**

It will appear from the table given below in tenth five year plan Government of India has increased the allocation to 2900 crore for tourism giving it a five-fold growth over the ninth five year plan, which is unprecedented. This also shows the significance of tourism as a contribution to economic development of India that this activity is receiving the focus of attention and consistently larger financial allocation plan after plan.24

*Table No. 3.4*

**Showing Plan Outlay from First Five Year Plan to Tenth Five Year Plan**

<table>
<thead>
<tr>
<th>Five Year Plans</th>
<th>Tourism (Rs. in crores)</th>
<th>% of total Plan Outlay</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Plan (1951-56)</td>
<td>Not mentioned</td>
<td>-</td>
</tr>
<tr>
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Forms and Products of Indian Tourism:

India is one of the oldest most complex and most fascinating civilizations in the world and a history reaching back 4000 years. It is a country of all seasons and all reasons. It is an interesting and charming India as a tourist country. For the visitor India and her history are both an inspiration and a challenge. The sheer wealth of Indian culture, its vast range and often dazzling colour has fascinated generation after generation of visitors.

India is another world and another culture. To the north of India are world's highest mountains, the mighty Himalayas ever snow capped offering heavens of unmatched beauty. On the western and eastern coastline are virgin beaches with a tropical ambience of coconut, palms and shining sands. There are backwaters, forests, animal life, fauna and flora, bird life and many more.

Thus, beautifully rich natural endowments, ancient civilization dating back to B.C., a pluralistic society consisting of different religions, cultural impact of different rulers, and above all the unmatched hospitality of its people make India a fascinating tourist destination to global visitor. It offers to the tourist various forms of tourism attraction each with multiple contents. The different forms of which India's tourism sector today consists of are mentioned below:
1. Religious Tourism
2. Cultural Tourism
3. Adventure Tourism
4. Historical Tourisms
5. Eco-Tourism

A brief description of the contents of these forms of tourism in India is presented in the following paragraphs:

Religious Tourism:

As an important tourism segment, religious tourism offers a lot of visiting attractions to tourists which include revered shrines, holy rivers, famous places of worship and pilgrimage, gods and goddesses, Durgahs, churches, etc. The vedic literature and scripts of other religions are the fountainhead of highlighting the basic religious relics and shrines as well as their locales. People come to have ‘darshan’ and pay obeisance to the gods and goddesses, to take a dip in the holy rivers for purity of soul, and visit shrines located on mountains and various cities of the country. India is, thus, endowed and dotted with religious places of all important religions of the world.

Hinduism is the major religion of India. This early vedic religion had been designated by the name of Hemotheism or Monotheism, which is the belief in single Godhead. It is Eka-Ishwarvad. Later, it has been described as the worship of Prakriti or Primordial Energy. The chief deities
of the Rig veda are their origin to the glorification of natural phenomenon. The worship of abstract deities like Dhatri (the establisher), Vidhatri (the ordainer), Vishwakarman (the all creating), Prajapati (the lord of creatures) etc. has remained in practice. Some scholars of Hinduism find in the hymns the names related to Shiva, Shakti, Vak, Aditi, Prithvi, Saraswati, Shree, bhumi, etc. This suggests that both the male and female principles of Divine Godhead were adored through symbols and icons. That is why in India we find Matri Devi, Natraj, Ganesha, Surya, Vishnu, Laxmi, Nandi, Shesha Naga and other deities in the places of worship for tourists. More prominently is the worship of Devi Durga alongwith Shiva found in the religious thoughts of Hindus, popularly known as Sanatan Dharma.

Some of the major temples and important religious centres make India as religious tourism destinations. The world's greatest sufi shrine Khwaja Moinuddin Chishti, lies in Ajmer. Another pilgrimage centre for Muslims are Durgahs of Hazrat Nizamuddin at Delhi, Hazrat Sabir Sahib at Kalyar, etc.

Jainism founded by Lord Rishabh is one of the oldest living religions of the world. The fundamental principles of Jainism are Ahimsa, Aparigraha, Anekant, and the Law of Karma. The Jains have built some of the most exquisite temples in Ranakpur, Mount Abu, Shri Mahavirjee, Osiam Jaisalmer, Chittorgarh and other parts of India.

There is also a large majority of Christians, Muslims and Sikhs to give India a cosmopolitan flavour. The followers of these religious and their rulers over the period, were instrumental in constructing a number of very
important mosques, churches and temples which are built in their religious style in different parts of the country. Some of the most exquisite carvings on marble stone and wood were created by the believers and exist to this day as a living proof of the creative genius which continue as great fascinations by its sheer brilliance. Other than the religious satisfaction, the structure themselves and the very surroundings of these holy places actually give the tourist visitor a sense of peace and calm.

The religious tourism is most common in domestic visitor who go place to place in the country to perform this ritual periodically. Foreigners of the identical religion and sects also visit these shrines, have a look of their revered gods and goddesses, visits various temples and Durgahs periodically. All this makes religious tourism as an important and big segment of India’s tourism industry.

Cultural Tourism:

Tourism is a multidimensional industry with heterogenous segments for the visitors and cultural tourism offers irresistible temptation to the tourist to visit India. Cultural tourism presents to the visitor attractions which include most importantly archaeological structures representing the varied civilizations of India. Arts and crafts, Painting, folks Music and Dances, Fairs and Festivals, Indian cinemas, national Parks and Sanctuaries, etc. The contents of cultural tourism are briefly described below:

Art and Craft:
As far as the field of Art and Craft is concerned, India is among the richest country in the world. Indian people over the year have sharpened the creative senses, artistic skills and have created a richest treasure of art and craft. Stone clay, leather, wood, glass, brass, silver, gold and textiles were given the most brilliant forms by the Indian artists. For women, there is infinite variety like tie and dye fabrics, embroidered garments, enamel jewellery inlaid with precious and semi-precious stones and leather items. Rajasthan has its own special crafts. Some of their popular crafts are meenakari, jewellery, ivory, glass work, sandalwood and wood work, stone work, blue pottery, hand block printing, tie and dye terracotta sculptures, paintings or camel hydes, embroidery, cloth paintings, carpets, durries, inlay workers on brass and wood to be found all over India are the basic attraction to international tourists.

Paintings:

The decoration of dwellings and other household objects are some aspects of creative genius of India. The miniature painting is perhaps the most fascinating and distinctive styles that have existed here and are renowned the world over.

Different schools of painting have flourished in India since sixteenth century and each has name and fame in the distinct style of painting. For instance, Kotah-Bundi school transferred to the paintings the flooring rivers, dense forests, and lush green fields of that region. The Kishangarh school is best known for its Bani Thani paintings depicting long
necks, large almond shape eyes, long fingers and the use of subdued colours. Jodhpur has a very strong folk tradition and here the figures are mainly robust warriors and dainty woman. Paintings of the legendary lovers like Dhola-Maru on camel back, hunting scenes which included innumerable horses and elephants dominate the paintings of Marwar region. Similarly Bikaner too had strong Mughal influences and developed their own style. Paintings on wall of palaces and inner chambers of forts are well known all over the world. Cloth paintings of India which include the phads scroll paintings used by the Bhopas and the Pichwais are also very popular among the tourists.

Folk Music and Dance:

There is gay abundance in India in the form of dancing, singing, Drama, Devotional music and puppet shows and other community festivities which transforms the hardworking Indian into a few loving and carefree individual. Each region has its own folk, entertainment and the dance styles. Interestingly enough, even the musical instruments in different parts of the country are different. Professional performers like the Bhaats, Dholis, Merasis, Nats, Bhopas and Bhands and many others are present across the country. Some of the better known forms of entertainment are ghoomer Dance, Gair Ghoomer, Gair, Ghari Dance, Kachni Ghodi, Fir Dance, Drum Dance, Teerah Taali, Kathputli, Pabuji Ki Panad, Maand etc.

Fairs and Festivals:
Every religion in India has its own festivals. In addition to the festivals celebrated by Hindus, Muslims and others, there are also the traditional fairs in which all people participate and they are really an enjoyment. There are religious fairs, there are animal fairs and there are fairs to mark the changing season. Other than these traditional fairs, there are established festivals which involve elephants, camel race, boat race, processions to mark religion events, dance and music, which are special attraction for the tourists from time to time. In fact, fairs and festivals celebrations occur almost round the year and are an splendid opportunity for the visitor to gain an insight into the life.

**Indian Cuisine:**

Each region in India has its own traditional dishes and specialities. Indian cuisines have evolved over the course of its history. The recipes have been handed down through the generations by demonstrations and word of mouth. Mughals in sixteenth century were found of good living, cooking and eating. Muslim cooking is based on meat. Their influence is strongest in north and central India where Mughal dishes evolved into an important culinery art and is part of Indian cuisine. Extreme south, cooking is mainly vegetarian. The cooking habits of India vary according to religious communities and area to area.

The heart of Indian cooking is Masala. It is a mixture of spices called 'garam masala'. Game birds are a delicacy, teetur and batair are special favourite dish. Some of the popular fish eaten are Pomfret, rahu, Bombay duck, Indian salmon, trout, Shrimps, prawns, crab, etc. Indian breads are prepared with different cooking methods such as poories,
kachories, nans, sheermal, Bakar khani, Paratha, bhaturas, etc. The popular methods of cooking are boiling and frying. Traditional method used is split roasting.

Every Indian meal is a feast in itself and makes the tourist voracious for Indian varieties of food. The food is rich in proteins and vitamins besides being tastiest and dainty.

**National Parks and Sanctuaries**:

India stores huge wild life because of its topography. There are barren deserts, scrub thorn arid forests, rocks and ravines as well as wet lands and lush green forests. And each of these areas houses a large variety of animal and bird life, some of them rare while some endangered. Some parts of India are the home for tigers, black bucks, chinkara, the rare desert fox, the endangered caracal, the great Indian lusted gavial, monitor lizard, wild boars, porcupines. Migrating birds like the common crane, ducks, coots, pelicans and the rare Siberian cranes, imperial sand grousers, falcons, buzzards, flock to India during winter months.

India proudly can boast of eleven National Parks, over two dozen sanctuaries and two closed areas. Most of these areas are open to visitors round the year but are closed briefly during the monsoons. These National parks and Sactuaries are spread in various parts of the country and looked after by the wild life Department of the Government. Gir National Park for animals especially the Asiatic Tiger, Ghana Bird Sactuary Bharatpur, Corbett National Park are of special interest to tourist.
**Adventure Tourism:**

The idea of conquering the nature and revealing the mysteries of it has always been a desire of the human mind. Based on this human instinct is the adventure tourism. India offers interesting opportunities for adventures to tourists. The country is richly endowed with mountain, deserts, sea beaches, rivers, marshy sands, jungles, forests, which make it a chosen country of the nature. The geography of the country is sufficiently endowed so as to attract tourists with an adventurous zeal.

Adventure tourism consists of many activities such as rock climbing, trekking, river rafting, mountaineering, skiing, paragliding, etc. Modern adventure tourism additionally include water sports, canoing and kayaking.

**Trekking:** It is a very low cost adventure activity. It is the best way to explore the mountain ranges on foot. Himalayan ranges present a unique option for trekkers. These are many unique spots to explore in the Himalayas.

Valley of flowers in uttarakhand region is trekkers paradise. The scenic attraction of this place is marvelous with flowers surrounded on all sides with sloppy mountains. The trek to this place is quite tiresome. Trekkers enjoys this spot as the path is fraught with dense forests, tributaries of river Ganga gushing in full flow with exotic herbs and shrubs on the way besides steep mountains.

There are also places of pilgrimage situated on the hill tops. Hemkunt Sahib is one such place for Sikhs situated six kms above the valley
of flowers. The path is very steep, at times glacier blocking the way and adding to scenic beauty of the area. On the whole trekkers have to tread about 2 kms of the mountainous path to reach this spot.

Yamunotri is another one of the four pious spots in Uttaranchal. This spot can be reached by trekking 13 kms of mountainous terrain. The beauty of yamunotri is beyond words.

Many other trekking routes full of scenic beauty and places of pilgrimage are there for the tourists to enjoy in various parts of the country.

**Skiing**: is another major sport in adventure tourism. Gulmarg in Kashmir has been an internationally acclaimed spot for this sport. Auli in Joshimut is another such spot. It has the state of the art technology for this sport. It provides the facilities of skilift, comfortable cabin and restaurants.

Dyara Bugyal, situated at 3190 mts. above sea level in Uttaranchal, too, offers a unique opportunity for skiers. During winter a thick layer of snow covers the area around 2 sq.kms which is ideal for lovers of this sport. The spot provides a picturesque view which is second to move.

Dal Lake of Kashmir in a frozen state to provides a fun sport for children and amateurs alike.

**Mountaineering**: A very fascinating sport for the tourists interested in adventure tourism. The steep mountains of Uttarkashi and Rohtang Pass, Chandrakhani in Himachal Pradesh are excellent spots for mountaineering.

Nehru Institute of Mountaineering is a pioneer institute which attracts a number of persons both from within and abroad.
River Rafting: There exists a tremendous potential for this sport in India. The river Ganges from Rishikesh to Rudraprayag provides an excellent flow for this sport. Rivers such as Teerta in North Bengal, Brahmaputra in Assam Beas in Manali and Indus in Ladakh provide an excellent condition for the river rafters.

Water sports: India has a very long coast line. The Coromandal Coast and Malabar coast are well known all over the world. These two areas are ideal places for Kakaying, cannoning and many other water sports. Indian coastal areas are blessed with natural beauty.

There are also a number of lakes where water sports for the tourists could be available. Orissa and Kerala are famous for their lakes. Kashmir’s Dal Lake is not behind anyone in water sports. These aquatic regions are ideal for adventure tourism including international aquatic events.

Historical Tourism:

India is a country on which rulers of various faith and religions have ruled. Its history is divided into ancient period, medieval period, and the modern period. These periods are marked by the rule of different dynasties who governed this country for years and centuries. Each dynasty has left imprints of the culture and civilization of the period in the form of palaces and monuments. At a time there were different rulers ruling over different parts of the country. If in the north, The Mughals ruled, the Marathas ruled in the west, south was ruled by others and over the eastern region a different dynasty ruled.
India possesses a rich heritage of these rulers in the form of huge imposing stately buildings reminiscent of the rule of their period. Every region of India possesses such historical attractions that are irresistible to the tourists both domestically and internationally. Taj Mahal in Agra is among the seventh wonders of the world. Built by the Mughal Emperor Shahjahan in memory of is beloved queen Mumtaz Mahal, the musoleum is a structure of white marble carved in flowers and petals inlayed with precious stones and jewels. The Taj is a unique marble structure whose beauty lies in the moonlight when it shines milky and so beautiful that it is irresistible for a visitor not to see it time and again. Many visitors, particularly, women tourists envy that if such a grand marble tomb could be built for them, they are prepared to die for its sake.

Fatehpur Sikri in Sikandra, Agra Fort, Jama Masjid at Delhi, Red Fort at Delhi, Qutub Minar at Delhi, Ashok Pillar at Delhi and many other historical buildings at Lucknow and other places in northern India make a special historical attraction for the tourists.

In the west and south India, very rich historical vestiges exist. The palaces of Nizam of Hyderabad, the forts of the Tipu in Karnataka, the tombs of Sultans in Andhra Pradesh, Gol Gumbad at Bijapure, the Ajanta and Ellora caves in Maharashtra, and many other historical monuments are worthy of mention. The Konark Temples in Orissa and Buddhist Monastries in Sikkim are other historical spots which draw tourists from the world over.

Thus, historically India is second to none in tourism. It adds to the pleasure of the tourist that he moves from place to place and enjoy the
hospitality and ambience of every region while having a full glimpse of India when he visits the historical endowments of the country.

**Eco-Tourism:**

Eco-tourism is the latest emergent theme. It expresses the need for ecological harmony. Eco-tourism has emerged simply because all forms of development and activity including tourism have damaging impact on the environment. Tourism to be sustainable require initiative about protection of environment. Tourism depends upon the existence of environments in locations which are perceived as being scenic, attractive and desirable. This creates a relationship between tourism and environment. Therefore, all the stakeholder in tourism development should safeguard the natural environment with a view to achieving sound, continuous and sustainable economic growth.

India's tourist attractions ranging from forts, caves, hill stations, beaches, pilgrimage centres, forest reserves and wild life sanctuaries must be developed while keeping the ecological considerations in mind. The conservation and development of world heritage sites, Ajanta and Ellora, certain sites in kerala, Goa, Rajasthan, Uttaranchal, Himachal Pradesh, Madhya Pradesh and West Bengal has started following the basic principles and practices of Eco-tourism. The Central government with the help of state governments and NGOs has initiated special eco-tourism ventures to develop and promote the eco-potential base for the states to the domestic and international tourist clientele.
Tourism basically being a service industry developing nations must take necessary steps to build a pool of efficiently trained people to fill various jobs which will be created subsequently. To manage various tourist services a variety of jobs will have to be created. For successful tourism development, efficient and professional management, quality of staff training is essential. Quality of staff training is often relatively neglected during early stages of tourism sector development. In the case of India which is a developing country, it will be appropriate to study volume of manpower required for activities complementary to accommodation industry, in particular in commercial sector. In case there is expansion of facilities and services, special care has to be taken to ensure that there will be no shortage of trained and well qualified personnel. A staff planning may be done to determined need for various personnel required. This involves a series of activities such as job analysis, job descriptions, job specifications and staff forecasts. This lead to a detailed forecast of exactly what types of personnel, with which qualifications and skills will be required. Programmes should be prepared to screen and train existing personnel so that they could acquire technical and attitudinal skills. Technical skills include food and beverage production and service, system analysis and design, facility and equipment operation and maintenance, administration, personnel management and financial management. Attitudinal skills include adaptability, pride judgement and flexibility. This helps in determining whether there is a need for trained personnel from foreign or local people are to be sent for training to other countries or not.25

Tourism is the single largest foreign exchange earner to more than 30 countries and India is keen to reap its potential of tourism to this end.

Tourism sector has capacity to generate large-scale employment opportunities in the accommodation sector, transport sector, food service areas and many more such areas, which are essential towards making the stay of the tourists comfortable. In the year 2000, tourism industry generated 192 million jobs, benefiting developed and emerging economics. The right person in the right job is essential for the success in any business. Tourism industry also requires trained and skilled manpower for quality and efficiency of service which is done through proper and effective manpower planning.  

Conclusion:

India has great tourism potentials for it is our unique diversification of cultural and natural attractions which contribute the resources for this industry. India has an ancient civilization that is preserved in its religion, customs, traditions and architecture. Its traditional dances and music are loved by all. A unique asset of tourism is that there is no shortage of raw materials. India’s unique variety of cultural and natural attractions constitute the resources for this industry.

Tourism needs variety and India with its vast dimensions and diversity offers to every class of visitor something not found elsewhere from the snake charmer to the eternal snowcapped peaks of the Himalayas and system of the folk dances to the big game hills. Due to this reason it can be concluded that India have very flourishing future in tourism.

But much of India’s tourism industry depends upon the quality of its trained manpower for industry. The next chapter therefore deals with Manpower Planning: Theoretical Perspective.