CHAPTER 1
INTRODUCTION

Tourism has become the largest industry in the world in terms of earnings and is also the largest employer of people. That is of course that tourism is considered and classified as an industry. Total revenue directly attributable to tourism, including travel and purchases by tourists is estimated at US $3,300 billion. It constitutes over 13 per cent of the global GDP. What is more, global travel and tourism revenue is expected to increase to $6.3 trillion in the next decade. This industry provides direct employment to 262 million people, who constitute 10.5 per cent of the global workforce. These numbers are expected to grow to 383 million by the year 2007. Tourism also accounts for 8 percent of the World’s exports making it the largest internationally traded product or service. These statistics may appear to be incredible but are true. They also reflect the level of prosperity the world has reached where leisure has become a key priority.

Man made attractions and historical sites are also frequently visited by the people. So, the ruined historical sites are renovated and rectify to increase the inflow of foreign tourists in India. India is observing high inflow of tourists every year that is in the tune of five – six millions. Now a day, tourism industry is seen as great source of national income. So, naturally rich countries are renovating the attraction sites to attract high volume of tourists. Even the countries are artificially creating tourist attraction sites and adventure to allure tourists. In this race, India is a step ahead and the credit goes to motherly nature that has blessed India with all her forms, the artisans of the past who designed beautiful monuments and last but not least the positive initiatives of tourist department of India.

Blessed with diverse tourism options, India is successful in attracting high volume of tourists from the global markets. India is also trying to lower down the traveling
and accommodation costs to attract more and more tourists. It is a common conception that India has high prices destinations as compared to the destinations of South and South-East Asia. Therefore, the costs of transportation and accommodations are made viable to insure Cheap India travel and attract them in higher counting. Seeing the price a limiting factor in future growth of India travel tours, it is looking for revival now. So, government and private players in the industry are looking for collaboration to accelerate the pace of growth. They can work in collaboration to boost tourism. The archeological survey of India is renovating the ruined historical sites and private players are promoting the attractions to draw the attractions of tourists.

Both government organization like IRCTC and private players are providing India travel tourism packages at genuine prices to let the tourists explore the popular attractions of India. Palace on Wheels is a luxury train that let the tourists explore popular attractions of Rajasthan, Delhi and Agra. This is very innovative initiative of government to promote tourism.

With the growing recognition of tourism as a source of employment-generating growth in the country, improved understanding of what tourism is its role in the economy and its relationship to other parts of the economy is important. The Tourism Satellite Account (TSA) is a new framework recently adopted by the United Nations Statistical Commission that provides an important platform towards forging improved understanding of the structure and role of tourism in the economy. Estimates using the TSA framework have the advantage of being credible, with the methodology now widely accepted, and internationally comparable.

According to the WTO, tourism demand represents "expenditure made by, or on behalf of, the visitor before, during and after the trip and which expenditure is related to that trip and which trip is undertaken outside the usual environment".
Tourism demand, thus, includes expenditures made not just by the visitor but also those that might be made on his or her behalf. It also includes expenditures incurred not just during the trip but also those incurred before and after (as long as they are related to the trip). This conceptualization and the basic principles of SNA are helpful in approaching some conceptually ambiguous areas such as treatment of consumer durables, purchase of capital goods during the trip, second homes and gross fixed capital formation in tourism industries.

Another significant aspect of the definition relates to the fact that a visitor is defined by being outside his or her “usual environment”. Usual environment poses some concerns about its precise meaning but is central to capturing what is or is not tourism.

This would be particularly relevant in case of “same-day” visitors. The notion of “tourism” is aimed at covering elements of human activity that are different from the routine in life. It is thus important that information collected from demand side attempt to clarify to the extent possible what “usual environment” means so that respondents can understand the purpose of the questions being asked.

People in general now view tourism as a way of life rather than a luxury item reserved for the affluent and the elite. Tourism has emerged as the largest service industry globally in terms of gross revenue as well as foreign exchange earnings. The present annual global income from tourism (international and domestic) is nearly US$13 trillion, an amount more than the GNP of all countries except the United States.

According to the World Tourism Organisation (WTO), the number of international travelers has risen to more than 500 million per annum, which means that one out of every ten inhabitants of this planet is a tourist. With rapid developments in the field
of transport and communications, the global tourism industry is likely to double in the next decade.

WTO forecasts that there will be one billion tourists in the year 2011 and that by 2020, international arrivals will reach 1.6 billion nearly three times the number of international trips made in 2006 which was 592 million.

The 21st century will see a higher percentage of the total population travelling, especially in developing countries, and people will be going on holidays more often, sometimes two, three or four times a year. Travelers of the 21st will also be going farther and farther. The “Tourism 2020 vision” forecast predicts that by 2020 one out of every three trips will be long haul journeys to other regions of the world. Long-haul travel is expected to increase from 24% of all international tourism in 1995 to 35% of all international traffic arrivals by the year 2020.

Tourism is the industry of industries and has a great multiplier effect on other industries. Tourism serves as an effective medium for transfer of wealth because here income earned in places of “residence” is spent in place “visit”. It is the highest generator of employment.

A total of 212 million persons are now being employed globally through direct and indirect opportunities generated by this industry. This means that out of every nine persons, one person earns a living from tourism. For every million rupees of investment 13 jobs are created in manufacturing industries, 45 jobs in agriculture and 89 jobs in hotels and restaurants. Tourism is therefore considered to be an important area for intensive development for all governments. As the fastest growing foreign exchange earner, especially in developed countries, it is being given priority attention.
Tourist Destinations

Tourist’s destinations that attract the tourists are available over the entire world but according to a recent estimate of World Tourism Organization, the rank wise market share of the top 16 countries is depicted in table 1.1 below.

Table 1.1
Estimated Market Share of Various Tourist Destinations

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Estimated World Market Share</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>France</td>
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</tr>
<tr>
<td>2.</td>
<td>Spain</td>
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</tr>
<tr>
<td>3.</td>
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<td>7.1</td>
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<td>4.</td>
<td>Italy</td>
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<td>5.</td>
<td>China</td>
<td>3.8</td>
</tr>
<tr>
<td>6.</td>
<td>UK</td>
<td>3.9</td>
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<td>7.</td>
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<td>8.</td>
<td>Canada</td>
<td>2.9</td>
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<tr>
<td>9.</td>
<td>Poland</td>
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<tr>
<td>10.</td>
<td>Austria</td>
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<td>11.</td>
<td>Germany</td>
<td>2.5</td>
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<tr>
<td>12.</td>
<td>Russian Federation</td>
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</tr>
<tr>
<td>13.</td>
<td>Czech Republic</td>
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<td>14.</td>
<td>Hungary</td>
<td>2.3</td>
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<tr>
<td>16.</td>
<td>India</td>
<td>0.38</td>
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</table>

Source: World Tourism Organization.
From table 1.1 it is observed that most of the countries which have a significant market for World Tourism are industrially advanced countries with modern transport technology especially in the field of aviation. This has brought about a completely new meaning to tourism. From this table, it can further be noted India’s world share in tourism is merely 0.38%, which is very insignificant taking into consideration its waste water sources, pacific resorts and other places of scenic beauty.

The most significant advantage which international tourism has for many countries, especially for the developing countries, is the lure of foreign exchange. For a significant number of developing countries, international tourism has become a major source of foreign exchange earnings. This has resulted in an increased attention of these countries for the development of tourism.

**India Tourism Statistics**

The following tables 1.2, 1.3 and 1.4 depict the number of foreign tourists visiting India, percentage change and composition of tourists.

**Table 1.2**

<table>
<thead>
<tr>
<th>Month</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
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</table>

Source: Ministry of Tourism, Govt of India.
Table 1.3

Percentage Changes in Foreign Tourists Arrival

<table>
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<tr>
<th>Year</th>
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<tr>
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<td>5.0</td>
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<td>9.6</td>
<td>11.9</td>
<td>-</td>
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<td>11.1</td>
<td>18.3</td>
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<td>15.8</td>
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<td>October</td>
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<td>22.11</td>
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<td>7.0</td>
<td>12.5</td>
<td>12.6</td>
<td>-</td>
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<tr>
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<td>32.6</td>
<td>7.8</td>
<td>4.4</td>
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<td></td>
<td>December</td>
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<td>-</td>
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<tr>
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<td>13.2</td>
<td>13.5</td>
<td>11.9</td>
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</table>

Source: Ministry of Tourism, Govt of India.
Table 1.4
Composition of International Tourists Arrivals to India

<table>
<thead>
<tr>
<th>Year</th>
<th>2001</th>
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<th>2005</th>
<th>2006</th>
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<td>156808</td>
</tr>
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<td>49895</td>
<td>705407</td>
</tr>
</tbody>
</table>

Source: Ministry of Tourism, Govt of India.
Facts to know

Tourists inflow from Australia
In the last three years the tourist arrivals from Australia to India have almost doubled to a record figure of 1,00,000. However India aims to double tourist inflow from Australia to two lakh in the next three years.

Tourists inflow from Britain
Every year about 3000,000 tourists from Britain visit India for both business as well as leisure.

Tourists to India spend more.
Tourists to India spent $372 on their visa cards in the year of 2005. This is a 25% rise from the year 2004 thereby, making India the fastest growing Asia-Pacific market for the International tourist spending. According to the World Travel and Tourism Council, the Indian tourism demand will grow at an annual 8.8% over the next ten years, fuelled by higher incomes and lower air fares.

Earnings on Tourism
In 2005 India earned US $6.9 billion from inbound foreign tourists, which is more than twice the US $3.1 billion earned during the year 2002. According to the latest balance of payments figures released by the Reserve Bank Of India, 2005 was the year of fastest growth in forex inflows from foreign travel, during which inflows went up 36%.

Leading Tourist destination
With nearly 140 three and two star hotels, Kerala has turned into a major hot spot for Foreign tourists. However Tamil Nadu holds the second position in attracting foreign tourists.
Mode of transport
Air continued to be the predominant mode of travel for the tourists coming to India. However arrivals by sea were negligible.

Age- Group factor
An average foreign tourist is between age group of 20-40 years.

Best time for tourists arrivals
October to February is considered to be the peak season for travel by foreigners for business as well as leisure purposes.

Employment generated by tourism in India
Tourism Industry provides employment to about 2 crores of people in India.

Recent Developments
There has been an upmarket trend in the tourism over the last few decades, especially in Europe where international travel for short breaks is common. Tourists have higher levels of disposable income and greater leisure time and they are also better-educated and have more sophisticated tastes. There is now a demand for a better quality products, which has resulted in a fragmenting of the mass market for beach vacations; people want more specialised versions, such as Club 18-30, quieter resorts, family-oriented holidays, or niche market-targeted destination hotels. As well, people are likely to take more than one short break holiday each year.

The developments in technology and transport infrastructure, such as Jumbo jets and low-cost airlines, have made many types of tourism more affordable. There have also been changes in lifestyle, such as retiree-age people who sustain year round tourism. This is facilitated by internet purchasing of tourism products. Some sites have now started to offer dynamic packaging, in which an inclusive price is quoted for a tailor-made package requested by the customer upon impulse.
There have been a few setbacks in tourism, such as the September 11, 2001 attacks and terrorist threats to tourist destinations such as Bali and European cities. Some of the tourist destinations, including the beach resorts of Cancún have lost popularity due to shifting tastes. In this context, the excessive building and environmental destruction often associated with traditional "sun and beach" tourism may contribute to a destination's saturation and subsequent decline. Spain's Costa Brava, a popular 1960s and 1970s beach location is now facing a crisis in its tourist industry. On December 26, 2004 a tsunami, caused by the 2004 Indian Ocean earthquake hit Asian countries bordering the Indian Ocean, and also the Maldives. Tens of thousands of lives were lost, and many tourists died. This, together with the vast clean-up operation in place, has stopped or severely hampered tourism to the area.

The terms tourism and travel are sometimes used interchangeably. In this context travel has a similar definition to tourism, but implies a more purposeful journey. The terms tourism and tourist are sometimes used pejoratively, to imply a shallow interest in the cultures or locations visited by tourists.

**Growth**

The World Tourism Organization (UNWTO) forecasts that international tourism will continue growing at the average annual rate of 4%. By 2020 Europe will remain the most popular destination, but its share will drop from 60% in 1995 to 46%. Long-haul will grow slightly faster than intraregional travel and by 2020 its share will increase from 18% in 1995 to 24%.

With the advent of e-commerce, tourism products have become one of the most traded items on the internet. Tourism products and services have been made available through intermediaries, although tourism providers (hotels, airlines, etc.) can sell their services directly. This has put pressure on intermediaries from both online and traditional shops.
The total tourist arrivals by region shows that by 2020 the top three receiving regions will be Europe (717 million tourists), East Asia and the Pacific (397 million) and Americas (282 million), followed by Africa, the Middle East and South Asia.

East Asia and the Pacific, South Asia, the Middle East and Africa are forecasted to record growth at rates of over 5 percent per year, compared to the world average of 4.1 per cent. The more mature regions Europe and Americas are anticipated to show lower than average growth rates. Europe will maintain the highest share of world arrivals, although there will be a decline from 60 per cent in 1995 to 46 per cent in 2020.

**Historical Background and Conceptual Framework of Tourism**

According to Smith (1977), a tourist can be classified into seven categories:

(i) **Explorer** – very limited in number. These tourists are looking for discovery and involvement with local people.

(ii) **Elite** – people who favour special, individually tailored trips to exotic places.

(iii) **Offbeat** – Such travellers are filled with a desire to get away from the usual humdrum life.

(iv) **Unusual** – Visitors who look forward to trips with peculiar objectives such as physical danger or isolation.

(v) **Incipient mass** – a steady flow, travelling alone or in small organised groups using some shared services.

(vi) **Mass** – the general packaged tour market, leading to tourist enclaves abroad.

(vii) **Charter** – mass travel to relaxation destinations, which incorporate many standardised, developed world facilities.
Cohen (1991) has suggested a typology to describe what tourism means to different people. They may be:

(i) Recreational – one of the commonest forms; objective of travel here is to relieve the tensions and strains of work; involves no deeper significance.

(ii) Diversionary – when the visit is a true escape from the boredom and routine of home life.

(iii) Experiential – the tourist here is a modern pilgrim looking for authenticity in the life of other societies because he has seemingly lost in his own.

(iv) Experimental where the tourist wants to experiment with lifestyles other than his own.

(v) Existential – the tourist who actually acquires a new spiritual centre as a result of the travel experience.

Jha S.M. (1994) suggests that a plan for tourism can only served its desired goal. The main target to such a plan would be to arrive at an optimum harmonisation of the inter-relations between the two places of market while avoiding the creation of serious economic, social and territorial imbalances. The key steps in the planning are assessment of tourist demand and paving ways for an optimal supply.

All the above studies have covered up the various factors of tourism industry in one way or the other but none of these studies has comprehensively undertaken the tourism prospects for Punjab and the marketing strategies for its upliftment and proper marketing. So, therefore, the researcher endeavours to undertake a comprehensive study entitled, “Tourism-Prospects and Marketing Strategies for Punjab.”

According to a study conducted by National Committee on Tourism (1988), in terms of economic significance the average per capita expense of the West Asia
tourist for exceeded the rest. The other nationalities whose average expenditure (excluding international air fare) is greater than the average are United Kingdom, Japan, United States and Canada. Of these, the Japanese tourist stayed for a shorter duration but spent much higher for everyday of stay in the country.

Man since antiquity, has been an inveterate traveler. Only the motivation for travel has changed. In ancient times the main motivation was trade, pilgrimage and conquest. It is often realized how extensive the contacts among peoples were several years ago. For instance, there was considerable interchange of ideas and knowledge between Indian and West Asia and the Greco-Roman civilization, which was further strengthened by Alexander’s conquest of the north western part of the Indian subcontinent. 5

The tradition of the grand tour which was started in the 17th century by the aristocracy of Europe was more firmly established in the 18th and 19th centuries by the emergence of affluent mercantile class. The First World War had kept the people cabined and confined for four years. As a recreation there was an outburst of travel in the inter-war years. This was the beginning of travel for pleasure and of the transformation of travel into tourism.

After the Second World War, Europe lay in ruins. The Marshall Plan which was introduced by the United States for the revival of the economics of European countries made tourism one of its planks. This made the governments start assuming responsibility for the promotion of tourism considering the international character of tourism. The post war years also saw the emergence of a number of international organizations concerned with travel and tourism. Among them was the International Union of Official Travel Organization (IUOTO), now an international agency called the World Tourism Organization (WTO), the International Air Transport Association (IATA), and the Pacific Area Travel Association (PATA). India was among the first
developing countries to become a member of IUOTO in 1951 and Air India joined IATA about the same time.\textsuperscript{6}

Apparently the government of India also took note of the new phenomenon of tourism and its economic implications. It appointed a committee 1946 under the chairmanship of Sir John Sergeant, secretary, Department of Education, to advise the government on the promotion and development of tourism. In pursuance of some of its recommendations the government set up a small tourist branch in the Ministry of Transport and in 1951 established four field tourist offices in Bombay, Calcutta, Delhi and Madras. In 1955, the estimates committee of parliament recommended the setting up of a separate Department of Tourism which was established in March, 1957.

In order to associate the state government, the national carriers and the travel industry with the development of tourism an apex body called the Tourism Development Council was set up in 1958.\textsuperscript{7}

In 1947, the private sector consisted of a number of hotels and travel agencies mainly owned and operate by foreign interests. In the last 50 years the Indian travel industry has shown remarkable enterprise.

At present there are 365 government approved hotels with 22,300 hotel rooms and 87 travel agencies with nearly 120 sales outlets. Ironically, while there was much less travel before 1914 there were also less of the cumbersome formalities that we now encounter at the frontiers.

**Meaning and Concept of Tourism**

The concept of tourism as a phenomenon involves the movement of people within their own country or across the national borders. The anatomy of the phenomenon reveals that it is basically composed of three elements, namely, man. (The human element as the author of the act of tourism space the temporal is necessarily covered
by the act itself), and time (the temporal element which is consumed by the trip itself and the stay at the destination). 8

The concept of travel generally denotes the movement of people. It is common practice to use the words “travel and tourism either singly or in combination to describe three types of concepts,

a. The movement of people
b. A sector of economy or an industry and
c. A broad system of interacting relationship of people, their needs to travel outside their communities, and services which attempt to respond their needs”. 9

In a general way tourism can be defined as the temporary movement of people to destinations away from their usual or normal habitat, the activities entered upon during their stay in those destinations and the facilities developed to provide for their requirements/needs. 10

The concept of tourism found expression however, in a more technical definition of the Swiss professor Hunzider and Krapt in the year 1942. They stated, “Tourism is the totality of the relationship and phenomenon arising from the travel and stay of strangers” Provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity. 11 This definition was subsequently adopted by the International Association of Scientific Experts in Tourism (AISET).

In this way tourism is defined as comprising the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure business and other purposes.
Tourism as we understand the term today is of relatively modern origin. It is distinguishable by its mass character from the travel undertaken in the past. The mass movement of people annually from their home location to another country for temporary stay or a few days or weeks is growth very largely of recent origin. Tourism is sensitive to world economic and political conditions.

International Tourism can occur on a large scale where the great majority of people enjoy some prosperity and security.\textsuperscript{15}

Tourism is therefore a composite phenomenon which embraces the incidence of a mobile population of travelers who one strangers to the places they visit. It is essentially a pleasure activity in which money earned in one’s normal domicile is spent in the place visited. The increasing importance of the quantitative aspects of tourism for marketing decisions has led to various attempts by experts in the field to arrive at an internationally accepted definition of the terms tourism as the basis unit of measurement for tourism statistics.

The World Tourist arrivals throughout the world, it estimated that in the year 1991 international tourist arrival would approach the figure of 450 million or an increase of 5% over 1990.\textsuperscript{16}

International tourism rose to 500 million arrivals in 1993, despite a world economic recession. International tourism receipt rose to US$ 304 billion. These receipts represented 8% of total merchandise exports and 30% of exports of services. According to WTO forecasts world tourist arrivals will increase by 3.8% a year taking the 1990, as a whole, and slightly above 3.5% a year in the first decade of the 21st century. According to World Tourism Organization (WTO) forecast of trends of the year 2000 and beyond there will be close to 650 million international tourist arrivals by the turn of century. In 1960, over 96% of would arrivals were in Europe and the
Americans in 1993 the figure was still very high at about 80%. Second, most tourism has been concentrated within the immediate regions of the developed countries. International tourism is still the major driving force in tourism growth.

Five Types of Tourism

Ethnic Tourism, Cultural Tourism, Historical Tourism, Environmental Tourism, Recreational Tourism. 17

Forms of Tourism

1. Domestic Tourism
2. International Tourism
3. Intra-regional and Inter-regional Tourism
4. Holiday Tourism
5. Business Travel
6. Meeting Conventions and Conferences
7. Incentive Travels
8. Common-Interest Tourism

Other Forms of Tourism

a. Individual Tourism
b. Mass Tourism
c. Popular Tourism
d. Social Tourism
e. Youth Tourism18
Levels of Tourism

1. The First level: Includes the role of government in terms of tourism and planning and the establishment of the framework within which the sector must operate.

2. The Second Level: Covers the frontline organizations concerned with tourism development and operations.

3. The Third Level: Includes the whole range of ancillary support services and organizations, which are in both the public and private sectors.  

The Elements of Tourism

In addition to three basic components of tourism namely, transport, locale and accommodation, there are certain elements or ingredients of tourism. These elements which are the fundamental attractions of tourism re: Pleasing weather, Scenic attractions, Historical and cultural factors, Accessibility, accommodation.

Sustainable Tourism

The glamorous image of tourism has thus, slowly being losing its leisure but in many respects. General perceptions of tourism are quite misplaced. This has urged the discerning observers to pin point further development.

And, if tourism continues to grow un-interruptedly, the associated questions relating to economic, socio-cultural and environment impacts will become all the more pressing. The immediate challenge to the nations in this era of global travel is to retain their own identify and yet adopt modernism. Environmental issue is probably the most burning issue in this context today. In fact, it is not tourism per se that destroy the environment it is poor tourism planning and ineffective management that does it managed efficiently and effectively tourism can definitely be far less destructive than the non-tourism industries while being no less earning.
Eco-Tourism

Eco-tourism has been known as a form of nature based tourism but it has also been studies as a sustain development tool by the Non-Government Organizations (NGOs) development experts and academics since 1990. It is important to stress that all tourism activities, be they geared to holidays, business conferences, congresses or fairs, health, adventure, or eco-tourism, should aim to be sustainable. Eco-tourism is small but rapidly growing industry, a niche market that is governed by market forces and regulations. From a functional point of view eco-tourism is mostly individual or small scale tourism (tour groups up to 25, and hotels with fewer than 100 beds) that is operated by small and medium sized companies in natural areas. If handled properly, ecotourism can be a valuable tool for financing the protection of ecologically sensitive areas and the socio-economic development of populations living in or close to them.

Ecotourism, also known as ecological tourism, is responsible travel to fragile, pristine, and usually protected areas that strives to be low impact and (often) small scale. It helps educate the traveler; provides funds for conservation; directly benefits the economic development and political empowerment of local communities; and fosters respect for different cultures and for human rights.

Pro-poor Tourism

The pro poor tourism has to help the very poorest in developing countries has been receiving increasing attention by those involved in development and the issue has been addressed either through small scale projects in local communities and by Ministries of Tourism attempting to attract huge numbers of tourists. Research by the Overseas Development Institute suggests that neither is the best way to encourage tourists' money to reach the poorest as only 25% or less (far less in some cases) ever reaches the poor; successful examples of money reaching the poor include mountain climbing in Tanzania or cultural tourism in Luang Prabang, Laos.
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Recession Tourism

Recession tourism is a travel trend, which evolved by way of the world economic crisis. Identified by American entrepreneur Matt Landau, recession tourism is defined by low-cost, high-value experiences taking place of once-popular generic retreats. Various recession tourism hotspots have seen business boom during the recession thanks to comparatively low costs of living and a slow world job market suggesting travelers are elongating trips where their money travels further.

Medical Tourism

When there is a significant price difference between countries for a given medical procedure, particularly in Southeast Asia, India, Eastern Europe and where there are different regulatory regimes, in relation to particular medical procedures (e.g. dentistry), traveling to take advantage of the price or regulatory differences is often referred to as "medical tourism".

Educational Tourism

Educational tourism developed, because of the growing popularity of teaching and learning of knowledge and the enhancing of technical competency outside of the classroom environment. In educational tourism, the main focus of the tour or leisure activity includes visiting another country to learn about the culture, such as in Student Exchange Programs and Study Tours, or to work and apply skills learned inside the classroom in a different environment, such as in the International Practicum Training Program.

Creative Tourism

Creative tourism has existed as a form of cultural tourism, since the early beginnings of tourism itself. Its European roots date back to the time of the Grand Tour, which saw the sons of aristocratic families traveling for the purpose of mostly interactive,
educational experiences. More recently, creative tourism has been given its own name by Crispin Raymond and Greg Richards, who as members of the Association for Tourism and Leisure Education (ATLAS), have directed a number of projects for the European Commission, including cultural and crafts tourism, known as sustainable tourism. They have defined "creative tourism" as tourism related to the active participation of travelers in the culture of the host community, through interactive workshops and informal learning experiences.

Meanwhile, the concept of creative tourism has been picked up by high-profile organizations such as UNESCO, who through the Creative Cities Network, have endorsed creative tourism as an engaged, authentic experience that promotes an active understanding of the specific cultural features of a place.

More recently, creative tourism has gained popularity as a form of cultural tourism, drawing on active participation by travelers in the culture of the host communities they visit. Several countries offer examples of this type of tourism development, including the United Kingdom, the Bahamas, Jamaica, Spain, Italy and New Zealand.

Dark Tourism

One emerging area of special interest has been identified by Lennon and Foley (2000) as "dark" tourism. This type of tourism involves visits to "dark" sites, such as battlegrounds, scenes of horrific crimes or acts of genocide, for example: concentration camps. Dark tourism remains a small niche market, driven by varied motivations, such as mourning, remembrance, education, macabre curiosity or even entertainment. Its early origins are rooted in fairgrounds and medieval fairs.

Doom Tourism

Also known as "Tourism of Doom," or "Last Chance Tourism" this emerging trend involves traveling to places that are environmentally or otherwise threatened (the ice
caps of Mount Kilimanjaro, the melting glaciers of Patagonia, The coral of the Great Barrier Reef) before it is too late. Identified by travel trade magazine Travel Age West editor-in-chief Kenneth Shapiro in 2007 and later explored in The New York Times, this type of tourism is believed to be on the rise.

Some see the trend as related to sustainable tourism or ecotourism due to the fact that a number of these tourist destinations are considered threatened by environmental factors such as global warming, over population or climate change. Others worry that travel to many of these threatened locations increases an individual’s carbon footprint and only hastens problems threatened locations are already facing.

Winter Tourism

Although it is acknowledged that the Swiss were not the inventors of skiing it is well documented that St. Moritz, Graubünden, became the cradle of the developing winter tourism: Since that year of 1865 in St. Moritz, many daring hotel managers choose to risk opening their hotels in winter but it was only in the seventies of the 20th century when winter tourism took over the lead from summer tourism in many of the Swiss ski resorts. Even in winter, portions of up to one third of all guests (depending on the location) consist of non-skiers.

Major ski resorts are located mostly in the various European countries (e.g. Andorra, Austria, Bulgaria, Czech Republic, France, Germany, Iceland, Italy, Norway, Poland, Serbia, Sweden, Slovenia, Spain, Switzerland), Canada, the United States (e.g. Colorado, California, Utah, New York, New Jersey, Michigan, Montana, Vermont, New England) New Zealand, Japan, South Korea, Chile, Argentina, Kenya and Tanzania.

Growth of Tourism in Asia

Furthermore, despite economically and politically induced setbacks threats of terrorism from a variety of global hot spots, recession in Europe, and economic
upheaval in Japan, and the once Communist Eastern Block, the future of tourism is brighter than ever.

Expectations for growth of tourism are 6.1 percent, 23 percent faster than the world economy. Travel and Tourism will create 144 million jobs worldwide between now and the year 2005 (112 million in the fast growing Asia pacific.) “In the 21st century” says Geoffrey Lipman, President of the world Travel and Tourism Council, “there will be a surge of Asian travelers in markets around the world, and Asian countries will be the premium destinations.”

If tourism is such a major contributor to the world’s economic well being, then the question arises, why has tourism received so little attention from domestic policy makers and crafters of international trade agreements?

Tourism a Multi-component Industry

There is no obvious answer. One explanation is that tourism is a multi-component industry, many parts of which are inextricably linked to other economic sectors such as airlines to transportation; souvenir shops, concession stands and restaurants to retail or service; hotels and other accommodation to commercial development.

“Broadening the Mind.” A survey of the World Travel and Tourism published in the “Economist” offers the following rationale. The size of the travel and tourism business is difficult to comprehend for at least three reasons. First there is no accepted definition of what constitutes the industry, any definition of what runs the risk of either overstating or understating economic activity. Second, tourism is a business; many of whose activities (like tour guides and souvenir sales people) and much of whose income (tips) are well suited to practitioners of the underground economy. In countries with foreign exchange controls (which are always evaded) every official figure on expenditure will be wrong. Third, international travel is bedeviled by astounding differences in the data of different countries. While efforts
are underway to bring uniformity to data connection and analysis worldwide, it will likely to be sometime before a consensus is reached and the scope and impact of the tourism industry. However, at least two organizations are dedicated to the task of giving travel and tourism its due as the world’s largest industry.

The Brussel based World Travel and Tourism Council (WTTC) is a coalition of 65 Chief executive officers from all sectors of the industry. Its goal as stated in WTTC reports is “to convince governments of the enormous contribution of travel and tourism to national and world economic development, to promote expansion of travel and tourism markets in harmony with environment and to eliminate barriers to growth of the industry.”

The World Tourism Organization (WTO), on the other hand, is an agency of the United Nations Development Programme, WTO’s membership comprises 113 of the world’s government and boasts over 170 affiliate members from the travel and tourism industry. It is the only inter governmental organization open to the operating sector. Its mission is the promotion and development of travel and tourism as a means of stimulating business and economic development, and forecasting peace and understanding between nations.

World Tourism Scenario

People in general now view tourism as a way of life rather than a luxury item reserved for the affluent and the elite. Tourism has emerged as the largest service industry globally in terms of gross revenue as well as foreign exchange earnings. The present annual global income from tourism (international and domestic) is nearly US$13 trillion, an amount more than the GNP of all countries except the United States.

According to the World Tourism Organisation (WTO), the number of international travellers has risen to more than 500 million per annum, which means that one out of
every ten inhabitants of this planet is a tourist. With rapid developments in the field of transport and communications, the global tourism industry is likely to double in the next decade.

WTO forecasts that there will be 702 million international arrivals in the year 2000, that arrivals will top one billion in the year 2010 and that by 2020, international arrivals will reach 1.6 billion nearly three times the number of international trips made in 1996 which was 592 million.

The 21st century will see a higher percentage of the total population travelling, especially in developing countries, and people will be going on holidays more often, sometimes two, three or four times a year. Travelers of the 21st will also be going farther and farther. The “Tourism 2020 vision” forecast predicts that by 2020 one out of every three trips will be long haul journeys to other regions of the world. Long-haul travel is expected to increase from 24% of all international tourism in 1995 to 35% of all international traffic arrivals by the year 2020.

Tourism is the industry of industries and has a great multiplier effect on other industries. Tourism serves as an effective medium for transfer of wealth because here income earned in places of “residence” is spent in place “visit”. It is the highest generator of employment. A total of 212 million persons are now being employed globally through direct and indirect opportunities generated by this industry. This means that out of every nine persons, one person earns a living from tourism. For every million rupees of investment 13 jobs are created in manufacturing industries, 45 jobs in agriculture and 89 jobs in hotels and restaurants. Tourism is therefore considered to be an important area for intensive development for all governments. As the fastest growing foreign exchange earner, especially in developed countries, it is being given priority attention.
Mass Tourism

High rise hotels such as these in Benidorm, Spain, were built across Southern Europe in the 1960s and 1970s to accommodate mass tourism from Northern Europe.

Mass tourism could only have developed with the improvements in technology, allowing the transport of large numbers of people in a short space of time to places of leisure interest, so that greater numbers of people could begin to enjoy the benefits of leisure time. In the United States, the first seaside resorts in the European style were at Atlantic City, New Jersey and Long Island, New York.

In Continental Europe, early resorts included: Ostend, popularized by the people of Brussels; Boulogne-sur-Mer (Pas-de-Calais) and Deauville (Calvados) for the Parisians; and Heiligendamm, founded in 1793, as the first seaside resort on the Baltic Sea.

Adjectival Tourism

Adjectival tourism refers to the numerous niche or specialty travel forms of tourism that have emerged over the years, each with its own adjective. Many of these have come into common use by the tourism industry and academics. Others are emerging concepts that may or may not gain popular usage. Examples of the more common niche tourism markets include:

• Agri tourism
• Culinary tourism
• Cultural tourism
• Ecotourism
• Extreme tourism
• Heritage tourism
• LGBT tourism
Role of Tourism in development of Economy

The economic significance of tourism industry is multifarious. This is reflected on the economic, social, cultural, political and environmental aspects of the country. Tourism in its broadcast, generic sense, can do more to develop understanding among people, provide jobs, create foreign exchange and raise living standards than any other economic force known.\textsuperscript{22}

Tourism could certainly be the surest source of exchange earnings. Apart from foreign exchange the tourism industry has a bearing on employment and income generation, development of local economy of the tourism centers etc.

The emergence of tourism as an important source of foreign exchange earning is of crucial importance to Indian economy owing primarily due to its critical position of balance of payments problem. Foreign exchange due from tourism is earned more conveniently than that from manufactured goods. Tourism enables to have taken into past and learn about different ways of life. There is no doubt that social tourism is a great force in educating an enlightening the people. Tourism is not only on economic activity of huge importance. It is an essential medium of social and cultures development and also of building lasting goodwill and friendship among the nations of world and better understanding between different cultures and life styles.
Contribution to national income would be also twice that of the hotel and restaurant industry. And with the help of this contribution public welfare activities will be carrying on. Tourism industry in India is not looked upon by the government as an important source of tax revenue. On the other hand this industry is given tax concessions as incentives for growth.

Tourism is a multi-faced economic asset. Itself it is not an industry but is a cross section of the whole economy. As such it is an effective tool of economic growth as the tourist centers are concerned. In this way tourism has arrived, aided and abetted by improved communication, education, higher incomes and freedom of movement to influence consumer behavior and the growth, location and stratification of the industry including the hotel and catering industry.

**Domestic Tourism**

Besides the international tourism, the domestic tourism is also an important source of employment generation, a source of revenue collections and location development. More and more people now have started realizing the importance of pleasure and fun seeking travel besides the other reasons of tourism like pilgrimage, educational and business purposes. These days a new trend of combination of more than one of the above reasons of tourism has made it more meaningful, attractive and sometimes economic also.

The last decade has seen the consumer being pampered silly by a wide array of lifestyle products and trends that have become an absolute fad and an important part of the Urban Culture. Spas, picnic spots, Leisure time activities and pleasure travels and tourism and tourist spots have drawn the attraction of more and more citizens.

Thus the states need to take equal care of the international as well as domestic tourism and the tourists of both these types need to be properly taken care of by providing them appropriate facilities and adequate tourism guidance also.
Tourism in India

It is coming of age of India on the world tourist map. Overseas holidayers and travelers from across the globe have put India on the top five list of most attractive and satisfying holiday destinations in the world ahead of several developed and traditional hotspots like USA, France, Singapore and South Africa. 

India exhibits a complex variety of different cultures as it is bounded by the majestic Himalayas in the North, it stretches southwards and at the tropic of cancer, tapers off in the Indian ocean between Bay of Bengal on the east and the Arabian sea on the West India has a tradition, which is ancient as that of the Egyptian or Mesopotamian civilizations and was denoted as the honey spot during the past. Nalanda and Texla were the universities of eminence in the olden days. India has its own system of medicine, yoga, Ayurveda, Sidhe, Jyothisha and is the birth place of Buddhism, Jainism and Hinduism. It is the birth place of Buddhism, Jainism and Hinduism. Despite having this much of attraction, Indian tourism industry accounts for a merely 38% share in global international tourism.

Despite of all this much, India's tourism Industry does not come up to the mark. Tourism started gaining attention in the last decade. The Government of India allocated Rs.2900 crore for tourism development during the 10th plan period. During the year 2000, about 2.64 million tourists visited India, which is only .38 per cent of the International travel.

A striking feature of Indian tourism is the average stay of foreign tourists which is estimated as 31 days which is extraordinary when compared to international average. This is an Indication of the character of the average foreign visitor a serious mind and exploratory indicating the fact that India has vast variety to offer to the tourists.
Statistics reveal that foreign tourists, who come for holidaying and sightseeing, hail mainly from U.S.A., Germany, France, United Kingdom and Japan. On the other hand, the domestic tourists usually have business on their mind.

**Tourism in Punjab**

Punjab flourished significantly during the reign of the great Mogul emperor, Babar, whose empire stretched from Delhi in the east to Kabul and Ghazni in the west. The prosperity continued under Maharaja Ranjit Singh's (1780-1838 AD) rule. But it saw a major downfall in 1947, when the partition of the nation shrunk the boundaries of Indian Punjab resulting in a great loss of land and resources. At present, the present state is just a fourth of its original area.

Post-independence, Punjab has made considerable economic progress despite the setback it suffered in 1947. It contributes nearly two thirds to the total production of food grains and a third of milk production in the country. It is the leading producer of wheat at a total production of 2 million tones per annum. The initiative of Green revolution (a major agricultural initiative) has been keenly taken forward by the people of Punjab. Even though, Punjabis account for less than 2.5% of the Indian population, they are one of the most prosperous races in India. Their per capita income is twice the national average. Enriched with a distinct blend of rural flavors, Punjab has a lot to offer to a tourist eye.

The best times to visit Punjab are the autumn and the spring seasons. The natural landscape looks breathtaking with lush mustard fields. The rustic charm of the place and celebratory spirit of the Punjabis are sure to make for a memorable travel experience.

Many tourists from various states of India and also from abroad visit Punjab on account of a number of reasons.
Tourism Destinations in Punjab

The destinations which are most important spots for tourism in Punjab owing to their respective importance are Golden Temple (Amritsar), Anandpur Sahib, Jallianwala Bagh (Amritsar), Chatbir Zoo, (Zirakpur), Sainik School (Kapurthala), Wagha Border, Harke Wildlife Sanctuary, Qila Mubarak, Talwandi Sabo, Aam Khas Bhag, Rauza Sharif, Summer Place of Maharaja Ranjit Singh (Amritsar), The Shish Mahal (Patiala), Sanghol (District Fatehgarh Sahib), Bathinda Fort, Shahpur Kandi Fort (Pathankot), Kanjli Wetland (Kapurthala), Catholic Cathedral (Jalandhar), Bhakra Dam (Nangal). As there are number of prospective locations in Punjab which can draw attraction of the tourists from India and abroad, there is a hard felt need to properly market it.

Punjab Government has established a separate Department for promotion of tourism in the state, it is known as Punjab Tourism. The basic functions of this department are to attract tourists from India and abroad and to make their visit and stay comfortable and peaceful. However, from preliminary observations, it seems that though there is a lot of potential for tourism but the state has not so far taken any serious steps to optimally utilize the same. Hence, the researcher has endeavored to undertake the present study to bring out the levels of satisfaction, on the various aspects and components of tourism, of the tourists visiting Punjab and to to suggest the left out or lacking areas where the state needs to take some serious steps for promotion and development of tourism.

Need and Importance of the Study

India is gradually becoming far more accessible than before on account of its growing air connectivity with rest of the world.

Domestic tourism in India is also on the rise as the per capita affordable income of its citizens is rising gradually and more and more people are taking up pleasure in tourism activities. So, there is a great scope for tourism Industry in India.
From the above discussion, it is evident that the Tourism has a lot of potential for economic growth and employment generation of a country. Hence, the countries should undertake some aggressive steps to take up and promote tourism marketing.

The basic causes for rapid growth of demand for tourism are economic, social and technological in nature due to which more and diverse type of holidays and recreation are becoming popular.

Tourism is very important for a country’s overall economic welfare because it is a service industry, which has a great potential for direct and indirect employment and is also a source of development for various other allied service industries, transport and hotels etc.

**Objectives**

The study has been undertaken with regard to the following objectives:

1. To describe the various tourist attracting spots and locations in Punjab.
2. To discuss the various steps and projects started by Punjab Government for attraction and promotion of tourism in Punjab.
3. To know the level of importance and contribution of travel agents and tour operators in promotion of tourism.
4. To know the relative importance of the various tourism variables for the tourists.
5. To evaluate the level of satisfaction of the tourists with respect to the various tourism components.
6. To compare the level of significance attached to the various tourism variables by the executives of the tourism promotion department and the travel and tour operators.
7. To suggest some issues for framing an effective Marketing Strategy for Promotion of Tourism in Punjab.
Scope of the Study

The study has been undertaken for the entire state of Punjab and it was taken care to include all the possible tourism spots located in the three regions of Punjab i.e. Majha, Malwa and Doaba.

Research Methodology

To meet the various objectives of the study both secondary and primary sources have been used. The secondary sources have been procured from various magazines, brochures, newspapers, articles; statistical bulletins, websites etc. For obtaining primary data the respondents consisted of both domestic and foreign tourists who were 18 years and above. Also experts in tourism industry and tour operators and travel agents were also interviewed. A questionnaire containing various sections was prepared and tested which was modified based on the feedback given from sample tests and making all the necessary adjustments to the point of certain omissions or deletions, the final questionnaire was developed.

The questionnaire consisted of questions to solicit answers for various variables/dimensions relating the objectives of the study. In case of the respondents who did not want to fill the questionnaire themselves, the researcher herself noted the responses given by them.

Method of Data Collection and Research Instrument

The study being empirical in nature relies both on primary and secondary data to achieve the objectives. Secondary data was collected from various journals and reports of Punjab Government and tourism department of Punjab and various other sources. A comprehensive review of existing literature was undertaken to know and understand the existing gaps in the literature. For obtaining primary data, a structured questionnaire was framed which was personally administered to the various respondent tourists which included foreign as well as Indian. Viewpoints of
various travel agents and tour operators and also the executives from the tourism department were also taken on some of the issues. As no relevant standardized scale was available which could serve the purpose of the study, therefore the researcher had to develop her own interview schedule.

**Data Analysis and Interpretations**

After the collection of data the same was analysed by using the following methods and tools.

**Descriptive Analysis:** Measures of central tendency such as mean, standard deviation, frequency, percentage of data value etc were worked out to study the nature and distribution of scores on various variables.

**Karl Pearson Coefficient of Correlation Analysis:** To measure the degree of relationship among the variables under consideration.

**One-way ANOVA:** To compare the perception of the respondents towards opportunities and challenges for tourism in Punjab.

**Step-wise Multiple Regression:** Step-wise multiple regression is a powerful and flexible procedure for analyzing associative relationship between a dependent and independent variables. The multiple regression analysis was performed to determine the relative contribution of each area of opportunities and challenges influencing future prospects.

The data collected was processed by using the Statistical Package for Social product and Services (SPSS) 17 version for Windows and Microsoft Excel.

**Sample Size**

For the present study, in all 270 respondents were selected which comprised of 90 respondents from each of the three regions of Punjab. The reason for selecting equal number of respondents from each reason was to keep uniformity of sample size and data analysis. Besides the tourist respondents, relevant information was also sought...
on some of the question items from 25 travel and tour operators and travel agents and also from 15 executives from the tourism department of Punjab. Thus, the overall sample size was made up of 310.

Demographic Profile of the Respondent Tourists

<table>
<thead>
<tr>
<th>Type Of Tourist</th>
<th>Frequency</th>
<th>Valid Percentage</th>
<th>Cumulative %age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic Tourists</td>
<td>202</td>
<td>74.8</td>
<td>74.8</td>
</tr>
<tr>
<td>Foreign Tourists</td>
<td>68</td>
<td>25.2</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>270</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 1.6

Age Profile of the Respondents

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Valid Percentage</th>
<th>Cumulative Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 25 years</td>
<td>44</td>
<td>16.3</td>
<td>16.3</td>
</tr>
<tr>
<td>25-34 years</td>
<td>62</td>
<td>22.96</td>
<td>39.26</td>
</tr>
<tr>
<td>35-44 years</td>
<td>86</td>
<td>31.85</td>
<td>71.11</td>
</tr>
<tr>
<td>45-54 years</td>
<td>54</td>
<td>20</td>
<td>91.11</td>
</tr>
<tr>
<td>Above 55 years</td>
<td>24</td>
<td>8.89</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>270</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 1.6 shows that maximum respondents belong to the age group of 35-44 years i.e. 31.85%, 22.96% of the respondents belong to the age of 25-34 years, 20% of the respondents belong to the age group of 45-54 years, 16.3% of the respondents belong to the age group of less than 25 years and 8.89 % of the respondents belong to the age group of above 55 years.
Table 1.7

Gender Profile of the Respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Valid %</th>
<th>Cumulative %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>190</td>
<td>70.37</td>
<td>70.37</td>
</tr>
<tr>
<td>Female</td>
<td>80</td>
<td>29.63</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>270</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 1.7 shows that majority of male respondents (70.37%) are male and (29.63%) are females.

Table 1.8

Educational Profile of the Respondents

<table>
<thead>
<tr>
<th>Education</th>
<th>Frequency</th>
<th>Valid %</th>
<th>Cumulative %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under-graduate</td>
<td>40</td>
<td>14.81</td>
<td>14.81</td>
</tr>
<tr>
<td>Graduate</td>
<td>123</td>
<td>45.56</td>
<td>60.37</td>
</tr>
<tr>
<td>Post-graduate</td>
<td>102</td>
<td>37.78</td>
<td>98.15</td>
</tr>
<tr>
<td>PhD</td>
<td>1</td>
<td>0.37</td>
<td>98.52</td>
</tr>
<tr>
<td>Others</td>
<td>4</td>
<td>1.48</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>270</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 1.8 shows that 45.56% of the respondents were graduates, 37.78% were post-graduates, 14.81% were under-graduates, 1.48% was others and only 0.37% was Ph.D.
Table 1.9
Monthly Income Profile of the Respondents

<table>
<thead>
<tr>
<th>Monthly Income</th>
<th>Frequency</th>
<th>Valid %</th>
<th>Cumulative %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rs. 15001 to 30,000</td>
<td>106</td>
<td>39.26</td>
<td>39.26</td>
</tr>
<tr>
<td>Rs. 30,001 to Rs. 45,000</td>
<td>25</td>
<td>9.26</td>
<td>48.52</td>
</tr>
<tr>
<td>Rs. 45,001 to Rs. 60,000</td>
<td>122</td>
<td>45.19</td>
<td>93.71</td>
</tr>
<tr>
<td>Above Rs. 60,001</td>
<td>17</td>
<td>6.29</td>
<td>100.0</td>
</tr>
<tr>
<td>Grand total</td>
<td>270</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Note: The monthly income quoted by the respondents in the other currencies has been converted into rupees.

Table 1.9 shows that 45.19% of the respondents have the monthly income between Rs. 45,001 to Rs. 60,000 followed by 39.26% of the respondents have the monthly income between Rs. 15,001 to Rs. 30,000 followed by 9.26% of the respondents have the monthly income between Rs. 30,001 to Rs. 45,000. 6.29% of the respondents have the monthly income above Rs. 60,001 respectively.

Classification According to the Purpose of Visit

The distribution of the respondents on the basis of their Purpose of Visit has been depicted in table 1.10 below.
### Table 1.10
Classification According to Purpose of Visit

<table>
<thead>
<tr>
<th>Main Purpose of Visit</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Domestic</td>
</tr>
<tr>
<td>Cultural activities</td>
<td>24</td>
</tr>
<tr>
<td>Picnic Spots etc.</td>
<td>35</td>
</tr>
<tr>
<td>Wildlife/ Village Tourism</td>
<td>12</td>
</tr>
<tr>
<td>Visiting friends and relatives</td>
<td>35</td>
</tr>
<tr>
<td>Business and profession</td>
<td>22</td>
</tr>
<tr>
<td>Health Treatment</td>
<td>21</td>
</tr>
<tr>
<td>Social / Religious functions</td>
<td>15</td>
</tr>
<tr>
<td>Pilgrimage</td>
<td>19</td>
</tr>
<tr>
<td>Education</td>
<td>15</td>
</tr>
<tr>
<td>Conference</td>
<td>04</td>
</tr>
<tr>
<td>Total</td>
<td>202</td>
</tr>
</tbody>
</table>

Source: Primary data collected through survey

From the above table it is depicted that overall, the maximum number of tourists visit Punjab for the purpose of visiting Picnic Spots followed by friends and relatives, Cultural Activities followed by Health Treatment, Business and Profession and education respectively. The various other purposes of tourism are not considered very important. Amongst the domestic tourists Picnic Spots and Friends and Relatives are the most important reasons followed by Cultural Activities, Business and Profession and Health treatment respectively. Amongst the foreign tourists, Cultural Activities are the most important reason followed by Health Treatment and Education which are considered equality important reasons for their visiting Punjab. The other reasons are Conference, Social/ Religious and resorts and business etc. The various reasons are not found to be very important ones.
Organisation of the Study

The present study has been divided into nine chapters including the first one which deals with Introduction and Research Methodology. Chapter 2 has been devoted to the Review of Literature undertaken for the study. In chapter 3, the various tourist attracting spots and locations in Punjab have been described. Chapter 4 has been devoted to discuss the role and importance of various tourism intermediaries and the level of agreement of the tourism executives and the tourism intermediaries on the various tourism components. The relative importance of the various tourism variables for the tourists and their level of satisfaction with respect these variables has been discussed in chapter 5. The Opportunities and Challenges for Tourism in Punjab have been discussed in Chapter 6. In Chapter 7, the Prospects of Tourism in Punjab have been analysed. Chapter 8 has been added to suggest some issues for framing an effective Marketing Strategy for Promotion of Tourism in Punjab. The summary of the entire thesis has been described in the last Chapter i.e. Chapter 9.

Limitations

1. Due to time financial constraints the study has been carried out only with 68 foreign tourist respondents, 202 domestic tourist respondents, 25 travel and tour operators and 15 tourism policy making executives.

2. Data and information could be obtained only from those respondents who readily obliged to provide the requisite information and opinion.

3. Regarding the information about identifying critical tourism factors, even some responsible people directly related to tourism marketing activities were either reluctant or lacked the commitment to fill the questionnaire completely so as to be usable for analysis or never filled them at all.

4. The results of the study might have been some what affected on account that some of the respondents might not have given correct information due to their own inhibitions.
References

6. Ibid. p.2.
7. Ibid. p.3.
8. Ibid., p.63.
9. Ibid., p.64.
13. Ibid. p. 33.
16. Ibid. p.32.
18. Ibid, P 29


