Chapter - I

"GROWTH OF TOURISM IN INDIA"

India, because of its rich cultural traditions, historical background and variegated geographical condition, is one of the major tourist attractions in this part of the world. History of tourism, its origin, growth and development in India, is closely associated with our ancient civilization. "Fortunately, India has been the nerve centre of world's civilization". India not only became the heart land of 'ARYAVARTA' and repository of Asian thought but the seat of mighty powers like Delhi, Agra and Jaipur. Some of these ancient cities had land route connecting with West and East Asia. From the mighty Mauryas to the Great Mughals, kingdom and empires 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. "Art and architecture is, indeed, the matrix of civilization". It is the only visible material record of man's intellectual evolution through the ages which can help the tourist to have a look at the country's cultural heritages. Besides, this has enriched our culture to the extent of giving it a unique traditions of customs, rituals, fairs and festivals that constitute our major tourism resources. In fact, cultural tourism in India began long before commercial tourism had its birth in European countries.

In fact, tourism is growing rapidly throughout the world. It has become India's largest foreign exchange earning industry. With the progress of Science and technology, the likes and dislikes of the potential tourists have also undergone great change. By 2000 A.D. we expect 50 lakhs tourists and the earning of foreign exchange is being estimated to the tune of Rs. 10,000 crores.

Tourism is highly diverse phenomenon. Starting from transport, or movement of Man over land and ocean, it has become a gainful economic activity, as tourism brings the much needed foreign exchange. It has become an export oriented industry for travel agents and transporters, who take tourists from one country to another or conduct pre-Planned tours. So also for hotels and tourist lodges who provide

accomodation and comforts to the tourists natural host countries, for retail dealers who sell curious and other items, and a host of many other persons connected with tourism.

HISTORICAL PERSPECTIVE OF TOURISM:

Thus Indian tourism may be reckoned over 2000 years old, though as an industry in the modern sense, it could be organised only some sixteen years ago (1956). This explains for tourism old and new, the former takes its character from the religion whereas the latter is an economic or socio-economic activity, born out of leisure civilisation and a "by-product of interaction of forces technological and sociological".

Though the India's overall backwardness, particularly in the secondary and tertiary sectors, has been a great deterrent to the promotion of tourism, yet her antiquity, historicity, rich heritage of culture and religion, provide a sound base for the growth of tourism. These historic trends can briefly be studied in four phases of tourism in this country.


i) Development of Tourism in Ancient Period
ii) Development of Tourism during Medieval Period
iii) Development of Tourism during British Rule
iv) Development in the Post Independence Era.

ANCIENT PERIOD:

Beginning from the advent of the Aryan (and even before that) to the coming of early, Muslim: in India in the 11th century, this long period of ancient time, full of religious and cultural renaissances, witnessed an unprecedented growth of religious tourism, particularly Hindu, Buddhist and Jain.

The early period marked the emergence of Brahmanical society, responsible for the institution of pilgrimage rituals and Hindu way of life. It was in this period that India has become the main destination for pilgrims and devotees from all over Asia.

The second phase (6th century to 3rd century B.C.) marked the revolt against the rigid Brahmanical society. This intellectual and religious renaissance, however, synchronised with the great spiritual ferment in the world and culminated in the rise of Krishnavasudeva cult and Jainism and Buddhism in India, besides the spread of universal India faith in Gandhara, Chinese Turkistan under Asoka, Moryayam renaissance of Buddhism which gave Indian cultural hegemony over the rest of Asia, Pilgrims, scholars
and works poured into India—the home of Buddhism. Ashoka, the indefatigable builder of cities, monolithic pillars, monasteries and stupas (Tumuli), did every thing to accomplish the growth of tourism during this long uninterrupted reign of about thirty five years.

Thus, 'the phenomenon of Buddha is the starting point of Indian religious tradition\(^5\) responsible for a dynamic change both in religious system and in the real in arts'. Buddhism (being) essentially a graphic creed, art, became its handmaid, so that wherever it penetrated it was accomplished by forms and symbols, expressive of its teaching\(^6\).

It gave birth to Ashokan School of art, which for the first time, found expression in dressed stone a more lasting material than wood.\(^7\) Of the several remarkable achievements of this school, mention must be made of Ashokan pillars which hold a high place in the works of art. Boldly designed, finely proportioned and well-balanced conceptiones, they admirably fulfilled the purpose for which they were intended (monumental) 'Shining bright as glass'\(^8\) they dressed up the pilgrims way to holy places.

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7. Before Ashokan School, wood was the medium of artists expression.
In the early centuries of the Christian era, urbanisation, trade and Commerce, and the rise of merchants and racial admixture began under Indo-Bactriaws and Kushans. During this period plastic creations of anthropomorphic character were introduced. Infact Gandhara style had its definite stamp on the architecture of the time, though later on it was regarded 'indefensible hyerid', Mahayam system of Buddhism was carried further into the Ganga plain where it flowered in the famous monasteries, universities and sanctvories of 'the Buddhist Holy land', now in ruins. These historical place awoke curiosity among the tourists to visit such places.

MEDIEVAL PERIOD:

The early Muslims period proved an era of set-back to tourism growth in Northern India, but it was however, substantially made up by the later Muslims, chiefly the Mughals, 'when Jaunpur became the Shiraz of India' and Agra, the metropolis of the great Mughals. Mughals indeed, brought with them an aesthetic sensitivity of a remarkable order. They were responsible for renaissance in literature, painting, architecture and handicrafts. Even Babar in his short reign constructed "Ornamental gardens, pleasances, mosque and well".  

The religious movement of Medieval India could be seen at its best in Delhi and Agra. Where Hindu mind responded vigorously to the impact of Islamic thought. The Taj of Agra is the masterpiece of Indo-Islamic architecture and it, indeed, formed the veritable culmination of artistic synthesis.

Mughals (Specially Akbar and Shahjahan) were prolific builders. They planned splendid edifices and dressed the work of their mind and heart in the farment of stone and marble. "History has really recorded such as succession of sovereigns, representing some fine generations in all, each member of which had a keen desire to find expression in one or more visual arts". Agra in the high water mark of the Mughals self expression which today forms India's major tourist destination.

Later, after decline of Mughal the Nawabs of Oudh, maintained the cultural harmony of India. While Mughals found expression in redstone and Marble, the Nawabs excelled in ordinary mortar. These specimens architecture (Imambaras of Lucknow), however, exhibitquasy-European style of 19th century. Infact, this was a period of great dimensions for the development and growth of tourism in the country; Centres of monuments and historical importance

grew up and many other tourist convenience such as a sarai (inns) Khankas, wells, pleasure gardens and road transport flourished. Sher Shah's construction of grand trunk high-way was a great land work in road-transport. This period also witnessed brisk business and trade relations with neighbouring countries of Asia and Europe which encouraged mobility of the people, especially tourist traffic.

TOURISM DURING BRITISH PERIOD:

This was also a period of industrial urbanization which was speeded up by the introduction and expansion of rail network. Establishment of cantonments and military bases stimulated urban growth, particularly at Delhi, Agra, Calcutta, Madras and Bombay. The period certainly revolutionised the pre-existing non-industrial cities in their land use patterns, much to the advantage of tourism or promotion. At this time all types of journal and guides were available for the help of tourist. Most of the hill stations and sea resorts were modified for the entertainment of tourist. International tourism to India during British days was essentially confined to visitors from the united kingdom and few from European countries.

11. Carvon-Sarai (Traveller's inn.) were maintained and Travellers were accommodated and entertained at state's expense, (Latif, M. Agra, Central Press Ltd., Calcutta, 1896, p. 106).

The British people did not encourage the inflow of tourists from APRO-Asian countries. The tourism was completely neglected from the Gulf countries during British regime. It was in the beginning of the nineteenth century that tourist industry received considerable encouragement in this direction. But in the meantime both World War I and II gave a great set-back in the movement of people, specially, from one country to another regarding tourism and holiday making. In this period first step was taken in 1945, when the government of India set up a Committee under the Chairmanship of Sir John Sargent, the then advisor to the Government. The Committee submitted its report in 1946 and suggested different guidelines for developing tourist traffic. However, after independence Indian Government formulated guidelines for the establishment of tourist organisation in the country.

TOURISM DURING POST INDEPENDENCE ERA:

After independence, India had fairly large infrastructure available for tourism. There was network of all types of hotels, catering to the need of foreigners as well as Indians. There was adequate transport and communication system operating in the country, almost all the tourist spots were easily accessible by rail, and road, some even by air. The country's main airports were in a position to receive international carriers.
As the secular tourism was stamped with commercial hospitality, India assumed the responsibility of tourist promotions. This new tourist movement was part of the world tourism which India recognised as late as 1949 with a view to earning foreign exchange. The period after the late fifties of the present century, brought tourist development in the country.

Modern tourism was given a big boost when in 1965 India Tourism Development Corporation Ltd., was formed with an authorised capital of Rs. 50 million which initiated action in the field of accommodation, transport, entertainment, publicity, and other ramification of the industry which have now fairly advanced both horizontally and vertically. Today it has acquired the status of a leading export industry of the country. In view of its growing importance as a potential foreign exchange earning industry, a separate Ministry of Tourism was formed in 1958. In this period development and promotion of Tourism considered as an integral part of country's regional planning, which was neglected during British period.

In this period two major steps were taken to develop the tourist traffic in India. These were:

1) Distribution of Country into four Macro Tourism Regions.

2) Opening of Regional Tourist Office in India & abroad.
The Indian Government had taken these steps quite late as compared to other foreign countries. The beginning was quite impressive when the 2500th anniversary of Buddha was celebrated in a big way in 1956.

REGION-WISE DISTRIBUTION OF TOURISM IN INDIA

After all considerations, the Government of India adopted the different strategies, and considered, over all recreational potential and offering of different regions in regard to touristic endowment. The whole country was divided into four regions namely 1) Northern India, 2) Southern India, 3) Eastern India, and 4) Western India for the purpose of tourism development. These divisions were made for building the country's tourist image in the outside world and to represent India in a most attractive manner. Each region was proposed to be made a focal point for complete recreation of a tourist. Efforts were being made, as the following would reveal, to bring on earth the hidden treasures during Ashoka and Moghal periods.

NORTHERN INDIA

<table>
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<tr>
<th>States</th>
<th>Places</th>
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<tbody>
<tr>
<td>Jammu &amp; Kashmir</td>
<td>Srinagar</td>
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<tr>
<td>Delhi</td>
<td>New Delhi</td>
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<td>Uttar Pradesh</td>
<td>Agra-Varanasi</td>
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<td>Rajasthan</td>
<td>Jaipur, Udaypur</td>
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The North has its own special appeal because it retains the varying cultural influence of the Aryan, Persian, Turk and British invasions. Delhi is well equipped to host a large international congress at the Vighyan Bhawan, or the Ashoka Hotel with facilities, to host up to 2,500 guests. There are today two Delhies the old city of Mughals built by Shahjahan, the man who built Taj Mahal, Red Fort and the New City was built by British in 1931. Red Fort and its inner chambers: the Diwan-i-Am, Diwan-i-Khas, Rang Mahal, Moti Masjid, Sheesh Mahal, Jama Masjid are worth seen. Delhi is well connected by air, rail and road.

In Srinagar, Gulmarg or Jammu, enjoy trekking and winter sports in the top of Himalayas, Lucknow, Jaipur and Udaipur are cities steeped in historic and culture, offering opulent palaces converted to Madura Hotels. Amritsar is the city of Golden Temple, and Simla is a hill resort in Himachal Pradesh where you can skate or go for fishing. See the world famous Taj Mahal at Agra and visit Varanasi, the holy city of Hindu's. The North has a lot to offer by way of handicrafts, traditional dance and delectable cuisine.

HANDICRAFTS:

Come in a range as breath taking as the Himalayas, as exclusive and exquisite. Pick up shimmering silks, gay, cool cottons, or gold and silver brocades from Varanasi.
Carvel wood-work, screens and tables, brass and copperware, embroidered shawls and slippers in Kashmir or ivory carvings and enamelled jewellery encrusted with enamelled and rubies! You can buy fabulous treasures at low prices.

DANCES:

Kathak, the classical dance of the North was originally a temple dance relating to stories of Krishna and Radha. Later, under the royal patronage of the Mughals and Nawabs, it evolved a court dance. It was in Lucknow and Jaipur that it developed and flourished as a classical dance.

FOOD:

'Mughali' cuisine, the contribution of the Mughali, has the most succulent variety of Kormas (meat curries) and 'Kababs' Tandoori' cooking of the rugged Punjab is a meaty delight you will relish. Vegetable dishes are equally delicious.

SOUTHERN INDIA

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<tr>
<th>States</th>
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<tr>
<td>Andhra Pradesh</td>
<td>- Hyderabad, Secunderabad</td>
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<tr>
<td>Karnataka</td>
<td>+ Bangalore, Mysore</td>
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<tr>
<td>Tamil Nadu</td>
<td>- Madras.</td>
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The South has a lot to offer. Ancient Hindu culture survives here in its purest form, but Christianity is also taking roots. Cathedral of San Thome, the Church of St. Mary, the oldest Anglican Church in India, the Fort Museum are worth visiting. A 15 kilometers drive from Mysore takes you to Srirangapatnam the island city which was the capital of the powerful Muslim ruler, the Tippu Sultan in the 18th century. Its ruined forts, tombs and palaces bring back memories of a great era of Muslim rule in India combine work with temple touring and boating in Madurai and Ooty. Choose Trivandrum or Cochin with exciting leisure activities, watch wildlife one day at Periyar or a 'tame' dance recital the next. There is also Hyderabad, and Bangalore. Char Minar is a 16th century architectural Jewel, Mecca Masjid, the Salar Jung Museum of antiques, Golconda Fort reminds one lost pomp and glory.

South India is unique in its motifs and designs of handicrafts, in its dance forms and especially in its cuisine.

HANDICRAFTS:

Such as ivory articles, teak and sandalwood, Kanchipuram and Chamundi silks and Chiffons are becoming increasingly popular.
DANCE:

Bharat Natyam is the traditional classical dance of the South India which was originally a temple dance of the 'devdasis' - handmaidens of the Gods. Since it was performed in temple corridors and courtyards, the movements are noticeably linear. Kathakali is the dance-drama of Kerala also known as 'Story Play' traditionally performed at festival time, relating episodes from the epics of Mahabharata and Ramayana of the triumph of good over evil.

SOUTH INDIAN FOOD:

It is mostly vegetarian. South Indian produce an amazing variety of crisp, tasty rice-flour preparations like Dosas, Idlies and Uttapams. Kerala has wonderful fish curries in creamy coconut milk.

Cochin, Queen of the Arabian Sea, is a mosaic of Hindu, Jewish, Portuguese, Dutch, Chinese and Islamic culture. While in Andhra Pradesh Vishakapatnam is an industrial city with its gigantic ship building yard. A symbol of modern industrial India.

The States of Tamil-Nadu and Mysore merge in a lovely cluster of hills, the Nilgiries or Blue Mountains. Crowning the Nilgiris is the delightful hillstation of Ootacamund with a wealth of encalypets trees that give the year a distinct freshness.
EASTERN INDIA

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<tr>
<td>Bengal</td>
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<td>Orissa</td>
<td>Bhubaneswar, Konarak</td>
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<td>Bihar</td>
<td>Patna, Bodhgaya</td>
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<td>Assam</td>
<td>Guhati</td>
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The states of Bengal, Orissa and Assam, are the start mix of different races, scenic beauty and climate. One can hold a meeting at the highest level in Darjeeling with the magnificent Himalayas as company, or in Orissa of the golden beaches and sun temples. Calcutta is known as the pulse of Eastern Bharat or the first capital of the British is now the capital of West Bengal. It is India's largest industrial city, overcrowded and the ideal base to hold a conference and explore the East. It has some grand colonial style, spacious hotels, plus new modern hotels and auditoria. A large number of International Airlines pass through Calcutta. Hoogly river, Howrah Bridge, Football and Race course Maidans, Museums, Zoo, Botanical gardens, Victoria Memorial palaces, Hotel Oberoi Grand, and New Market. Calcutta is also a city of Nobel Laureate Rabindranath Tagore. St. Poul's Cathedral, temple of Kali and Durga Puja Festival are worth visiting.
HANDICRAFTS:

Enjoy buying curious and decorative pieces of Buffalow Horn, Terracotta Clay Toys, ivory bracelets and necklaces, intricate filigree silver-ware or attractive articles of bamboo and cane. One is tempted to buy leather goods—snake-skin belt, Kid gloves, sambar bags, soft shoe, skirts and trousers. Konark is 65 K.M. from Bhubaneshwar and rank with the greatest in India's artistic wonders. Bhubaneshwar, the capital, is a magnificent town of 1000 temples and famous for ivory earnings. Patola sarees and statues. Puri, a beautiful beach resort, is one of the four great pilgrim centres of India. Puri Sculpture are fairly expensive and attractive.

Patna, the capital of Bihar, traces its ancestry to Pataliputra, the seat of the Magadha empire in the 2nd century B.C. It was built by the great Pathan ruler, Sher Shah. Bodhgaya, the place where Buddha attained enlightenment, is the Buddhism's most sacred shrine. Buddhist University of Nalanda is still an international centre for Buddhist Studies.

Assam is well known for its lofty mountains, rich valleys with tea gardens, its lush forests, teeming with wildlife, dance and festivity. Guwahati, Assam's major airport, is a lovely town on the banks of Brahmaputra river. Foreign visitors to Assam and Darjeeling need an Entry Permit for travel to this region. Tripura, Manipur and
Meghalaya are the adjoining states of Assam. Besides Arunachal, Nagaland and Mizoram are the frontier places which preserve cultures and scenic wonders.

WESTERN INDIA

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<tr>
<td>Maharashtra</td>
<td>Bombay</td>
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<td>Goa</td>
<td>Panaji</td>
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<td>Gujarat/Madhya-</td>
<td>Ahmedabad</td>
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The Western States lie along the rugged coastline of India, along the mountains of the Western Ghats.

BOMBAY:

Bombay is the Capital of Maharashtra. It is the principal city, cosmopolitan, alive and peppy. Bombay, vibrant, vital commercial centre, is Asia's largest seaport. To think it was once sold for £10 to the British East India Company as the tiny fishing village of Mumbai.

A miniature India, Bombay is a place where one can meet people from all over India. Bombay provides ample scope for leisure activities after a day's conference. Sophisticated hotels, excursions to nearby hill stations. It is truly the gateway to explore Western India.
PLACES OF INTEREST:

Gateway of India, a Gothic monument built to commemorate the visit of King George VI. Juhu-Beach is a mini Miami beach with elegant hotels and food stalls. The Indian difference is the camel rides and coconut drinks. Elephants Caves is another interesting place. Mute testimony of the golden age of the Guptas, built to honour Shiva, these caves are a short launch trip away. Marine Drive, the necklace of Queen - Hanging Garden and Taj Inter - continental Hotel are the places of resort.

A few kilometres from Bombay one can see India's most remarkable Cave Paintings - wonders of an ancient art - in the 29 temples at Ajanta. Also visit the Ellora Caves, Splendid rockcut cave temples over 2,000 years old. West from Bombay, is the Gir Forest, last stronghold of Asia's lions and the Jain Temples of Palitana.

GOA:

A former Portuguese Colony it retains a Latin atmosphere heightened by the white washed churches, taverns and pubs. Visit Old Goa, Capital of the Portuguese, 9 kilometres east of the new capital, Panaji, to see imposing and richly-adorned cathedrals - the most important being the Basilica of Bom Jesus where lies the body of St. Francis Xavier,
preserved in silver casket. What is irresistible are the miles of unspoilt, virgin beaches, Gasper Dias, Calangute, Colva and Dona Paula, bask in the sun and return to the comfort of luxurious hotels and you might never want to leave.

FOOD:

A pork dish one would love to hog. Pungent and slightly sour diced port in gravy. Shakootee - Roasted Spices and coconut give a new tang to chicken, Mutton of beef. Sannas - Rice - Flour bread, specially eaten with Curries, 'Prawn' curry - Prawns swimming in coconut curry. PENI - A potent local drink of cashew-Coconuts, Cashewnuts - one of the cashew-growing areas of India, you can buy packets of crunchy, salted cashewnuts.

DANCE & FESTIVALS:

MANDO is the lovely dance of the Goan Folk. Goa carnival known as Music, dance and 'Feni' typify the Goan's love for life. It is expressed so vividly during the 3-day carneval in March every year.

Ahmedabad, the Capital of Gujarat, is a blend of the medieval and the modern. Mughal Emperor, Shahjahan, spent the first year of his marriage with Mumtaz Mahal, for whom he later built the Taj Mahal. Mahatma Gandhi also founded
Sabarmati Ashram here. Other wonders are the Sidi Saiyed Mosque, the White Marble Hatheesing Temple, the 'Shaking Minarets' which can be set vibrating by shaking a single mineret. Further south on the coast is the fabled temple of Somnath, which was raided by Mahmud Ghazni in the 11th century. On the Western tip is Dwarka, the door to Gujarat; the Birth place of Lord Krishna.
MANAGEMENT OF TOURISM IN INDIA

The Management of the Ministry of Tourism and Civil Aviation consist of a secretariat, two attached offices and two sub-ordinate offices. Besides, there are five public undertakings under its administrative control. The Ministry is in the charge of a Cabinet Minister. He is assisted by a Deputy Minister. The following offices manage and control the Organisation at the secretariat: 13

Secretary
Joint Secretary
Commissioner of Railway Safety 14
Deputy Commissioner of Railway Safety
Deputy Secretary
Under Secretary
Junior Analyst
Hindi Officer

The working of the Ministry of Tourism and Civil Aviation are as follows:

1) Provision of aerodromes; aircraft and navigation regulation and organisation of air traffic and of aerodromes.

2) To provide beacons and other provisions for the safety of aircraft.

3) Carriage of goods and passengers by air.

14. The Headquarters staff of the commission of Railway safety is subordinate office of the Ministry. Since it is borne on the secretariat of the Ministry, it is included in the above staff strength.
Ministry of Tourism and Civil Aviation
Government of India, New Delhi

MINISTER

DEPUTY MINISTER

SECRETARY

Hotel Unit

Controlled by Deputy Secretary

1. Miscellaneous
   House keeping work
2. Parliamentary
   work and
   coordination
3. Hindi work
4. Air Corporations

Controlled by two under
Secretaries who are
supervised by the Deputy
Secretary

Enquiries into
1. Railways
2. Accidents
3. Central
   Registry
4. Administration
5. Matters relating to
   India Meteorological
   Department
6. Budget

Civil

1. Organisation & Methods
   into
2. Security & Avia-
   tion
3. Air Agreements
   & Conventions
4. Training Flying
   Clubs & Gliding
   Clubs

1. Coordination
   of Budget,
   Foreign Ex-
   change

Gazetted
Establishment

Controlled by
Deputy Secretary
(Internal Finance)

Controlled by two Under
Secretaries who are super-
visied by Joint Secretary.
4) Public undertakings established under the Air Corporation Act, 1953.

5) Meteorological organisation

6) Railway Inspectorate.

7) Development of Tourism in India and abroad.


9) Construction of youth Hostel.

10) To implement Treaties and Agreements relating to any of the matters specified in this list.

11) Offences against laws with respect to any of the matters specified in the list.

12) To institute enquiries and collect statistic for the purpose of any of matters specified in this list.

13) To charge fees in respect of any of the matters specified in this list but not including fees taken in any court.

Department of Tourism, New Delhi
(An Attached Office)

The Department of tourism is an attached office under the Ministry of Tourism and Civil Aviation. It performs both promotional and organisational activities. Its work relates to the creation of infrastructure for tourism in all its aspects. It also extends to tourism publicity both in India and abroad. The Department works in close co-operation with the India, Tourism Development Corporation which is a public sector undertaking. The Director
The General of tourism who is the head of the Department enjoys the ex-officio status of joint secretary to the Government of India. It is organised in six main sections. The following are the main activities of the Department:

1. Development of tourist infrastructural publicity at home and abroad.
2. Compilation, Collation and dissemination of tourist information in India & abroad.
3. Cooperation with international travel and tourism organisations at Government and non-Government levels.
4. Regulation of activities of various segments of travel trade, such as hotels, travel agents.
5. Facilitation work such as simplifications of frontier formalities, either directly or in cooperation with state Government & union Ministers.
6. Compilation of statistic and market research on tourist traffic in India.

Consultative Committee

The Ministry of tourism & Civil Aviation is advised by a Parliamentary Consultative committee Chaired by the Minister of Tourism and Civil Aviation. The present Committee, reconstituted after the loksabha Election in 1985,

consists of 45 Members of both houses of parliament. The Committee once in three months - sometimes more frequently.

It will, therefore, be seen that no major change has taken place in the tourist organisation of India since its emergence as separate Department in 1958 except minor expansions of Parliamentary Consultative Committees. However the organisational and operational structure has been strengthened from time to time through various administrative measure.

TOURIST OFFICES IN INDIA & OVERSEAS

Regional offices were opened in Delhi, Bombay, Calcutta and Madras. This was followed by setting up a chain of information offices all over the country. By 1955, nine such offices were opened.

The functions of these offices in India included supply of up-to-date information to tourists or places of tourist interest, after their arrival in India, keeping in touch with all the segments of travel trade, assisting the tourists in clearance of tourist formalities, i.e. inspection of various facilities available for tourist. Tourist offices were also to ensure that various amenities are

developed and maintained in each region. In addition to attending to foreign tourists, the tourist offices were cater to the need of domestic tourist, all these offices work with mutual understanding of each other.

Regional tourist officer in India had to perform wide ranging duties. Sometimes he acts as liaison officer with the state government, local tourist agencies, Airlines, shipping agencies, and hotels. He has to render all round services to travel trade of the region which may be mentioned as under:

i. The Regional Tourist Officer helps in providing reservation of berth to foreign tourists through railways, Airlines or shipping agencies.

ii. Making suggestion for improvement of tourist traffic facilities in the region.

iii. Assisting Ministry of Transport in the preparation and distribution of publicity material.


v. To issue permits and cards to foreign tourists holding tourist visas, issue of tourist introduction cards to Airlines, Travel Agents.

vi. Attending to the complaints of the tourists and travel regarding lack of amenities and bringing the same to the notice of the Ministry of Transport and local authorities.

Remaining sub-offices are functioning at the focal point of tourist interest in Agra, Aurangabad, Cochin,
Jaipur, Kanjuraha, and Varanasi, with a view to attract tourists to North Eastern region of the country. New Offices have been opened recently in Gauhati (Assam) and Shillong (Meghalaya). Moreover at least one office each in Imphal (Manipur) and Hanagar (Arunachal Pradesh) are also required to be opened shortly to facilitate the promotion of winter sports in Gulmarg. A project has been commissioned for opening a project office in Srinagar also.

These tourist sub-offices furnish information to the tourist, regarding travel and tourist attraction centres in the country. These offices work in close collaboration with the State Government, Travel Agencies, Excursion Agency, Hoteliers, Carriers, Shikaroutfitters and local tourist car operators with a view to attract foreign tourist to India.

Tourist Overseas Offices:

With the opening of internal tourist offices, the Government of India, decided after independence to open a chain of tourist offices in overseas. The first step in this direction was taken to establish a tourist office in New York in the United States of America in December 1952. The reason for opening this office in the United States of America was to acquaint the Americans with rich tourist resort in India. Besides, a special staff was also appointed in the offices of the commissioner for India in
Srilanka and Australia for the tourist promotion in these countries. To arouse interest, among the European, to visit India, a chain of offices were also opened in the continent. The first office in Europe was opened in London in July 1955. Two offices were opened, one in Paris in February, 1956 and other in Frankfurt in September, of the same year. In order to promote tourist traffic from Australia and New Zealand, a tourist office was opened in Melbourne in September, 1956. Also in 1956 one office was opened in Colombo on the occasion of 2500th anniversary of Gautam Buddha. The office in Colombo was responsible for helping and promoting a large Buddhist traffic from Srilank.

The main functions performed by these tourist offices abroad may be briefly enumerated below:

i To maintain active contract with Travel Agents, Airlines, Shipping Companies, and related agencies.

ii To create awareness among the visitors by way of sponsoring article in press, Television and Radio Programmes.

iii To establish good contracts with the Head of the National Tourist Office of other Government Agencies.

iv To acknowledge up-to-date information to visitors about the tourist facilities in India.

v To attend to various personal and postal enquiries made by tourists.

vi To prepare monthly News Letters.
vii To distribute tourist literature among travel agents, whole-sellers and other concerned agencies.

viii To organise Film-show of tourist documentaries for the various groups.

Criteria For Opening Overseas Offices:

The most effective strategy for developing tourist traffic from abroad is to establish direct link with other countries, by opening tourist offices there. The main reason is to carry on educative convassing and propaganda for the promotion of tourism in India. Following are the factors taken into account for opening new offices abroad.

i) The importance of the place from international point of view.

ii) The potentiality of tourist market in the area.

iii) The need to develop tourist resort from exchange point of view.

iv) The spending capacity and travel consciousness of the population of the country.

v) The cultural and historical affinity between India and the country concerned.

There are fifteen such Indian overseas offices located in principal cities of several counties of the World. The same are indicated in the table No. 1.1
### Table No. 1.1

#### DETAIL OF OVERSEAS OFFICES ABROAD

<table>
<thead>
<tr>
<th>Overseas Tourist Office</th>
<th>The area covered</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. New York</td>
<td>U.S.A. including Hawaii.</td>
</tr>
<tr>
<td>2. San Francisco</td>
<td>Guatemala, Caribbean Island</td>
</tr>
<tr>
<td>3. Chicago</td>
<td></td>
</tr>
<tr>
<td>4. Mexico</td>
<td>All countries in Latin America</td>
</tr>
<tr>
<td>5. Toronto</td>
<td>Canada</td>
</tr>
<tr>
<td>6. London</td>
<td>United Kingdom &amp; Europe</td>
</tr>
<tr>
<td>7. Geneva</td>
<td></td>
</tr>
<tr>
<td>9. Frankfurt</td>
<td></td>
</tr>
<tr>
<td>10. Brussels</td>
<td></td>
</tr>
<tr>
<td>11. Stockholm</td>
<td></td>
</tr>
<tr>
<td>12. Milan</td>
<td></td>
</tr>
<tr>
<td>13. Sydney</td>
<td>Australia, New Zealand &amp; Fiji Island</td>
</tr>
<tr>
<td>14. Tokyo</td>
<td>Japan, the Philippines, Hong Kong</td>
</tr>
<tr>
<td>15. Singapore</td>
<td>Singapore, Kuala Lumpur &amp; Thailand</td>
</tr>
</tbody>
</table>


#### Organisation Set-Up of Overseas Offices:

These Offices are run and controlled by the Regional Officers under the supervision of Regional Directors. The Offices located at New York cover U.S.A. including Hawaii, Guatemala and Caribbean Island. Regional Director with headquarter in New York, supervise the functioning of these
offices. Other tourist offices located Chicago, Mexico and Tornado are also supervised by them. In Europe these offices are located at London, Geneva, Paris, Frankfurt, Stockholm, Vienna, and Milan. These offices cover continental Europe under the Regional Director stationed in Geneva. Further, two more offices each in Melbourne and Perth were opened. Tourist office in Tokyo under the supervision of Regional Director covers Japan, the Philippines, Hongkong and Thailand.

The publicity work of overseas offices is directed in close collaboration with "Air India" under the supervision scheme known as "Operation Scheme". The first such scheme called "Operation Europe" was meant to market tourism. Air India had not only made financial contribution to the promotional budget of the department, overseas tourist offices, but also allotted the target to their sales offices in Europe to all India tourism. The Operation Europe Scheme was so much successful that it was extended to other parts of the World. There are six regions from the point of view of tourism development and each of them works under a Regional Director.

The post independence period, besides giving tourist appearance to our existing centres was a direct off spring of our development projects. Today Pipri (Mirzapur), Nainital near Nanak Meta, a Sikh Centre and other multi-purpose projects are under way for college and University students.
International tourists see in them India's determination to achieve economic freedom. They are, indeed, our new pilgrimage centres. Series of Five Year Plan performances have not only galvanised the entire economic structure of the regions but have given fresh stimulus to the growth of tourism.

GROWTH PATTERN OF INDIAN TOURISM-A REGION & PLAIN-WISE STUDY

International tourism to India has had a phenomenal growth since independence which is better than any other industry. The number of foreign tourists visiting India has increased from 3,00,995 in 1971 to 13,04,976 in 1983. During 1983 a growth of about 1.7 per cent was recorded. The table No. 1.2 will show how international Tourism has grown in India since 1971.
Table No. 1.2

GROWTH OF INTERNATIONAL TOURISM IN INDIA
(1971-83)

<table>
<thead>
<tr>
<th>Year</th>
<th>Tourist-Arrival</th>
<th>Percentage Change</th>
<th>Compound Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1971</td>
<td>3,00,995</td>
<td>7.2</td>
<td></td>
</tr>
<tr>
<td>1972</td>
<td>3,42,950</td>
<td>13.9</td>
<td></td>
</tr>
<tr>
<td>1973</td>
<td>4,09,895</td>
<td>19.5</td>
<td></td>
</tr>
<tr>
<td>1974</td>
<td>4,23,161</td>
<td>3.2</td>
<td></td>
</tr>
<tr>
<td>1975</td>
<td>4,65,275</td>
<td>10.0</td>
<td>11.5</td>
</tr>
<tr>
<td>1976</td>
<td>5,33,951</td>
<td>14.8</td>
<td></td>
</tr>
<tr>
<td>1977</td>
<td>6,40,422</td>
<td>19.9</td>
<td></td>
</tr>
<tr>
<td>1978</td>
<td>7,44,995</td>
<td>16.8</td>
<td></td>
</tr>
<tr>
<td>1979</td>
<td>7,64,781</td>
<td>2.2</td>
<td></td>
</tr>
<tr>
<td>1980</td>
<td>8,60,150</td>
<td>4.6</td>
<td>10.6</td>
</tr>
<tr>
<td>1981</td>
<td>12,79,210</td>
<td>6.6</td>
<td></td>
</tr>
<tr>
<td>1982</td>
<td>12,88,162</td>
<td>0.7</td>
<td></td>
</tr>
<tr>
<td>1983</td>
<td>13,04,976</td>
<td>1.7</td>
<td></td>
</tr>
</tbody>
</table>

Source: Tourist statistics 1983 Department of Tourism, Ministry of Tourism & Civil Aviation, Government of India, p. 112

It will be seen from the above table, that the increase in tourist traffic to India has been quite impressive. However, there was a slight decline in the growth rate during the period 1971. This decline was partly due to the Indo-Pakistan war 1971, followed by the world-wide oil crises. There were also other factors, like strikes and lockout in Air India, and world wide recession during 1979 to 82, responsible for declining the tourist traffic.
Region and Plan-Wise Study:

Western Europe is consistently the top-most generating region for tourist flow to India. Arrivals from this region were 55,108 in the First Plan Period, 1,34,010 in the second Plan Period and 2,13,082 in the Third Plan Period. The traffic registered a phenomenal jump to 5,82,187 during annual traffic shows that arrivals of Western European in India increased from 1,62,884 in 1973 to 3,41,610 in 1983.18

North America, which covers U.S.A. and Canada, occupies the second position as a tourist - generating area for tourist traffic coming to India. Arrivals from North America were 36,623 during the 5 years of the First Plan Period. The latest data about annual traffic shows that tourist arrivals from North America have declined from the peak level of 73,357 in 1973 to 69,799 in 1974 and further down to 68,123 in 1975. But, therefore, the traffic has picked up and touched 1,25,704 in 1983.19

Eastern Europe, which covers U.S.S.R. and the Socialist Countries, takes the fourth place so far as the ranking of high-spending tourist regions or markets for tourist regions or markets for tourist traffic to India is concerned. Arrivals from Eastern Europe, began with a very low level of 1975 tourist during the First Plan Period. But the traffic picked up substantially thereafter and arrivals were 14,575 during the Second Plan Period, rising to 23,213 during the

19. Transport Bhawan, New Delhi, Ibid., pp. 85-86.
Third Plan Period. The Fourth Plan Period registered a further jump to 45,986 arrivals. The latest data of arrivals above shows that the annual tourist flow from this region, standing at 12,767 in 1973 has moved up to 16,280 in 1974, and 17,262 in 1975. Arrivals in 1976 have marginally declined to 16,640, but thereafter traffic has picked up and touched 25,683 in 1983.

Central and South America, although fall in the group of high-spending tourist areas, is at the bottom of the region-wise tourist traffic coming to India. Arrivals from this region, which were only 601 during the entire First Plan Period, increased to 3,844 during the Second Plan Period and 9,270 in the Third Plan Period. The position improved further during the Fourth Plan Period, when a further rise to 20,219 arrivals was registered. The latest information from this region shows 4,067 tourist arrivals in 1973, followed by 4,253 in 1974 have risen to 8,824 in 1983.20

Tourist traffic from the continent of Africa occupies sixth place in the region-wise ranking of tourist arrivals in India, although it comes at the fourth place so far as tourist arrivals from Afro-Asian countries are concerned. Tourist arrivals from Africa were merely 1,696 in the First Plan Period, and has picked up to 50,240 in 1983.

20. Ibid., pp. 88-91.
South Asia, comprising of Afghanistan, Iran, Nepal, Sri Lanka and other neighbouring countries, comes at the top in ranking tourist in India from Afro-Asian region and third in all regions of the world. Tourist arrivals from South Asia stood at 13,087 in the First Plan Period and finally 1,13,826 in 1983.

South East Asia, which include Indonesia, Malaysia, Philippines, Singapore, Thailand and other neighbouring countries, takes the third place in ranking of tourist traffic coming from Afro-Asian region and the first place in all regions of the world. Arrivals from this region were 5,090 only in the First Plan Period but jumped to an appreciable level of 62,671 in the year 1983. The tourist arrivals from East Asia and Australia recorded in 1983 are 33,644 and 29,579 respectively.

From the above discussion it is apparent that tourism is growing rapidly throughout the world. It has become India's Largest foreign exchange earning industry. It needs a systematic and scientific approach. The most important ingredient of this industry is not to cater the requirements of real tourists but potential tourists which goes on changing rapidly with the progress of science and technology. By 2000 A.D. we expect 50 lakhs tourists and foreign exchange earning is estimated to be worth Rs.10,000 crores. So the prospects of tourism in India is apredictable in a
land of colourful contrasts. It satisfies the demand of different tourists of different countries. It offers them something exotic and unique which they miss in their own countries. The future of tourism industry in India is challenging not only from the point of view of number of tourists arrival and their requirements but due to competition from other tourism development countries arrivals and their requirements. The Ministry of Tourism has been taking keen interest in this respect and not only encouraging the help of each public sector but providing sector to face this challenge.

INDIA'S TOURISTS PROFILE:

The vast spectrum of world tourism, today, with worldwide spending of 360 billions is a massive reality which most governments of the world are taking note of.\textsuperscript{21} It has continued to grow and prosper in good and bad times generally at a rate faster than the global economy. It represents 6 percent of the world gross products the number of international tourists in 1980 exceed 290 million, but leaves only 1/2 per cent share for India. In statistical sense it is very negligible and expresses a very bad reputation for the industry. However, a rescue for one management stalwart of this industry lies in the reality that most of the tourist traffic moves among the developed countries.\textsuperscript{22}

\textsuperscript{21} Travel 77/78 Big Picture ASTA Annual Report (New York) p.
\textsuperscript{22} WTO (Technical Bulletin, Sept. 1977) p. No.5
The region-wise tourist arrival from the various tourist generating countries have been grouped into ten regions.

North America, Central & South America, Western Europe, Eastern Europe, West Asia, East Asia, South Asia, South East Asia, Africa and Australia are the principal tourist generating markets.

The figure of 1983 is now available and is shown in the table 1.3. The graphic chart indicates the share of Western Europe in the total tourist arrivals constituting 38.6 per cent in 1983, which shows an increase of 9,344 tourist i.e. 2.8 per cent. While the share of North America in the total tourist arrivals was 14.6 per cent in 1983 registering an increase of 11.4 per cent over the previous year. Arrival from the West Asia registered an increase of 12.0 per cent, which accounted for 10.40 per cent in aggregated arrivals.

The traffic from South and South East Asia constituting 2.8 per cent and 7.3 per cent of tourist arrivals registered a decline of 7 per cent and 3.6 respectively. The arrival from East Asia also decline its share in aggregate tourist traffic from 4.1 per cent in 1981 to 3.80 per cent in 1983. The share of the West Asia also declined due to world wide recession all-round.

The proportion of tourist arrivals from Central and South America declined from 1.3 per cent in 1981 to 2.9 per cent in 1983. The share of tourist arrivals from Africa
Table No. 1.3

REGION-WISE DISTRIBUTION OF TOURIST ARRIVALS

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>107410</td>
<td>112797</td>
<td>125704</td>
<td>12.6</td>
<td>13.1</td>
<td>14.60</td>
<td>4.9</td>
<td>5.0</td>
<td>11.4</td>
</tr>
<tr>
<td>Central &amp; South America</td>
<td>11157</td>
<td>8407</td>
<td>8824</td>
<td>1.3</td>
<td>1.0</td>
<td>.90</td>
<td>34.0</td>
<td>-24.6</td>
<td>5.0</td>
</tr>
<tr>
<td>Western Europe</td>
<td>331326</td>
<td>332266</td>
<td>341610</td>
<td>38.8</td>
<td>38.6</td>
<td>38.60</td>
<td>4.3</td>
<td>0.3</td>
<td>2.8</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>22855</td>
<td>21255</td>
<td>25683</td>
<td>2.7</td>
<td>2.5</td>
<td>2.90</td>
<td>12.2</td>
<td>-7.0</td>
<td>20.2</td>
</tr>
<tr>
<td>West Asia</td>
<td>93036</td>
<td>101062</td>
<td>92232</td>
<td>10.9</td>
<td>11.7</td>
<td>10.40</td>
<td>19.9</td>
<td>8.6</td>
<td>12.0</td>
</tr>
<tr>
<td>East Asia</td>
<td>35267</td>
<td>37861</td>
<td>33644</td>
<td>4.1</td>
<td>4.4</td>
<td>3.80</td>
<td>1.4</td>
<td>7.4</td>
<td>8.7</td>
</tr>
<tr>
<td>South Asia</td>
<td>113784</td>
<td>106142</td>
<td>113826</td>
<td>13.3</td>
<td>12.3</td>
<td>12.80</td>
<td>5.4</td>
<td>-6.7</td>
<td>7.2</td>
</tr>
<tr>
<td>South East Asia</td>
<td>65179</td>
<td>65038</td>
<td>62671</td>
<td>7.7</td>
<td>7.6</td>
<td>7.00</td>
<td>7.4</td>
<td>-0.2</td>
<td>-3.6</td>
</tr>
<tr>
<td>Africa</td>
<td>45278</td>
<td>44844</td>
<td>50240</td>
<td>5.3</td>
<td>5.2</td>
<td>5.70</td>
<td>16.7</td>
<td>-10.0</td>
<td>-11.1</td>
</tr>
<tr>
<td>Australia</td>
<td>26993</td>
<td>29718</td>
<td>29579</td>
<td>3.2</td>
<td>3.4</td>
<td>3.10</td>
<td>-7.0</td>
<td>10.0</td>
<td>-0.5</td>
</tr>
<tr>
<td>Others</td>
<td>863</td>
<td>782</td>
<td>818</td>
<td>0.10</td>
<td>0.20</td>
<td>0.11</td>
<td>-0.90</td>
<td>-9.4</td>
<td>-8.2</td>
</tr>
</tbody>
</table>

Source: Tourist arrival in India issued by Market Research Division, Department of Tourism (New Delhi) 1983, p. 15.
remained more or less constant. Australia which recorded a decline in number as well as its share in total tourist traffic during the year 1981, compared to the previous year registered and increase of 10.1 per cent in 1982, by improving its share from 3.2 per cent in 1981, to 3.4 per cent in 1982. But in 1983 share of total tourist arrivals declined by 3.1 per cent as against 1982.

The real fact is that the developing countries are not receiving the maximum benefit from tourism due to various reasons including inadequacy of the tourist plan as well as unsatisfactory projection of image. Political uncertainty and less development infrastructure on the other factors.

**Age Group:**

Visitors to India have been divided into different age groups 3-14, 15-24, 25-34, 35-44, 45-54, 55-64 and 64 and above. The table No. 1.4 gives the age-wise distribution for the years 1983 from among major national groups.
Table No. 1.4

AGE-WISE TOURIST ARRIVAL : 1983

<table>
<thead>
<tr>
<th>Nationality</th>
<th>No.</th>
<th>3-14</th>
<th>15-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>64 above</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.K.</td>
<td>136823</td>
<td>11.8</td>
<td>13.8</td>
<td>20.8</td>
<td>21.8</td>
<td>18.1</td>
<td>9.9</td>
<td>3.8</td>
<td>-</td>
</tr>
<tr>
<td>U.S.A.</td>
<td>95847</td>
<td>13.7</td>
<td>9.1</td>
<td>17.6</td>
<td>25.5</td>
<td>16.3</td>
<td>11.9</td>
<td>6.9</td>
<td>-</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>81716</td>
<td>6.8</td>
<td>20.1</td>
<td>32.2</td>
<td>21.6</td>
<td>11.6</td>
<td>5.6</td>
<td>1.9</td>
<td>0.2</td>
</tr>
<tr>
<td>Federal Republic</td>
<td>51087</td>
<td>2.2</td>
<td>12.7</td>
<td>20.3</td>
<td>26.9</td>
<td>20.2</td>
<td>10.0</td>
<td>3.7</td>
<td>-</td>
</tr>
<tr>
<td>Germany</td>
<td>50158</td>
<td>1.9</td>
<td>12.6</td>
<td>29.0</td>
<td>23.1</td>
<td>16.1</td>
<td>12.6</td>
<td>5.7</td>
<td>-</td>
</tr>
<tr>
<td>France</td>
<td>29857</td>
<td>15.4</td>
<td>10.9</td>
<td>23.6</td>
<td>26.0</td>
<td>15.0</td>
<td>6.2</td>
<td>2.8</td>
<td>-</td>
</tr>
<tr>
<td>Canada</td>
<td>27947</td>
<td>1.8</td>
<td>11.2</td>
<td>29.8</td>
<td>26.4</td>
<td>17.6</td>
<td>9.8</td>
<td>3.4</td>
<td>-</td>
</tr>
<tr>
<td>Italy</td>
<td>26662</td>
<td>1.4</td>
<td>16.1</td>
<td>22.6</td>
<td>28.1</td>
<td>18.4</td>
<td>9.8</td>
<td>3.6</td>
<td>-</td>
</tr>
<tr>
<td>Japan</td>
<td>25796</td>
<td>5.2</td>
<td>16.5</td>
<td>21.9</td>
<td>19.5</td>
<td>16.1</td>
<td>15.0</td>
<td>5.8</td>
<td>-</td>
</tr>
<tr>
<td>Malaysia</td>
<td>25121</td>
<td>4.0</td>
<td>17.4</td>
<td>31.5</td>
<td>23.5</td>
<td>15.1</td>
<td>5.9</td>
<td>2.0</td>
<td>0.7</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>333717</td>
<td>4.5</td>
<td>15.0</td>
<td>28.2</td>
<td>24.6</td>
<td>16.8</td>
<td>8.1</td>
<td>2.7</td>
<td>0.1</td>
</tr>
<tr>
<td>Total</td>
<td>884731</td>
<td>6.7</td>
<td>14.3</td>
<td>25.7</td>
<td>24.1</td>
<td>16.6</td>
<td>8.9</td>
<td>3.6</td>
<td>0.1</td>
</tr>
</tbody>
</table>

Source: Tourist Arrival in India issued by Market Research Division, Department of Tourism, (New Delhi) 1983, p. 18.
According to above table No. 1.4, tourist in the Age-Groups of 25-34 years (25.7%) predominate the tourist during the year followed by the tourist in the age-group of 35-44 years (24.1%) and 45-54 years (16.6%). The share of the tourist arrivals in the age group of 35-44 years was, however, dominant amongst the nationals of the U.K., U.S.A., Federal Republic of Germany, Canada and Japan. However, with the development of tourist industry as such the tourist of silent age-groups will also undertake tour in the near future.

**Distribution by Sex:**

Male tourists predominate among visitors to India, as they constituted 69.3% of tourist arrival in 1983. This is applicable to practically all the countries of the world. The following table No. 1.5 explains the sex ratio of tourists from major countries.
Table No. 1.5

DISTRIBUTION OF TOURIST ARRIVALS BY SEX: 1983

<table>
<thead>
<tr>
<th>Nationality</th>
<th>No.</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.K.</td>
<td>136823</td>
<td>64.1</td>
<td>35.9</td>
</tr>
<tr>
<td>U.S.A.</td>
<td>95847</td>
<td>63.1</td>
<td>36.9</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>81716</td>
<td>67.2</td>
<td>32.8</td>
</tr>
<tr>
<td>Federal Republic of Germany</td>
<td>51087</td>
<td>69.7</td>
<td>30.3</td>
</tr>
<tr>
<td>France</td>
<td>20857</td>
<td>62.4</td>
<td>37.6</td>
</tr>
<tr>
<td>Canada</td>
<td>20857</td>
<td>62.2</td>
<td>33.8</td>
</tr>
<tr>
<td>Italy</td>
<td>27947</td>
<td>68.4</td>
<td>31.6</td>
</tr>
<tr>
<td>Japan</td>
<td>26662</td>
<td>78.6</td>
<td>21.4</td>
</tr>
<tr>
<td>Malaysia</td>
<td>25796</td>
<td>73.4</td>
<td>26.6</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>25121</td>
<td>92.1</td>
<td>7.9</td>
</tr>
<tr>
<td>Others</td>
<td>333717</td>
<td>72.3</td>
<td>27.7</td>
</tr>
</tbody>
</table>

Source: Tourist Arrival in India, issued by Market Research Division, Department of Tourism, p. 14.

The above table shows that male tourists predominated over all nationalities and accounted for 69.3 per cent, while female tourists constituted 30.7 per cent of the total traffic during 1983. The proportion of male to female amongst tourist from Saudi Arabia was 92.1 per cent and 7.9 percent whereas it was 62.4 per cent and 37.6 per cent in the case of French tourist, Malaysia, Italy and Canada each contributed around, 3 per cent of the total traffic.
### Table No. 1.6

**QUARTERLY BREAKUP OF TIME VISIT OF TOURIST ARRIVAL DURING 1981-83**

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.-March</td>
<td>228450</td>
<td>227015</td>
<td>231976</td>
<td>-0.6</td>
<td>2.2</td>
<td>26.8</td>
<td>26.4</td>
<td>26.2</td>
</tr>
<tr>
<td>April-June</td>
<td>166225</td>
<td>165501</td>
<td>162465</td>
<td>-0.4</td>
<td>-1.8</td>
<td>19.5</td>
<td>19.2</td>
<td>18.4</td>
</tr>
<tr>
<td>July-Sept.</td>
<td>206644</td>
<td>216815</td>
<td>213953</td>
<td>+4.9</td>
<td>-1.3</td>
<td>24.2</td>
<td>25.2</td>
<td>24.2</td>
</tr>
<tr>
<td>Oct.-Dec.</td>
<td>251829</td>
<td>250857</td>
<td>267337</td>
<td>-1.8</td>
<td>10.2</td>
<td>29.5</td>
<td>29.2</td>
<td>31.2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>853148</td>
<td>860178</td>
<td>884431</td>
<td>0.8</td>
<td>2.9</td>
<td>100.0</td>
<td>-100.0</td>
<td>-100.0</td>
</tr>
</tbody>
</table>

Source: Tourist Arrivals in India, issued by Market Research Division, Department of Tourism, New Delhi, p. 19.
The above table No. 1.6 shows that the maximum of tourist arrivals, No 25,1829 in 1981 250857 in 1982 and 267337 in 1983, were recorded in the month of October to December. The minimum number of tourist arrivals were recorded in the months of April to June as 1,66,225 in 1981 1,65,501 in 1982 and 1,62,465 in 1983.

The quarterly month wise performance showed negative growth mostly in April to June as 1.8 per cent and July to September as 1.3 per cent. The growth during October to December is quite improve as 10.2 per cent and as a result of the cumulative growth during 1983 reached 2.8 per cent.

Arrivals during the winter is always high due to good season and favourable climate for the tourist. In summer season tourist arrival goes down due to hot weather.

**Comparision with Neighbour Countries:**

India has been somewhat slow picking up the growth of its tourist arrivals and receipts. A comparative study of the tourist figures with that of India's neighbours in the developing world makes it clear, as is evident in the table No. 1.7.
Table No. 1.7

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>20.0</td>
<td>19.9</td>
<td>23.0</td>
<td>22.5</td>
</tr>
<tr>
<td>Ceylon</td>
<td>22.3</td>
<td>39.6</td>
<td>27.5</td>
<td>43.5</td>
</tr>
<tr>
<td>Nepal</td>
<td>35.5</td>
<td>N.A.</td>
<td>42.5</td>
<td>23.4</td>
</tr>
<tr>
<td>Indonesia</td>
<td>31.5</td>
<td>21.2</td>
<td>36.5</td>
<td>24.3</td>
</tr>
<tr>
<td>Singapore</td>
<td>32.4</td>
<td>N.A.</td>
<td>37.5</td>
<td>25.2</td>
</tr>
</tbody>
</table>


India’s performance in attracting tourists as compared to her neighbours viz., Nepal, Ceylon, and Singapore is understandably poor. International tourists hold the view that when Singapore and Nepal can affect 32.4% and 35.3 per cent and 37.5 per cent and 42.5 per cent of increase in their tourist arrivals, why India has failed to push their number beyond 23.0 per cent. An analytical study shall be made to find out this slow arrivals in India, especially of those tourists who spend a large amount of their hard currency in India. In 1976, the department of tourism designated six of these regions in accordance with high spending category of tourists. These regions are North and South America, Europe, Australia, West Asia, and Japan. Prior to 1976, West
Asia was not included as a region. The total number of high spending tourists has been shown in the following table:

Table No. 1.8

PERCENTAGE DISTRIBUTION OF NUMBERS OF HIGH SPENDER TRAVELLING TO INDIA, 1970-1981

<table>
<thead>
<tr>
<th>Year</th>
<th>High Spender</th>
<th>Total Tourist</th>
<th>% of high Spenders</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>215973</td>
<td>280321</td>
<td>76.9</td>
</tr>
<tr>
<td>1976</td>
<td>407738</td>
<td>533951</td>
<td>76.4</td>
</tr>
<tr>
<td>1977</td>
<td>492983</td>
<td>640422</td>
<td>77.0</td>
</tr>
<tr>
<td>1978</td>
<td>552676</td>
<td>447995</td>
<td>73.9</td>
</tr>
<tr>
<td>1979</td>
<td>571671</td>
<td>764781</td>
<td>74.7</td>
</tr>
<tr>
<td>1980</td>
<td>686601</td>
<td>800150</td>
<td>73.3</td>
</tr>
<tr>
<td>1981</td>
<td>621809</td>
<td>853148</td>
<td>72.9</td>
</tr>
</tbody>
</table>


It is evident from the above table that the number of tourists in this category has almost tripled between 1970 and 1981, registering an increase from 215973 to 621809. However, the percentage share has declined from 76.9 percent in 1970 to 72.9 percent in 1981, which shows a significantly decreasing trend (percentage 0.02) over the period. This is something alarming and efforts should be
made to avoid this declining trend as far as possible through careful planning.

**Trends In Tourist Arrivals (India Vis-a-Vis the World):**

A study of world travel statistics reveals that international tourism is mainly confined to developed countries comprising the Americas, Europe, Japan, Australia and New Zealand. In contrast, the international tourist traffic from developing countries consisting of Africa, Asia (excluding Japan), Australasia (excluding Australia and New Zealand), has been on the lower side. For instance, in 1983 the share of developed countries accounted for 87.2 per cent whereas that of developing countries only 12.8 per cent of 287 million world travellers. Tourist arrivals from developing countries, which constituted 10.2 per cent during 1979 now accounted for 12.8 per cent. Tourist arrivals in India as a proportion to the world was about 0.5 per cent in 1983 whereas it was 3.6 per cent in the developing countries during the same year. The table No. 1 gives the trends in the world tourist traffic and the share of India vis-a-vis the world as well as developing countries in the last 5 years.

**Statistics of Indian Nationals Going Abroad:**

The data relating to Indian nationals going abroad were first compiled and published in 1977. With the help
<table>
<thead>
<tr>
<th>Year</th>
<th>Estimated International Tourist Arrivals (in millions)</th>
<th>Tourist Arrivals in Asia, Africa and Australasia (Excluding Japan, Australia &amp; New Zealand) (in millions)</th>
<th>Tourist Arrivals in Col(3) as % of Col (2)</th>
<th>Total Tourist Arrivals in India</th>
<th>Total Arrivals in India as % of Col (2)</th>
<th>Total Arrivals in India as % of Col (3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1979</td>
<td>273.0</td>
<td>27.8</td>
<td>10.2</td>
<td>7,64,781</td>
<td>0.28</td>
<td>2.8</td>
</tr>
<tr>
<td>1980</td>
<td>284.3</td>
<td>31.2</td>
<td>11.0</td>
<td>8,00,150</td>
<td>0.28</td>
<td>2.6</td>
</tr>
<tr>
<td>1981</td>
<td>287.8</td>
<td>35.2</td>
<td>12.2</td>
<td>12,79,210*</td>
<td>0.44</td>
<td>3.6</td>
</tr>
<tr>
<td>1982</td>
<td>285.1</td>
<td>36.2</td>
<td>12.7</td>
<td>12,88,162*</td>
<td>0.45</td>
<td>3.6</td>
</tr>
<tr>
<td>1983</td>
<td>286.5(P)</td>
<td>36.6(P)</td>
<td>12.8</td>
<td>13,04,976*</td>
<td>0.46</td>
<td>3.6</td>
</tr>
</tbody>
</table>

* including nationals of Pakistan and Bangladesh.
(P) Provisional estimate.

of Foreigner's Regional Registration Offices (FRRO) and the Tourist Offices at Bombay, Calcutta, Delhi and Madras. It has been possible to compile the data of Indians going abroad from the important air/sea ports in India. As for other ports during 1983, Indian nationals going abroad accounted for 79,762 from Trivandrum airport, 14,239 from Tiruchirapalli airport, 42,848 from Rameswaram seaport, 2,215 from Nagapattinam seaport, 70 from Coachin seaports, 24 from Tuticorin, 126,473 from Attari Road/Rail checkpost and 31,663 from Haridaspur checkpost. Even though no information has specifically been collected regarding the purpose of their trips abroad, according to the Reserve Bank of India, which issues the foreign exchange permits for travel abroad.

POTENTIALS OF TOURISM UNDER SEVENTH PLAN (1985-90)

The Department of Tourism has submitted the Plan Document for the Seventh Plan (1985-90) and the Annual Plan (1987-88) in December 1986 to the Planning Commission. The Annual Plan of the Department was discussed in the Planning Commission on 3rd January 1987. Pursuant to this meeting the Planning Commission originally agreed to an allocation of Rs. 16.73 crores for 1987-88 (including allocation for Youth Hostels), which comes to Rs. 14.54 crores after
excluding tourism for Youth Hostels. Subsequently, the Member Secretary, Planning Commission, informed that the allocation for Department of Tourism has been revised to Rs. 15.00 crores, which after taking out the provision for youth hostels now stands at Rs. 13.82 crores.

If these schemes and programmes as projected under the Seventh Plan are earnestly and judiciously implemented with sincerity and devotion, the tourism promotion is bound to accelerate at a higher growth rate and the industry would come back on the path of economic recovery and development. A result oriented study of these schemes has been made in the following pages. It is, however, hoped that if the amount allocated in the Seventh Plan under different schemes is rightly invested and properly spent will go a long way in bringing down the poverty ratio to 26 per cent by 1990 from 37 per cent during the year 1984-85. It would, of course, be a great contribution of India Tourism Development Corporation. The continuing schemes and New Schemes are result and employment oriented as they lay greater emphasis on human resources development in the areas of social welfare education.
<table>
<thead>
<tr>
<th>SNo.</th>
<th>Name of Scheme</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>A. Continuing Schemes</strong></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Tourist Village</td>
<td>0.10</td>
</tr>
<tr>
<td>2.</td>
<td>Wild Life Tourism</td>
<td>0.50</td>
</tr>
<tr>
<td>3.</td>
<td>Cultural Tourism</td>
<td>0.788</td>
</tr>
<tr>
<td>4.</td>
<td>Sports Tourism</td>
<td>0.05</td>
</tr>
<tr>
<td>5.</td>
<td>Mountain Resorts &amp; Winter Sports</td>
<td>0.80</td>
</tr>
<tr>
<td>6.</td>
<td>(i) Interest differential subsidy on hotel lean</td>
<td>0.12</td>
</tr>
<tr>
<td></td>
<td>(ii) Agency Commission to IFCI</td>
<td>0.012</td>
</tr>
<tr>
<td>7.</td>
<td>Travel Circuits</td>
<td>0.40</td>
</tr>
<tr>
<td>8.</td>
<td>Strengthening of Tourist Organisation</td>
<td>0.24</td>
</tr>
<tr>
<td>9.</td>
<td>Production of Tourist Publicity Material</td>
<td>1.50</td>
</tr>
<tr>
<td>10.</td>
<td>Overseas Promotion</td>
<td>3.00</td>
</tr>
<tr>
<td>11.</td>
<td>Media Relations</td>
<td>0.15</td>
</tr>
<tr>
<td>12.</td>
<td>Transport Loan to Private Operators</td>
<td>0.60</td>
</tr>
<tr>
<td></td>
<td><strong>Total Continuing Schemes</strong></td>
<td><strong>8.26</strong></td>
</tr>
<tr>
<td></td>
<td><strong>B. New Schemes</strong></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Yatri Niwases (joint ventures with States)</td>
<td>0.50</td>
</tr>
<tr>
<td>2.</td>
<td>Social Tourism (assistance to Bharatiya Yatri Avas Vikas Samiti for construction of Yatrikas)</td>
<td>0.40</td>
</tr>
<tr>
<td>3.</td>
<td>Construction of wild life lodges &amp; other accommodation facilities in sanctuaries.</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Provision of transport/viewing facilities with mini-buses from nearest city to sanctuaries</td>
<td>0.30</td>
</tr>
<tr>
<td>5.</td>
<td>Provision of mini-buses for transport from nearest city to sanctuaries</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Tourism Development Fund</td>
<td>0.05</td>
</tr>
<tr>
<td>7.</td>
<td>Library</td>
<td>0.05</td>
</tr>
<tr>
<td>8.</td>
<td>Research and Studies</td>
<td>0.10</td>
</tr>
<tr>
<td>9.</td>
<td>Collection of domestic statistics</td>
<td>0.05</td>
</tr>
<tr>
<td>10.</td>
<td>Fairs and Festivals</td>
<td>0.20</td>
</tr>
<tr>
<td>11.</td>
<td>Entertainment-floodlighting of monuments SEL shows, Cultural activities at centres of tourist interest</td>
<td>0.30</td>
</tr>
<tr>
<td>SNo.</td>
<td>Name of Scheme</td>
<td>Amount</td>
</tr>
<tr>
<td>------</td>
<td>--------------------------------------------------------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>12.</td>
<td>Interest subsidy to financial institutions for transport loans provided</td>
<td>0.01</td>
</tr>
<tr>
<td>13.</td>
<td>Development of facilities at Andamans and Lakshadweep</td>
<td>0.10(being increase)</td>
</tr>
<tr>
<td>14.</td>
<td>Water Transport (Provision of Boats/Barges)</td>
<td>0.20</td>
</tr>
<tr>
<td>15.</td>
<td>Subsidy for Stop-Over Tours</td>
<td>0.05</td>
</tr>
<tr>
<td>16.</td>
<td>Cultural Tourism-Preparation and Implementation of conservation and environment development Plan:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(a) 10 National Heritage Centres</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>(b) Provision of facilities &amp; environmental planning of other cultural tourism centres of national importance</td>
<td>X</td>
</tr>
<tr>
<td>17.</td>
<td>Development of places of Buddhist Pilgrimages</td>
<td>0.25</td>
</tr>
<tr>
<td>18.</td>
<td>Tourist amenities at cultural tourism centres</td>
<td>0.25</td>
</tr>
<tr>
<td>19.</td>
<td>Beach Tourism - Beach site motels, Tourist Bungalows, Tourist Huts etc.</td>
<td></td>
</tr>
<tr>
<td>20.</td>
<td>Institute of Water Sports</td>
<td>0.10</td>
</tr>
<tr>
<td>21.</td>
<td>Tourism &amp; Environment Steering Group</td>
<td>0.01</td>
</tr>
<tr>
<td>22.</td>
<td>Mountain Resorts and Winter Sports (New Centres)</td>
<td>0.10</td>
</tr>
<tr>
<td>23.</td>
<td>Trekking and Mountaineering - Assistance to States (Sports Tourism)</td>
<td>X</td>
</tr>
<tr>
<td>24.</td>
<td>Water Sports</td>
<td>0.20</td>
</tr>
<tr>
<td>25.</td>
<td>Sports Tourism and Coordination Committee</td>
<td>X</td>
</tr>
<tr>
<td>26.</td>
<td>Travel Circuits</td>
<td>0.30</td>
</tr>
<tr>
<td>27.</td>
<td>(a) Tourism Training and grant-in-aid to IIT &amp; TM (including building for Institute)</td>
<td>0.40</td>
</tr>
<tr>
<td></td>
<td>(b) Other Training Programmes</td>
<td>0.02</td>
</tr>
<tr>
<td>28.</td>
<td>Construction of Economy Class Hotels jointly with State Governments</td>
<td>0.70</td>
</tr>
<tr>
<td>29.</td>
<td>Strengthening of Tourist Organisation</td>
<td>0.08</td>
</tr>
<tr>
<td>30.</td>
<td>Office Building</td>
<td>0.01</td>
</tr>
</tbody>
</table>

Total New Schemes | 5.56 |

Grant Total (A+B) | 13.82 |
Details of Schemes proposed to be taken up during the current financial year and the allocation of funds for each scheme is briefly explained below. These schemes would give an idea of the future prospects of tourism as such.

**Wild Life Tourism:**

- Continuing Schemes: Rs. 50.00 lakhs
- New Schemes: Rs. 30.00 lakhs

**New Schemes Includes:**

1. Forest Lodge at Manas.
2. Forest Lodge at Sunderbongs Hasimara
3. Forest Lodge at Dudhwa
4. Forest Lodge at Bandipur
5. Facilities for view Wild Life within sanctuaries: Rs. 30.00 lakhs.

**Yatri Niwases:**

The Scheme for the construction of Yatri Niwases is a new scheme. It is a joint venture scheme between the central Department of Tourism and the State Governments. The State Governments will provide developed land, electricity, water, approach road, fencing, staff quarters etc. whereas the Central Department of Tourism would render financial assistance for the construction of the building. The maximum assistance in this respect will be to the tune of Rs. 45 lakhs per unit.

The project will consist of 60 bedded accommodation in the form of dormitories, family rooms and double bedded rooms. Selection of the sites will be done on the basis of
importance of the place.

**Tourist Village - Rs. 10.00 lakhs.**

A Tourist Village is being constructed at Shivpuri. The work is nearing completion. The amount of Rs. 10.00 lakhs represent balance expenditure to be incurred on completion of this project.

**Publicity and Promotion:**

The allocation under this head is utilised for production of tourist literature for distribution in Indian and overseas production of display material, films, slide presentations, etc. In order to meet the increasing requirements of overseas offices and new areas which are being tapped. The literature, besides being produced in English and Hindi, will also be produced in French, German, Italian, Spanish, Arabic, Japanese, Thai, Chinese, etc. to cater to the requirement of European, American, West Asia, East-Asian and other potential areas.

**Overseas Promotion - Rs. 300.00 lakhs**

The budget for overseas promotion for 1987-88 is Rs. 300.00 lakhs and the programmes undertaken out of this budget are:
i) Special campaign and product advertising

ii) Printing of local interest brochures and translation of literature in local language of various regions.

iii) Preparation of audio-visuals and films.

iv) Advertising support to tour operators and other joint programmes with travel trade.

v) Greater consumer advertising both in the private media and on television in regions where rates are affordable and entail greater potential returns.

vi) Dovetailing of overseas promotional programme to a global advertising strategy.

Market Research:

During Annual Plan 1987-88, an amount of Rs. 15.00 lakhs is proposed to be kept under the following schemes with estimated expenditure:

<table>
<thead>
<tr>
<th>Rs. in lakhs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.</strong> Centrally sponsored scheme on Domestic tourism Statistics</td>
</tr>
<tr>
<td><strong>2.</strong> Research &amp; Studies</td>
</tr>
<tr>
<td>i) Computorisation</td>
</tr>
<tr>
<td>ii) Study on development of Travel Circuits</td>
</tr>
<tr>
<td>iii) Competitive study of invisible earnings from tourism</td>
</tr>
<tr>
<td>iv) Subscription for co-operative Market Study on Canada to be undertaken by PATA</td>
</tr>
<tr>
<td>v) Ad-hoc Studies</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

Transport Loans - Rs. 60.00 lakhs

This amount will be required to meet the expenses for construction of Air Conditioned Coaches, deluxe coaches,
imported indigenous Cars. Already, applications for loans are being received through Regional Tourist Offices and the response is very encouraging.

Travel Circuits

Continuing Schemes  - Rs. 40.00 lakhs
New Schemes  - Rs. 30.00 lakhs

The following amounts are proposed to be released for the continuing schemes during the year 1987-88. Work on these schemes is in progress.

i) Continuing Schemes  - Rs. 40.00 lakhs
ii) Beach side motels, Tourist Bungalows & Tourist Huts  - Rs. 25.00 lakhs
iii) Setting up an institute of Water Sports at Beaches  - Rs. 10.00 lakhs
iv) Tourism Environment Strecing Group  - Rs. 10.00 lakhs

Sports Tourism

Continuing Schemes  - Rs. 5.00 lakhs
New Schemes  - Rs. 20.00 lakhs

The allocation of Rs. 5.00 lakhs is meant for meeting the residual amount in respect of the schemes already sanctioned during sixth Plan. The amount of Rs. 20.00 lakhs will be utilised for encouraging trekking and mountaineering and Water Sports. The Department is in correspondance with the State Governments in the Himalayan region to formulate proposals for promotion of trekking and mountaineering.
A Sports Tourism Coordination Committee under the Chairmanship of Secretary (Tourism) with representatives of Ministry of Sports, Environments, Education, Home Affairs, Defence, Survey of India, Directorate of Diving of the Indian Navy and representatives of other related organisations and experts in the field is proposed to be set up soon.

Cultural Tourism

Continuing Schemes - Rs. 78.80 lakhs
New Schemes - Rs. 100.00 lakhs

Under this head allocation of continuing schemes will be utilised as follows:

CONTINUING SCHEMES:

1. Tourist Complex at Fatehpur Sikri Rs. 20.00 lakhs
2. Payment to U.P. Jal Nigam (Residual) 1.08 lakhs
3. Development and Improvement of Varanasi Ghats Rs. 21.50 lakhs
4. Tourist Complex at Sravasti Rs. 5.00 lakhs
5. Tourist Complex at Kushinagar Rs. 10.00 lakhs
6. Development of Bodhgaya Rs. 7.00 lakhs
7. Raslila stage at Brij Bhoomi
8. Gadhisar Tank & Sunset Point Jaisalmer
9. Toilet Block at Konark
10. Master Plan for Lalitgiri, Udaipur-Ratnagiri Rs. 6.72 lakhs
11. Ajanta Foothills
12. Cafeteria at Rajgir
13. Jetty at Elephanta
14. Master Plan for Chilka lake
15. Moomal Tourist Bungalow at Jaisalmer 2.50 lakhs
16. Cafetaria at Hampi Rs. 5.00 lakhs

Total Rs. 78.80 lakhs

1. Tourist Complex at Fatehpur Sikri:

The first phase of the project for the construction of a tourist complex at Fatehpur Sikri was sanctioned of a tourist complex with an estimated cost of Rs. 69.17 lakhs during 1986-87. An advance of Rs. 10.00 lakhs has been released to India Tourism Development Corporation towards execution of project. It is proposed to release the second instalment of Rs. 20.00 lakhs during the current financial year;

2. U.P. Jal Nigam:

For the boring of tube-well at Terah-Mori-Tal an amount of Rs. 10.15 lakhs was sanctioned during 1986-87 in favour of U.P. Jal Nigam. The instalments amounting to 9.07 lakhs have already been released and the balance of Rs. 1.08 lakhs is proposed to be released on receipt of the utilisation certificate and progress of work during the current financial year.

3. Development and Improvement of Varanasi Ghats:

For the development and improvement of Varanasi Ghats an amount of Rs. 64.50 lakhs was sanctioned, out of which
the first instalment of Rs. 21.50 lakhs was released during 1986-87. On receipt of the Progress of work and utilisation certificate, it is proposed to release the second instalment of Rs. 21.50 lakhs during the current financial year.

4. **Tourist Complex at Sravasti:**

For the construction of a tourist complex at Sravasti as per the design prepared by NID, Ahmedabad, the project with an estimated cost of Rs. 63 lakhs was proposed by the standing Finance Committee. An advance of Rs. 20.00 lakhs was released to CPWD towards execution for the project. A further instalment would be released on receipt of the utilisation certificate.

5. **Construction of a Tourist Complex at Kushinagar:**

For the construction of this complex, land measuring 15 acres was acquired during 1981-82 at a cost of Rs. 22.17 lakhs. The project is proposed to be executed as per the design prepared by the NID, Ahmedabad. It is proposed to release Rs. 10 lakhs towards the execution of this project during the current financial year.

6. **Provision of Facilities at Brij Bhoomi:**

For the construction of a Raslila Stage at Brij Bhoomi an amount of Rs. 1.18 lakhs was sanctioned out of which an advance of Rs. 1.00 lakhs has been released to the State
Government. The balance of Rs. 0.18 lakhs would be released on receipt of the progress and utilisation certificate.

7. Development of Bodhgaya (Gautam Van):

The Department of Tourism had acquired 21.55 acres of land. It has been decided to landscape the entire area with an estimated cost of Rs. 20 lakhs. An advance of Rs. 3 lakhs was released to India Tourism Development Corporation during 1986-87. It is proposed to release the second instalment of Rs. 7 lakhs towards execution of this scheme, in the current year.

8. Development of Gadhisar Tank and Sun-set Point at Jaisalmer:

During 1985-86 an amount of Rs. 3.78 lakhs was sanctioned for the development of this scheme. An advance of Rs. 3.40 lakhs has been released and the balance of Rs. 0.38 lakhs would be released on receipt of utilisation certificate.

9. Construction of a Toilet Block at Konarak:

An amount of Rs. 3.49 lakhs was sanctioned to the Government of Orissa for the construction of a toilet block at Konarak. An advance of Rs. 2.61 lakhs was released during 1986-87 and the balance of Rs. 0.88 lakhs is proposed to be released during the current financial year.
10. Preparation of Master Plan for Lalitgiri-Udaigiri-Ratnagiri:

An amount of Rs. 4 lakhs was sanctioned during the year 1984-85. Two instalments amounting to Rs. 3.20 lakhs have already been released during Sixth Plan. The balance of Rs. 0.80 lakhs is proposed to be released during the current financial year.

11. Ajanta Foot Hills:

The environmental condition and facilities along the foot hills of Ajanta Caves in Aurangabad District required improvements. The State Government has prepared an estimate of Rs. 40.09 lakhs for this project. This project is to be implemented in three phases. The Department has sanctioned an amount of Rs. 13.20 lakhs out of which an advance of Rs. 10.35 lakhs has been released for the State Government.

12. Construction of a Cafetaria at Rajgiri:

For its construction, and amount of Rs. 5.04 lakhs was sanctioned during 1986-87 out of which an advance of Rs. 2.50 lakhs has already been released to the State Government. A token provision has been provided in the current years' budget.

13. Strengthening of Shet Bunder Jetty at Alephanta:

In 1985 the State Government had proposed to the Department for financial assistance for the improvement of Shet Bunder Jetty at a cost of Rs. 17.96 lakhs. The project was
sanctioned in 1986 for Rs. 10.50 lakhs and an advance of Rs. 8 lakhs has been released. The remaining amount is proposed to be released during 1987-88.

14. **Preparation of Master Plan for Chilka Lake:**

For the preparation of this plan, an amount of Rs. 8.25 lakhs was sanctioned during 1986-87 out of which an advance of Rs. 2.00 lakhs has been released. It is proposed to release the second instalment during 1987-88.

15. **Moomal Tourist Bungalow at Jaisalmer:**

An amount of Rs. 10.50 lakhs was sanctioned for the construction of 20 Cottages at Moomal Tourist Bungalow, Jaisalmer. Two instalments of Rs. 8 lakhs have been released during the Sixth Five Year Plan. The balance of Rs. 2.50 lakhs is proposed to be released during 1987-88.

16. **Construction of Cafetaria at Hampi:**

The Department has sanctioned an amount of Rs. 15 lakhs for the project and released an advance of Rs. 7.50 lakhs in July, 1986. The land has now been acquired by the State Government and the work is on. It is proposed to release Rs. 5 lakhs during 1987-88 on receipt of the progress report and utilisation certificate.

**NEW SCHEMES:**

The New Schemes to be taken up under cultural Tourism include:
a) Preparation and implementation of conservation and environmental development Plan for 10 National Heritage Centres.

b) Preparation of Master Plan.

c) provision of facilities and environment Planning at other Cultural Tourism Centres.

d) provision of toilet and drinking water facilities, and;

e) Improvement of facilities at Buddhist sites.

The details of these schemes have been discussed as under:

a) National Heritage Centres:

It is proposed to take up 10 master plans as Heritage Centres for which master plans have already been prepared. During 1987-88 the following Centres will be taken up:

Konarak in Orissa Pandrethan, Avantipur and Martand in Jammu & Kashmir, Mewar Complex in Rajasthan, Aihole, Pattadakal and Badami in Karnataka. Provision of facilities would be taken up at these centres in consultation with the state Government.

b) Preparation of Master Plan:

During 1987-88, it is proposed to prepare master plan in respect of Colkunda in Andhra Pradesh, Chitorgarh in Rajasthan, Gwalior Fort in Madhya Pradesh and Sankarya in U.P.

c) Provision of Tourist Facilities at Cultural Tourism Centres:

In addition, to the National Heritage Centres, it is proposed to provide tourist facilities and environmental
development particularly at centres for which the master plans have already been prepared during the earlier plans. The following schemes are proposed to be taken up during 1987-88.

1. Environmental development and restoration of Pushkar Ghats.
2. Tourist infrastructural facilities at Brij Bhoomi including way side facilities.
3. Creation of Pallava Puram Village Complex at Kanchipuram.
5. Provision of facilities at Shringeri.
6. Provision of facilities at Halebid (Hoysale Cultural Centre).

It is proposed to take up the provision of infrastructural facilities at other cultural tourism centre in South West and North East region. Specific schemes would, however, be taken up in consultation with the State Government.

d) Provison of Toilet and Drinking Water Facilities at Cultural Centres:

The working Group set up for formulation of the Seventh Five Year Plan had identified a number of cultural sites in India which are lacking in toilet and drinking water facilities appropriate for tourists. These are as follows:

- Elephanta - Ajanta - Ellora - Bodhgaya
- Nalanda - Rajgiri - Sarnath - Kushinagar
- Sravsti - Sanchi - Aihole - Badame
- Pattadakal - Hampi - Bijapur - Khajuraho
- Bhubaneswar - Konarak - Delhi Monuments - Agra
- Fatehpur Sikri - Mahabalipuram - Goa - Martand
- Awantipur - Pandrathan -

The implementation of this scheme would be carried out
by the Archaeological Survey of India who are controlling these monuments and sites.

e) Development of Buddhist Sites:

For the development of accommodation and the laying out of landscaping, meditation parks, meditation pavillons, lotus ponds, cafetarias, wayside amenities etc., in an integrated manner within the frameworks of master plan centres, an amount of Rs. 25 lakhs has been provided in the Annual Plan 1987-88. It is proposed to create a number of such facilities in the states of U.P., Bihar, Andra-Pradesh, and Madhya Pradesh.

8. Institute of Tourism & Travel Management:

i) The amount allocated - Rs. 48.00 lakhs
ii) Other Training Programmes - Rs. 2.00 lakhs

This institution has been registered in January 1983 under Societies Registration Act, 1860. Since then it held several workshops/Seminars. A series of Seminars are proposed for 1987-88 as also taking up Post Graduate Programme.

The Institute will take up construction of its building for which a sum of Rs. 35 lakhs out of Rs. 48 lakhs has been earmarked. It will carry out research and other consultancy services. It will also build a Library of books and other reference material and undertake publication of suitable literature.
9. Mountain Resorts & Winter Sports:

<table>
<thead>
<tr>
<th>Scheme Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continuing Schemes</td>
<td>Rs. 80.00 lakhs</td>
</tr>
<tr>
<td>New Schemes</td>
<td>Rs. 10.00 lakhs</td>
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</tbody>
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Under this scheme the Department is managing the Winter Sports project through the Indian Institute of Sking and Mountaineering at Gulmarg. This project was started by the Department in 1986. A number of components of the Project such as construction of the road between Tangmarg and Gulmarg, provision of chair lift, ski lift, snow clearing equipment, have been completed. The three components relating (i) The Construction of ropeway (ii) Indian Institute Building and (iii) India Tourism Development Corporation Hotel will come up in the Seventh Plan. The Institute building is estimated to cost Rs. 175 lakhs and India Tourism Development Corporation hotel Rs. 100.00 lakhs.

In addition, the Department will also be providing financial assistance for constructing Ski courses at Auli, Joshimath (U.P.) and Narkanda and Manali (H.P.) In Auli, the Department has also agreed to provide construction of cottages (20 persons) and a restaurant. An amount of Rs. 10 lakhs has been earmarked for New Schemes under this head.

**Interest Differential Subsidy and Agency Commission**: Rs. 13.20 lakhs.

Under this scheme interest subsidy is given to IFCI on loans advanced by them for hotel construction. This subsidy is available on loans to 4-5 Star hotels @ 1 per cent.
The present subsidy on hotel loan is not considered adequate as this is available only to 4-5 Star hotels and that too on loans through IFCI and not loan through other Financial Institutions. The Working Group on hotels set up for the formulation of Seventh Plan anticipated that 29,000 additional rooms would be required during the Seventh Plan to meet the target of 2.5 million tourists arrivals by 1990. It is therefore necessary to ensure that there is appropriate expansion of hotels. While there is great need for budget class accommodation, the construction of 4-5 star hotels cannot be over-emphasised. It is necessary to have a proper mix of various types of accommodation required by tourists. If a foreign tourist wants to stay in a 4-5 star hotel, we should be able to provide appropriate accommodation in this category particularly considering that the affluent class of foreign tourists spend almost 3 times in foreign exchange than the budget tourists. From foreign exchange point of view also, it is necessary to keep on helping this category of accommodation even though at a lesser scale than for the economy class hotels.

The High Power Committee appointed under the Chairmanship of secretary (T & C A) also appreciated the need to give a further boost to budget accommodation. The Committee is of the opinion that budget accommodation should be given an interest subsidy up to 5 per cent. Considering all these factors,
it is proposed to give interest subsidy to various categories of hotels on the following Slab Basis:

1) For 4-5 star hotels up to a loan ceiling of Rs. 5 crores interest subsidy @ 1 per cent.

2) For 3-Star Hotels with traffic up to Rs. 350 per day at 1986 price level the interest subsidy up to a ceiling of Rs. 1.5 crores @ 2 per cent.

3) For 2-Star Hotels with a tariff of Rs. 250 per day at 1986 rate the ceiling of loan would be Rs. 100 lakhs with interest subsidy @ 3 per cent.

4) For 1-Star Hotels and other categories with tariff of Rs. 200 per day at 1986 rates the ceiling of loan would be 100 lakhs with interest subsidy @ 4 per cent.

Further, an additional interest subsidy of 1 per cent would be admissible to all these hotels but would be linked to the prompt and timely repayment of loan instalments.

The above rates of interest subsidy are considered essential to boost an appropriate mix of all categories of accommodation keeping in view the expanded requirement of hotels beds to meet our target of tourist arrivals. The planning Commission has agreed in principles. This is only an extension of the scheme already in force. The subsidy would be available for loan disbursed after 1-4 1987 whether for new construction or substantial expansion or for renovation.

Construction of Economy Class Hotels Jointly with State Government - Rs. 70.00 lakhs.

Hotel accommodation is a very important segment of travel industry and an essential component for the growth
of tourism. Keeping in view the target of 2.5 million tourist by 1990, it is necessary to augment appropriate type of accommodation in the country. The sub-group on Hotels accommodation had projected the need for 29,000 additional rooms by 1990. This requirement, estimates a rate of growth @ 9.8 per cent per annum on the base year of 1983. The factor has been taken its account to work out the number of hotels required at each place of tourist interest after taking into consideration the following factors:

a) Actual number of international tourists visiting that place during the given period;

b) Average length of stay of international tourists in that place;

c) Ratio of domestic tourists to international tourists visiting the place;

d) Double occupancy ratio; and

e) Room occupancy ratio desired by the hotels in that place.

This scheme forms part of the Seventh Plan as well as the Annual Plan Document submitted to the Planning Commission. The Department is already in touch with the State Government for identification of locations of such hotels. A provision of Rs. 70 lakhs has been made in the Annual Plan (1987-88) for this purpose.
CONCLUSION

Tourism has become a global phenomenon in the last 40 years. Its performance has been quite impressive. 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 1984 there were about 12,10,752 lakhs world travellers who spent about Rs. 8,920 millions. In India alone about 6 million people are carried daily by the railways within the country. According to the projection made by India Tourism Development Corporation, the tourist arrivals in India during 1984 and 1985 were 12,28,000 and 14,30,000 respectively. It is felt that by 2000 A.D., the corporation expects 50 lakhs tourists and foreign exchange earning amounting to Rs. 10.00 crores. The estimated tourist arrivals from 1985-90 projected by Institute of Economic & Market Research further reveals that India's share in world tourism has been rising from 0.35 % in 1985 to 0.46 % in 1990. This rising trend both in terms of tourist and foreign exchange earning would help correct our adverse trade balances, regional imbalances and create employment opportunities and give a direct stimulus to the socio-economic development of backward areas of the country.

The author has further analysed the growth of tourism by interpretation of datas and has drawn conclusion that if the schemes and programmes as projected under the Seventh Plan are earnestly and judiciously executed with all sincerity and devotion, the promotion of tourism is bound to accelerate at higher growth rate. This can help put the tourism industry back on the path of economic recovery and development and go a long way in bringing down the poverty ratio to 26 % by 1990 from 37 per cent during 1984-85.

The study reveals that there are unlimited potentials for tourism development in India. It is high time to explore these vast resources through well planned, well-defined and fully integrated national programmes of investment in tourism. The rational of growth of tourism may be judged from the following facts.

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

ii) It brings about socio-economic benefits to the community and the state provides employment opportunities, generate income and other revenues for itself.

iii) It affords a direction and opportunity to the youth of the country both through international and domestic tourism to understand the aspirations and viewpoints of others and thus to bring about a greater national integration and cohesion.

iv) It also offers opportunities to the youths of the country not only for employment but also for taking up activities of nation building character like
sports and adventure. The Asian Games, International matches like Badminton, Hockey and Cricket. Athletic meet, Festivals, cultural shows and International Trade Fairs are some of the examples.

Further, the growth and development of tourism is not solely the responsibility of the government alone. It is a joint endeavour of all the agencies vitally concerned with its development at central and state level of public sector undertakings and the private sector viz., the airlines, the railway and the tele-communication systems, municipal and local bodies, and educational and cultural organisations. These combined efforts will be directed in achieving a comprehensive, well-rounded and integrated development enabling tourism to make a positive contribution to the economic growth of the country.

It is, therefore, recommended that increasing attention should be paid to enlarge the base of regional tourism i.e., the 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 attempt to play its role in bringing about greater understanding among the countries of the region and consciousness of the oneness of the region. Thus, in order to maximise the benefits of tourism it will be necessary to have a selected approach for determining investment priorities, rather than spread the resources and thereby dilute the impact of future tourism. Priority will be given to schemes which yield good
economic returns and generate social benefits.

To sum up, India has a long tradition of social and cultural Values and possesses a spiritual quality that has come down unbroken from time immemorial. The cultural, social and economic benefits of tourism should give a new ethos and value to tourist industry.

Hence in India, impartial and realistic studies are required so that the country's natural tourism assets could be deployed for economic and financial gains in a big way. This should be taken as a pre-requisite to the Government's decisions on policy for development of its tourist industry. The long term potential appeal of India's natural tourism assets should be evaluated in relation to the appeal of similar assets in future competing countries. The country's overall tourism policy should be based on selected targets which are realistically attainable and will produce maximum socio-economic benefits over the longest period of years. It is, therefore, our earnest desire that India being a tourist destination area should enjoy political stability so that an image of peaceful co-existence may be maintained in the tourist markets. It is essentially felt that the tourism industry of India should acquire the status of an export oriented industry. It is in this context that an effort has been to analyse and examine the hurdles that stand in the way of growth and promotion of tourism in India. It is highly the less developed and the unwieldy tourist infrastructure which has retarded the growth of tourism in India. Therefore, this forms the subject matter of the subsequent Chapter entitled "Economic Aspect of Tourist Infrastructure".