Chapter VII

"SUMMARY OF FINDINGS AND RECOMMENDATIONS"

PARAMETERS OF TOURISM:

Indian tourism is over 2,000 years old though as an industry in the modern sense, it was organised only some thirty years ago i.e., 1956. From a small beginning of individuals travelling alone in search of adventure, knowledge, trade and pilgrimage, the mass movement of people today all over the world has given rise to a highly sophisticated, multidisciplinary industry known as Tourism. To develop and promote tourist activities, to service the tourist facilities so as to ensure visitor-satisfaction and thus generate more travel, is the main purpose of tourism. Because tourism promotes exchange of ideas and views and facilitates interaction of people and their culture, it can be a potent instrument for achieving national integration, better international understanding and ultimately peaceful co-existence for the people of the world.

Despite its world-wide operations, tourism can function in the smallest of settings as effectively and efficiently as in wide-ranging, multi-national, operations. There are reasons to believe that tourism is a dynamic industry
which can be helpful in evoking material spirit in the mind of people at the difficult circumstances and will bring all the people in the national stream. Today, one of the worst problems in the development of the country is regionalism, castism and religions. This can only be removed through cultural and sport tourism. Tourism thus has the flexibility of adjustments to situations which few industries possess. It can be an individual endeavour or it can employ thousands in a single operation. It can be a small enterprise or a multi-million project. Tourism is thus both labour-intensive and capital-intensive activity. In economic terms, tourism is a major source of foreign exchange earnings for many countries. It can help correct adverse trade balances and regional imbalances, create employment avenues and give a direct stimulus to the socio-economic development of backward areas in a country.

However, there are pitfalls as well as un-regulated tourism which can cause many problems, i.e. unbalanced social change and unwieldy economic development, social tensions and environmental pollution, distortion of life-styles and cultural decay—indeed the destruction of the very entity on which tourism is built.

**Historical Survey:**

The history of tourism, its origin, growth and development in India, is closely linked with our ancient civilization. In the first chapter of this thesis entitled...
"Growth of Tourism in India" the author has made an in-depth study and traced out the historical significance of tourism. It may be recalled that India has been the nerve centre of world's civilization and she not only became the heart land of 'Aryavarta' and repository of Asian though but the seat of mighty powers like Delhi, Agra and Jaipur. From the mighty Mauryas to the Great Mughals, Kingdom and empire usually grew up in the rich and populous 'Middle India (Madhyadesha) with Ganga and Yamuna as the corridor and the plateau of Malwa as bastions of resistance against the invaders. This civilization has given birth to some of the world's most beautiful creations of mankind in the form of religious edifices, temples, monuments and architecture. It is the only visible material record of man's intellectual evolution through the ages that impresses and instigates the tourist to look at the country's cultural heritage. It has also enriched our culture and has given a unique traditions of customs, rituals, fairs and festivals that constitute our major tourism resources. In face our cultural tourism began long before commercial tourism and its birth in European countries though with different outlook.

Various surveys and studies have confirmed that the biggest element in attracting international tourists to India is our historical and archaeological monuments. Although the maintenance and upkeep of the monuments is the
responsibility of the Archaeological Survey of India and the State Departments, it is proposed to provide adequate tourist facilities at the major centres of cultural interest in a planned manner in co-ordination with other concerned agencies including the State Governments. The intention is to fully exploit the rich heritage of archaeological Monuments, religious centres dear to the followers of various religions of the world as well as the rich heritage in the field of performing arts, the variety of which could itself be the sole objective of the tourists' visit to India. Tourism is, therefore, a people intensive in a big way. Its economic, social, cultural roles are enormous and the employment and business opportunities tourism offers are perhaps, unmatched by other industries.

STAGES OF TOURISM DEVELOPMENT:

At Government level, the development of tourist facilities was taken in a planned way from 1956 coinciding with the Second Five Year Plan. The developmental approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plans to integrated development in the Fourth Plan (Gulmarg and Kovalam Projects), and thereon to integrate area development in the Fifth and Sixth Plans.

The many attractions of India hold virtually an unlimited potential for tourism development. The endeavour,
therefore, will be to convert this vast potential into reality through well-planned, well-defined and fully integrated national programmes of tourism development. For instance films like Gandhi, James Bond and Festival of India in 1982 be repeated in other countries as they arose considerable interest in India's art and culture.

The India's performance in the filed of tourism over the past 40 years has been quite impressive. In 1951, 25 million world travellers crossed national frontiers to visit other countries as tourists. Of these, India received 16,829 or only 0.66 per cent. In 1981 while the world tourist movement was estimated at 290 million. India received 8.53 lakhs and 4.27 lakhs arrivals from Pakistan and Bangladesh or 0.44 per cent. The estimated foreign exchange earnings of India from tourism in 1951 were Rs.7.7 crores. In 1981 these were estimated at Rs.702 crores. Hardly any other sector of the economy has recorded such a consistently notable performance. It is presumed that by 2000 A.D. the Corporation expects 50 lakhs tourists and the earning of foreign exchange is being estimated to the tune of Rs. 10,000 crores.

This rising trend both in terms of tourists and foreign exchange earnings would help correct our adverse trade balances, regional imbalances, building of more hotels with additional rooms and staff. In fact, it would create employment opportunities and bring about socio-
economic development of backward regions. It is earnestly hoped that if these schemes and programmes as projected under the Seventh Five Year Plan are judiciously executed with sincerity and devotion, the future prospects of tourism promotion is bound to accelerate at a higher growth rate. The tourism would thus contribute a great deal in bringing down the poverty ratio to 26 per cent by 1990 from the present 37 per cent.

Tourism and Government Objectives:

The Government's objectives thus are to so develop tourism that:

i) It becomes a unifying force nationally and internationally fostering better understanding through travel.

ii) It helps to preserve, retain and enrich our world view and life-style. Our cultural expressions and heritage in all its manifestations. The prosperity that tourist brings must cause accretion and strength rather than damage to our social and cultural values and depletion of our natural resources.

iii) It brings socio-economic benefits to the community and the State in terms of employment avenues, income generation, revenue generation for the states, foreign exchange earnings and, in general, causes human habitat improvement.

iv) It gives a direction and opportunity to the youth of the country both through international and domestic tourism to understand the aspirations and view points of others and thus to bring about a greater national integration and cohesion.

v) It also offers opportunities to the youth of the country not only for employment but also for taking up activities of nation-building.
In order to achieve these objective, it is suggested that regional tourism should be attended to i.e. tourism among the Countries of the South Asian Region, (comprising the Indian sub-continent) extending the scope to cover Afghanistan, Iran and the Republic of Maldives. Through promotion of tourism in the region, tourism will bring about greater understanding among the countries of the region and the feeling of oneness will prevail. Thus, in order to enlarge the benefits of tourism it is essential to have a selective approach for determining investment priorities rather than spread the resources and thereby dilute the impact of future tourism. Priority will be given to scheme which yield economic returns and generate social benefits.

India has a long tradition of social and cultural values and possesses a spiritual quality that has come down unbroken from time immemorial. In the first chapter which is devoted to "Growth of Tourism in India" the author has discussed the past and future assessment of tourism in India. It is recommended that the country's overall tourism policy should be based on selected targets which (i) are realistically attainable, and (ii) will produce maximum cultural, social and economic benefits over the longest period of years. These benefits will give a new ethos and value to tourism, and a new sense of purpose and direction to its development.
It is hoped that India being tourist destination country should enjoy political stability so that her old image of peace loving country may be maintained in the world market. It is essential to brighten India's future prospect of tourism and obtain for tourism industry the status of an export-oriented industry.

The second chapter entitled "Economic Aspect of Tourist Infrastructure" highlights the necessity of a strong economic base for tourism development. Economic and tourism are complementary to one another i.e. without economic development tourism cannot move forward. It is in this context, it is remarked that sound economic base is the backbone of tourist industry. Better and faster means of communications have resulted in a massive movement of people throughout the world drawing them closer through experiencing and appreciating one another's culture and life-style. To give an idea of the dimensions of world travel in 1981, there were about 290 million world travellers who spent US $ 106 billion (Rs. 84,000 crores). In India alone, in spite of her less developed economy, about 5 million people excluding city commuters, are carried daily by the railways over their vast network indicating the strength of domestic travel movement within the country.

Hence, the economically developed tourist infrastructure will be taken up based on the "Travel Circuit" concept in a 5 to 10 years perspective. This will enable
intensive development of selected centres, dispel the
tendency to concentrate in a few urban centres, and en­
courage the diversification of tourist attraction, particu­
larly in opening up economically backward areas which hold
many tourist attractions such as archaeological and histo­
rical monuments, places of natural beauty, festivals, arts
and crafts.

A suggestion has been put forth in this chapter
regarding involvement of youth in national integration. To
make tourism a vehicle for achieving this objective, youth
hotel activity will be given significant importance in the
plan of action. This will facilitate the youth from differ­
ent parts of the country exchanging views and ideas getting
themselves exposed to the various parts of the country and
thus bringing about greater under-standing between youths
of all parts of the country, apart from catalysing inter­
national understanding through the youth movement. The
existing modest network of youth hostels set up for the
purpose will be expanded and the movement be strengthened
substantially.

The policy on tourism will take congnizance of the
need to under-score the fact that tourism facilities for
the lower middle class and the poorer sections of the so­
ciety for getting to know about other parts of the country
through travel required to be augmented and towards this purpose, and with particular reference to pilgrimage tourism, cheap accommodation is proposed to be provided through Dharamshalas, Sarais etc., making use of suitable organisations like the Bhartiya Yatri Avas Vikas Samiti and the like to put up such facilities.

Marketing strategy will be to broaden the tourist-base in existing market, explore new tourist markets, and promote and facilitate inter-regional travel, particularly from neighbouring countries. A dynamic and pragmatic approach will be adopted in identifying regions from where tourist traffic to India has growing potentiality as for instance, West Asia as well as North African (WANA) countries where as a result of oil, there is a great boom and prosperity resulting in people in these countries desiring to go on pleasure tours abroad. The WANA countries have a predilection towards India because of its close link with West Asia and North Africa from historical times. Special emphasis has to be given for travel from these countries to India. The infrastructure will be so developed as to cater to the tastes of the tourists from these regions. Similarly the infrastructure at Buddhist centres is being developed as for instance, through a series of Buddhist oriented hotels with a view to attracting large scale Buddhist traffic through Charter as well as by the normal services to India making India a
Buddhist destination. With the vast Buddhist population in the Far East, there is a considerable potentiality for traffic to India from these countries. The assistance of the Railway Ministry is being sought for operating special trains to cover the Buddhist centres and also supplement accommodation in hotels through these special trains which would be self-contained mobile hotels, as it were, special attention is required to be paid to developing social tourism to benefit the weaker sections of society. Similarly manpower development and training should be given due weightage to ensure efficient services and effective management of tourist facilities for maximising returns on investments made.

To achieve this purpose every endeavour will have to be made to secure fiscal and other incentives from the concerned Ministries of Government in order to make investment in the tourism industry worthwhile. In this process an endeavour will also be made to highlight the fact that in the context of the country meeting substantial foreign exchange for its developmental activities, Tourism industry will constitute a major agency/industry for the acquisition of foreign exchange of sizeable quantum not incomparable to, and in due course expect to exceed, the contribution of foreign exchange made by the Engineering goods industries, Handloom, Handicraft industries and such other major foreign exchange earning export-oriented industries. In this context cost/
benefit studies should be made of the potential long-term earnings and benefits from the tourism industry, the capital (Private and Public) and other resources needed to achieve these earnings and the resultant cost/benefit factors compared with the employment of such capital and resources in other economic activities. The possible benefits of collaboration between the group of the South Asian Countries in the development of their tourism should be carefully examined. Similarly the probable spending habits of low-cost charter/inclusive tours visitors should be studied and related to the overall capital and recurrent costs (including infrastructure services) of penetrating this particular trade. In other words, cost/benefit study should not be affected into this trade in isolation.

It follows from the above discussion that a highly developed, sound and well built infrastructure is a vital segment for the development and growth of tourism industry. Looking to the vast expansion of tourist market in India and abroad the image that India has projected as the largest not foreign exchange earner in the world market. In fact India has tremendous potentialities, being the fastest growing industry in the world. But the tourist infrastructure is still below par and neither the Central Government nor State Governments have treated tourism on a par with export-oriented industries.
The Sixth Five Year Plan document accept this as a limitation to growth. Further, the tourism infrastructure continues to be inadequate. It is not surprising, therefore, that the growth rate of tourism in India was the lowest in Asia during the first six months of 1984 from which comparative figures have become available. Whereas the growth rate of tourism traffic for our country was 0.7 per cent for Malaysia, 13.9 per cent, for Hongkong 9.9 per cent, for Japan and Sri Lanka 8.7 per cent respectively. We need to give serious thought to this, if we are serious about promoting tourism to our country.

There is no denying the fact that tourists make demands on every kind of infrastructure namely accommodation, transport and communication, water, electric power, provision of health and public services. Both domestic and foreign tourists complain against inadequate accommodation, food, climate and several other factors. Congestion at airports and inadequacies of internal air and surface transportation are their main targets. Needless to mention that tourism as such has not fully developed as a product and with the needs of the market as a whole. Thus an integrated package of infrastructural facilities are the basic needs which do not keep pace with today's and the future traveller comforts.
TOURISM AND VALUE ANALYSIS:

Tourism infrastructure must be judged from "Value Analysis" point of view i.e. return on investment basis and it must be brought within reach of a wider segment of people through cost effectiveness and use of better technology as the customer will always demand value of money. Whatever a tourist spends he must have full enjoyment in exchange. We run after foreign exchange ignoring the potential rights of the tourist as customer. The better and improved technology and well knitted comfortable services would provide the answer.

There is, of course, a strong case for an organised study to see what is required to mobilise this demand in commercial activity. Moreover technical/financial studies should be initiated into feasibility of designating and constructing new types of hotels and other accommodation units in India which could produce economics in capital and operating costs and hence lower tariffs. It is further suggested that the long-term viability of low costs Inclusive Tours based on chartered aircrafts, and the price levels at which such operations may be established as a permanent feature of the industry in India, should be examined. The author also recommended that the Government should passed the new legislation to controll all sites of natural and man-made beauty to prevent haphazard growth of the regions. It is observed that tourism itself opens up new growth centres in areas otherwise devoid
of natural resources. It has helped develop such centres and provided better lives for the people in these areas. Khajuraho is one such example. Thus tourism has given a tremendous stimulus to our handicrafts and transport system.

It is true that we need 5-Star hotels in order to compete successfully in the international market. However, there is a great need for medium and low priced hotels in a developing country like ours. The Government should provide them land on economical rates and other incentives so as to provide additional accommodation for the middle class foreign as well as domestic tourists. In this connection as suggestion is made the Conventions and conferences though provide good business for the travel trade, these should be arranged during off-season, when the hotels will be in position to offer specially reduced rates. Similarly the charter flights by Air India is most welcome, but it is strongly felt that it should have an open sky policy, whereby all international airlines and charter companies are allowed chartered flights. We badly need charters because of the high cost of travel from Europe and America which continue to be our biggest markets for tourists. After years of discussion a charter series has been started but it will bring in 4000 visitors if each flight is full. Besides the charter movement is confined to AIR INDIA exclusively. Mr. Lothar Binder to Touristic Union International (TUI), however, emphasised the need to develop Goa and some other seaside resorts so that TUI, which
claims to handle 2.5 million tourists a year, can bring point to point and back to back charters to India in the same way as they are carrying to resorts in Sri Lanka, Penang and more recently to Maldives provided Goa had 2000-3000 hotel rooms on its beaches not necessarily of 5-Star Category. Goa has the potential of becoming the finest sea resort of Asia and with planned development can take a very large number of visitors, may be as many as hundred thousand or more a year, without damaging the environment. But in view of the importance of air transport to future tourism development, a special study should be made of air transport system to and within India to ascertain what new levels of a air travel costs may be feasible if (a) new types of aircraft are introduced, (b) national air transport policies are amended to enable India to derive full benefit from the potential of air transport.

The Third chapter critically analyses the 'Impact of Tourist Industry on National Economy'. In the light of the observation made, it is necessary that India, while assessing potential earnings, should realistically estimate the recurrent marketing costs necessary for success. It should draw to the maximum on the experience and policies of other countries throughout the world. Since India has not yet finally decided the extent of direct Government responsibility for financial participation in tourism development, it is advisable to review the present system and policy inclinations taking fully into account:
(a) the realistic tourism potential.
(b) the competition that India can expect from other countries.
(c) the pros and cons of systems adopted by other countries.
(d) the probable effect on availability of capital.

Advice should be compiled on the desirable scope and form of tourism forecast and plans, especially where there are to be used to support proposal for investment by private or international financial interest. Implementation of plans for all aspects of tourism development needs very careful phasing and coordination otherwise the targeted investment benefits from development in one sector may be frustrated by inadequate or delayed development in other sectors.

However, the object of this chapter is to make an overall assessment of tourism investment on removing the backwardness from various backward regions of the country. While perhaps the most frequently discussed of the possible investment benefits of tourism, is not the only contribution tourism may make to the national economy. The foreign exchange earned from the income and employment generated by, expenditure of visitors necessitates using current and capital impacts for which there are alternative use, and the economic benefits, of tourism must therefore be weighed against them that might be obtained from alternative use of the same resources. Hence, it is necessary to consider such questions as:
(i) Does a unit of capital invested in tourism create more or less employment and income, and earn more or less export revenue, than it would if it were invested elsewhere in the economy?

(ii) What is the foreign exchange cost of obtaining the export earnings, and how does it compare with the cost in other export industries?

In view of the limitations of the data needed to make such an analysis, the results and conclusions are however, presented our / third chapter under two heads viz., Section A, where tourism is discussed as a source of foreign exchange earnings. Not only the gross receipts and their contribution to the balance of payments are considered, but also how far imports of both current and capital impacts are necessary and what investment benefits are obtained from tourism in terms of foreign exchange relative to the resources devoted to the development of tourism. In the second part of Section B, the various ways in which tourism affects income and employment are discussed: The domestic products generated, directly or indirectly, and how it is related to from foreign exchange earnings; the relative importance of tourism for the national economy; the multiplier effects of the visitor expenditure; the relationship between investment in tourism facilities and the domestic product created by their use; the impact of tourism on public revenue and expenditure; and tourism as generator of employment.

The answers of the questions posed earlier have been discussed in detail under the headings namely:
(i) Tourism in the Balance of Payment,
(ii) Imported goods and services consumed by visitors
(iii) Factor Payments abroad
(iv) Non-Commerical expenditure on publicity and promotion of the country's image abroad,
(v) Imports of capital goods and promotion of the country's image abroad,
(vi) Imports of capital goods in connection with accommodation and other tourists amenities and
(vii) Net foreign exchange receipts and the important contents of visitor expenditure.

In formal terms the following successive steps by which visitor expenditure is converted into domestic income question have been illustrated as:

(i) Receipts of foreign exchange (equals value of final output sold to visitors);
(ii) Import contents of output, including imports of tourist supplying sector;
    (a) excluding factor payments abroad;
    (b) including factor payments abroad;
(iii) Gross domestic product at market price ((i) minus (ii) (a));
(iv) Gross National Product at market price (i) minus (ii)(b));
(v) Indirect taxes less subsidies, including those paid or received by tourist supplying sectors;
(vi) Gross domestic product at factor cost (iii minus iv);
(vii) Gross national product of factor cost (iv minus v).

Items (iii) and (iv) constitute income generated or remaining, in the country, which is equivalent to the net foreign exchange receipts from tourism in section A.2 about (i.e. without any deduction for the foreign exchange cost of investments). That is to say the smaller the import
contents of tourist expenditure, the greater are not only the net receipts of foreign exchange but also the creation of income (gross domestic or national product at market prices) resulting directly from the tourist-expenditure. It is necessary, therefore, that India, when assessing potential earnings from tourism, and expenditure necessary to attain those earnings should realistically estimate the recurrent marketing costs necessary for success. It should draw to the maximum on the expenditure and policies of other countries throughout the world.

As regards investment and output for tourism, the rise over a number of years in gross domestic product (value added) resulting from foreign tourism can be related to the gross investment associated with it, and this relationship (an incremental capital/output ratio) can be compared with similar coefficients for, say, other exports. Such comparisions are not, however, very meaningful unless output in both cases is mainly for export. Likewise a study has been made with regard to tourism as a generator of employment and pointed out that the pace of increase in employment depends not only on the rate of growth of visitors expenditure but also a labour intensity and labour productivity in the tourist-sector, as in other sectors. Further the effect of tourism on employment can be analysed in the same way as far domestic product. Employment is generated in the tourist-sector itself and in the tourist-supplying sectors, and
additional employment follows from effects of the multiplier as well as from construction activity related to tourism (in particular hotels and other accommodation).

Similarly the Costs and Benefits of investment in Different classes of Hotel Accommodation has been examined in the same chapter and the findings are: For a proper cost-benefit analysis of investment in hotels, we need to have detailed data on costs, such as:

(i) the cost incurred on land and building, and on infrastructure, the number of letable rooms constructed and the cost of other facilities, such as conference rooms, swimming pool, etc.

(ii) Break-up of current operating and maintenance cost;

(iii) The foreign exchange component in:
(a) fixed costs; and
(b) current cost of maintenance and also data on revenue in the form of,

(iv) foreign exchange received against room and food sales separately.

The fourth chapter is devoted to examine the contribution of India Tourism Development Corporation in the Growth of Tourism in India. India Tourism Development Corporation is the implementation wing of the Department of Tourism. The need for such a corporation arose because the private sector was shy of undertaking construction and running of tourist facilities where the profitability was in doubt. Today India Tourism Development Corporation is functioning for keeping the tourist facilities according to the desire of foreign tourist at every place.
India Tourism Development Corporation is one of the few public sector undertaking which have inception. In the first decade of its inception (1976-77) the aggregate net profit of the corporation was 234 lakhs. The corporation generated internal resources to the order of ₹904 lakhs during period 1966-76. The profit for 1983-84 is ₹S lakhs.

ITDC has been making profits on all its operations except the transport unit where there are losses. To avoid the losses of transport unit some measure have been taken to improve the profitability. These include better supervision and management, planned programme of preventive maintenance, repair and maintenance facilities, training of technical staff, intensive sales promotion efforts etc.

In I.T.D.C., as its name suggests, has aimed at setting up a sound base for the development of tourism infrastructure. It is perhaps the only undertaking of its kind in the world offering almost a complete package of tourist services; accommodation, transport, shopping entertainment and publicity. It offers all this in a spirit of healthy competition with private sector and, in a short span of little more than a decade, ITDC has emerged as a pioneer in opening new tourist destinations, popularising Indian cuisine and entertainment.

The sum up the contribution of ITDC in the growth of tourism in India would be more pragmatic if the following points are taken into consideration while amending tourism policy:
(i) To attract tourists, promotion and publicity comes first. It is not up to the mark in India and needs to be intensified. To quote a recent instance, the publicity abroad for the Asian Games was far from satisfactory. As a result few tourists came to India to witness the events and even then the Asian Games was granted a great success. If a large number of tourists had come and seen the Games, it would have been provided an excellent publicity, since a satisfied customers is our best promoter of tourism. Each of these tourists would have sent many tourists to India and provided an excellent aid to our tourism promotion. The personnel sent from here to our tourist offices abroad should be given intensive training in publicity before their posting.

(ii) Further, our offices abroad should endeavour to reach the customers direct through T.V. and broadcasts. This is particularly necessary because unfortunately these powerful media often publicise the adverse news about our country. To do so, the Tourist Development should also invite many more travel writers and tour operators than we are doing at present.

(iii) The Visa restrictions were again imposed owing to the Asian Games and the Non-Aligned Conference, for security reasons. They should definitely be discontinued because such restrictions will affect tourism very adversely, particularly as our office abroad are ill-equipped to undertake this work and to issue visas promptly. Inadequate facilities at the airport and the various immigration and customs formalities be done away with. Simple and easy rules be framed.

(iv) Hotel industry should be included in the Essential Services Maintenance Act, if we are really serious in promoting tourism to our country. Again, hotel tariffs are dependent on the cost of operations. The heavy Central and State Taxes constitute a good part of the operational costs. It is, therefore, necessary to grant fiscal incentives to hotels and restaurants, on a par with export-oriented industries, so as to enable them to keep down their hotel tariffs. It is good that Hotel Receipts Tax has been discontinued and state government should also abolish the luxury taxes on hotels in their respective states.
(v) Just as awards are given to travel agencies in different categories, that earn the highest amount of foreign exchange, similar award should be given to hotels also.

(vi) The Government Institute for training in hotel management should have been transferred to the Ministry of Tourism.

(vii) Many of the monuments in the country are in urgent need of repair and renovation. Priorities should be given to monuments according to the recommendation of the UNESCO Expert on Cultural Tourism. Adequate precautions should be taken so as to preserve the unique character, atmosphere and natural beauty of such monuments. The provision of basic amenities of each important monument site should be considered to make the stay of tourists comfortable. The ministry is taking steps to improve them. There is, however, a major difficulty, i.e. inadequate facilities for practical training. This difficulty can be overcome satisfactorily only if a hotel is attached to hotels set up abroad with very good results. They also have the advantages that the profits from the hotel meet the operational costs of the institute. It is, therefore, strongly recommended that similar institute-cum-hotels be set up in India also. According to estimates made, we need about 1,50,000 boys and girls in the next 7 to 8 years to run hotels in India. This will reduce our unemployment problem as well.

(viii) Since one of the major directions in which we should move in the next few years is to develop regional tourism; by regional I mean the region of the globe in which India is located. This region would include Indonesia, Singapore, Malaysia, Thailand, Burma, Bangladesh, Nepal, Pakistan, Iran, Afghanistan, Sri Lanka, Maldives, West Asia as well as countries on the East African Coast. If we can intensively promote tourism, traffic from the region into India, we will not only be serving an economic purpose by bringing in a greater input of foreign exchange into the country, but we would also be bringing exchange into the country, but we would also be bringing about political understanding in this area which is to be much desired.

In the Fifth Chapter it has been observed that travel agencies are the main constituent vital segments of tourism
promotion. In the light of the personal survey conducted by the author on this topic it has been concluded that our travel agencies help the growth and development of tourism in India. Its promotion is recognised by all segments of travel industry. The government should work in close collaboration with travel agencies not only in India but abroad as well, encouraging them to plan and organise package tours for various destinations in India. In suitable cases, the department of tourism should recommend the release of foreign exchange to travel agents to enable them to open their branch offices abroad. It is, however, a wise step that the finance department has instituted a special tourism award which is awarded every year to their Travel Agency which has helped earning maximum of foreign exchange. At the same time a phased programme to augment the training facilities for hotel industry, tourist guides, and tourist management should be prepared. Establishing a new national Institute for Tourism Management for all India level is a great necessity.

It is also suggested to examine the possibility of helicopter services to points, places and sites of tourist interest in India which are at present in accessible or difficulty to reach by the existing facilities of the Indian Airlines. It is advisable to put into operation hydrofoil carft between Bombay and Goa, Cochin up to Trivandrum Tourism purposes.
As regards the problems faced by travel agencies are concerned the author has made in-depth study and suggested their remedial measures in the said chapter. If at all tourism is allowed to grow fast, one has to prevent the hurdles which come across in selling the tourist products. It would pave the way for smooth functioning of the tourist industry and in the earning of more foreign exchange. Hotels will remain occupied and the airlines with have no worry about the minimum load facilities.

In this connection what is most essential is the streamlining and tuning up the administration of International Air Booking, Domestic Air Booking and Railway Booking where foreign and domestic tourists feel much harassment and travel agents charge higher commission shared by booking clerks. Similarly the other problem faced by the travel agents, is that of providing hotel accommodation at correct rates which they never do. Hence hotels have started eliminating the travel agencies and making direct quotations. Thus certain hotels have come out in direct competition with travel agencies. It is, therefore, suggested that hotelier should not adopt direct selling because it will reduce further business of the hotels, by circumventing the travel agents. The hoteliers should act as a guardian and give more concession to travel agents so that they may bring more tourist and keep the hotels flooded with tourists all the time.
Travel agents and tourists still complain about the delay in receiving confirmations of their reservations in spite of requests from Indian Airlines. As there have been cases when confirmed booking have not been honoured on the arrivals of the tourists. This puts the tourists into great inconvenience because his tour is all pre-planned. It is suggested that special consideration and priority should be given to the reservation on requests from foreign whether direct or through agents. The Indian Airlines should also examine the possibility of special fares on tourist routes within the country particularly as their domestic fares which have been nearly doubled during the last two years. At present, the limited capacity of Indian Airlines restricts the growth and movement of the international and domestic tourism within the country. Urgent augmentation and modernisation of the IAC aircrafts as well as new facilities and amenities in all airports is a necessary.

It should be clear that an unobstructed movement of tourist vehicles throughout the country is essential for the growth of tourism. State Governments and Union Territories concerned should free or at least liberalise their application of one single tourist permit so that tourists in buses or cars can easily travel throughout the country. Further as the cost of travel to get to India is high, efforts should be made for reduction of normal fares on the international level and within the region, even on a reciprocal bases.
Travel agents have been facing other problems in dealing with the Government Departments like Foreign Exchange Clearance, Custom Clearance and opening of new branches abroad. Hence active cooperation of these department is needed to ease these problems. It is, therefore suggested that the Government should have a separate section of counter to deal with travel agency work and to give all out support to travel agents avoiding unnecessary formalities of clearance. An Indian Travel Agent does not have sufficient money to open and organise branches both in India and abroad, due to lack of finance which stands in the way of competition with the travel agencies of other countries. It is suggested the government should encourage the upcoming of good talented professional travel agents to deal with finance. They should be provided necessary finance either through banks or through specially floated finance corporation against securities. It is also suggested to establish a separate Police Force for protecting tourists from harassment by beggars, hawkers, touts, etc. all over the country.

Finally, in the Sixth Chapter, some specific Travel Barriers faced by the tourists have been examined and in the light of the findings, concrete suggestions have been made to overcome these barriers. Hence this forms the subject-matter of the chapter entitled "Tourist Facilitation And Travel Barriers". The study reveals that the outgoing and incoming tourists are put to great inconvenience inspite
of proper document i.e., Passport, Visa, Emigration Clearance requirements and other related documents. On account of such harassment the tourist is victim to mental and physical torture which makes him a tired man. He somehow or the other winds up his tour and goes back to his home land with a heavy heart. It is in this context that the author suggests that the development of facilitaties in tourism industry is the vital need. He further recommends the setting up of a Committee for making simple laws and bye-laws in order to formulate sound tourism policy for the benefit of domestic and International Tourists. What is essentially needed is to accord warm welcome and befitting send off to the tourists. The tourists will always cherish the memory and hospitality of the visiting country and its people through photographs which they carry home. Hence, hotels and restaurants too should make an all out effort to give every satisfaction to the tourists through warm hospitality, service with a smile and the minimum possible tariffs. Efforts should be made to send back a customer absolutely satisfied.

It is, however, emerged from the study that majority of tourists complain of the exit problem at the airport. They come out so irritated that they often say that Indian personnel bring poor name of rich tourism. The department of tourism should look into these grievances of the tourists in respect of the treatment meted out by travel agents,
hotel personnel and custom and excise executives of the airport. Some travel agents convert foreign currency of the tourist into Indian currency at a rate lesser than discounted at the counter of the banks. It is, therefore, suggested that private agencies should not be allowed to do this and if they do so they should be punished. Immediate steps should be taken to ensure that the foreign exchange spent by tourists in the country it is surrendered to the Reserve Bank of India and not diverted into unauthorised hands.

Similarly the tourists do not find proper place to sit in as the airport becomes overcrowded when three or four flights land together. There appears a long queue at the Emigration counter where the tourists fill up the disembarkation Card. The foreigners often get scared while looking at the rude behaviour of the Emigration Officer. Neither is he polite nor courteous enough to wish and greet the tourists. Our airports are highly congested and offer poor facilities and services. The un-coordinated and out dated procedures of passenger and luggage clearance are chaotic and consequently time consuming. Similarly the surface transport we offer is sub-standard and the taxi services available in our cities are a disgrace. It is therefore recommended that all present regulations procedures and facilities affecting the movement of passenger should be re-examined and trends in the intensification or relaxation of regulation, and plans for new procedures and facilitation need acceleration. Thus
re-examination should be related to the types, volumes and concentrations of tourists who may be attract to India in the foreseeable future. Such a review should produce recommendations on practical means of improving facilitation as well as estimates of the probable adverse affects of poor facilitation.

It is, therefore, suggested that Assistance Counters should be set up in the arrival hall at the time of boarding and getting off the plane. There is a general complaint with regard to inadequate porters and that too are in poor and rattling conditions. One feels ashamed to carry the luggage on them. Likewise the harassment of tourists at the hands of Auto-rickshaw and Taxi drivers who make heavy bargains with the tourists in the premises of the airport. It is advisable that the entry of auto-rickshaws and taxi drivers should be banned into the airport premises and they should be supplied a list of conveyance rates duly certified by the department of tourism affixing rubber stamp seal thereon. If the aforesaid suggestions are materialised there is no reason why the travel barriers are removed. If one can work upon these suggestions one can improve facilitation into India and outside.