CHAPTER-2
REVIEW OF LITERATURE

The word tour is derived from the Latin, 'tornare' and the Greek, 'tornos', meaning 'a lathe or circle; the movement around a central point or axis'. This meaning changed in modern English to represent 'one's turn'. The suffix -ism is defined as 'an action or process; typical behavior or quality', while the suffix, -ist denotes 'one that performs a given action'. When the word tour and the suffixes -zism and -ist are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. Therefore, like a circle, a tour represents a journey in that it is a round-trip, i.e., the act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist.

As the World began to settle down after the year of readjustment immediately after the war ended in 1945, there had been remarkably rapid increase in both domestic and international tourism. After intendance various steps have been taken by the central government for the promotion of tourism in India. For the purpose of proposed research work a through study of all possible academic and non academic work available in the field of tourism has been reviewed and classified in different parts, such as doctoral thesis text and reference books, dissertations and reports, articles appearing in the academic journals, articles appearing in the non-academic journal article appearing in the newspapers etc.

Chauhan (1998), conducted a study on “Himachal Pradesh through the eyes of Foreign Travellers” revealed that Himachal Pradesh had been the prominent destination for the tourists all over the world because of its rich socio-cultural milieu, breath-taking landscape and adventure sports.

Bhatia (2003), in his book entitled “Tourism Development – Principles and Practices” made a modest effort to explain the tourism phenomenon. It explains some important concepts in tourism. What makes tourism possible and how tourism is an important factor in the prosperity of any nation. An attempt has
made to place together facts relevant to the early various aspects, such as element of tourism, tourism is planned, organized, developed and promoted, tourism research and benefits of tourism. It also includes study on international tourism organization accommodation and travel agents.

Wahab (1975), in his book "Tourism Management" made an attempt to define conceptual definition of tourism as "tourism anatomy of tourists phenomenon would be basically composed of three elements, namely man, space and time". In this definition the main thrust is on tourists and their activities such as, area they visit, type of goods/services they consumers and place of attraction they crate.

Anand (1976), in this book named "Tourism and Hotel Industry in India" made an attempt to study the poor traffic in India. He offered a system approach for arriving at key decision areas. The study was divided in four parts. The first part covers the theoretical foundation and focuses attention on the primary problem of identification of tourist attraction from vast spectrum of international communication. The second part deals with the questions of consumer preferences and consumer behavior on one hand nature of tourists plant and required marketing efforts on the other hand.

The third part is devoted to the consequences and impart of international tourism. The last part attempts at integrated consumer preferences and character of the tourist plant by suggesting a short term and long term strategy for development with in the framework of Indian planned economy and democratic policy.

Singh (1978), made an attempt to highlight the economic potential of tourism in Himachal Pradesh with special references to Shimla. The main objective of the study was to highlight the various vistas that tourism industry can open in Himachal Pradesh by offering of Jobs, generating revenue for the state and encouraging simultaneous development of other related industries.

Acharya (1976), in this book named "Civil Aviation and Tourism Administration in India" made an attempt to present situation in civil aviation with regard to the tourism. It provides practical analyse of problems involved in civil aviation and
tourism, administration. The various aspects to control the public institutions in India have been discussed.

Datta (1980), in his article point out problems which is faced by tourists in north east region, like accessibility to the forest, non availability to the forests, non availability of transport and accommodation, political condition of the north east region etc.

He also emphasized that this region is yet to be exploited because it offers many attractions for tourists. The important one is wild life. He left this for the academicians to decide whether the trade and service approach would be appropriate for the development of this industry. He seems is dilemma while pointing out the problems, faced by the tourists when he sys that local people believe that heavy traffic will pollute the environment and spotting animals.

A special correspondent (1982), of capital pointed out the way of government functions, which results in any problems to all concerned. He refers to the event when Mr. J.B. Patnaik relinquished the ministry of tourism and became chief minister of Orissa. There was chaos in the ministry. He further emphasized that substantial amounts of funds are spent on this industry but results are not visible. According to him the basic problems are:

a. Lack of professionalism in the Indian Tourism Development Corporation as they are headed by I.A.S. Officers with no experience in tourism.

b. Faulty schemes of government are another reason for the slow growth of tourism. He referred to government scheme of opening Janta Hotels at Connaught place Janpath, where five star hotels may already. In this scheme government had an intention to spend Rs.5,000 crores during 10 years with an expectation to the receipt of foreign exchange worth Rs.5,000/- thousands crores and 3.5 billion tourists by 1990. This scheme did not take off and resulted in slow growth of this industry.

Srivastva (1983), made an attempt to highlight the tourism in India. In his article, he has tried to study the development of tourism in India. He has concluded that
tourism in India is much more than mere money spinner. He felt that it is not only economic compulsion to earn foreign exchange but a sense of social obligation that calls for sound tourism policy. He clearly pointed out the need to create a set of economic tourism facilities.

Sharma (1984), conducted a study on “Tourism Marketing in Himachal Pradesh” made an attempt to understand tourism marketing and as to how this important management tool can be used for increasing not only tourist traffic to Himachal but to bridge over the gap which we experience today between the prospective visit or and ourselves. He also pointed out that in spite of the excellent facilities available to the tourist, the number of foreign visitors to Himachal Pradesh is almost negligible. Accordingly to him one of the reasons for this low number of foreign visitors to Himachal Pradesh is inadequate marketing. He suggests that to meet the challenge, therefore, the State Tourism Corporation and the Tourism Department will have to earmark sizeable funs for marketing the attractions and facilities and adopt an imaginative and systematic approach.

Chauhan (1998), in his study on “The Personnel Administrative of Tourism Development Corporation Ltd.” has measured the job satisfaction and morale of employees of Himachal Pradesh Tourism Development Corporation Ltd. The data has been collected from both primary as well as secondary sources. The findings of the study reveal that the morale of employees is quite satisfactory but in certain cases no adequate procedure has been developed for the training of employees. Therefore, there is always biasness on the part of management.

Tyagi (1989), conducted her study entitled “Development and Potential of Tourism in Himachal Pradesh”. The main objective of the study was to critically examine the performance and development of tourism in the state and identification of tourism potential. In her study she used Peter’s Inventory Model. Under this model, she described the various attractions such as cultural traditions, scenic entertainment and other attractions. She also concluded that these attractions can boost tourism industry in the state if properly managed.
Sharma (1991), conducted a study on “Tourism in India”. In his book he gave the main thrust on the tourism administration with its multifarious aspects, especially the administrative and structural aspects. A part of this book pertains to the rise and growth of tourism in both in India and Rajasthan. His work is not entirely a real formal or institution in nature. It is also empirical and behavioral in its approach.

He has also incorporated 200 respondents including foreign and domestic tourists and official of department of tourism and the corporation and these responses have been analysed. He also dealt with tourism potential in Rajasthan with its prospects and problems. In this book he has mentioned the role, functions and various shortcomings of the tourism department.

Mahajan (1972), extensively surveyed the “Tourism in Kangra Valley: Development, Potential and Problems” and observed that Kangra valley had vast potentialities for a successful implementation of an ambitious programme for promoting tourism. He also concluded that the valley had been the religious and cultural metropolis of the country since earlier time and in recent years the Kangra valley had come to be known for a more vibrant holiday destination.

Kumar (1992), conducted study on “Tourism in Himachal Pradesh – A case study of Kullu and Mandi”. The main objectives of his study was to identify the purpose of visit to the place surveyed to study the existing facilities available for the tourists to analyse the problems faced by tourists and suggest remedial measure there of and to analyse the tourism potential in these tourist places. To promote tourism activities in the valley he suggests following suggestion:

All the places of tourist attractions much be well published.

1. The bus facilities should be properly upgraded.

2. The ropeways must be constructed to connect the difficult hills of tourist attraction.

3. There is need to create man made images in the valley which are looking from tourist point of view.
4. The tourist information centre must be well equipped with information about all the places of tourist interest.

Gupta (1994)\textsuperscript{16}, in his article writes about the following objectives in references to Shimla town:

1. To identify the purposes of visits of tourists to Shimla town and its surrounding areas.

2. To study and analyse the main characteristics of tourists visiting Shimla.

3. To study the availability of proper infrastructure and accommodation facilities available to the tourists in Shimla.

4. And last one is to pinpoint the problems faced by the tourist in Shimla and to suggest available remedial measures to facilitate more flow of tourist in Shimla and in the state.

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Mr. Gupta concludes in his paper that the young educated people from the different part of India prefer to travel Shimla and its surrounding places mainly for the purposes of leisure. Accordingly to him climate, scenic beauty, peaceful atmosphere, culture and traditions are the main attractions for the tourists. He also pointed out various problems faced by the tourists are inadequate accommodation comparatively high tariff charges of hotels, poor sanitary services, power failures and high coolie charges.

According to him, following suggestions can be useful in increasing the tourist’s arrivals in Shimla and to provide better facilities to them:

1. The State Government should develop appropriate policy in respect to the class of the tourists to be encouraged and motivated to visit the state to achieve the objective of rapid economic development.
2. The marketing efforts and tourists packages have to be concentrated and directed mainly to the target tourists.

3. The State Government with the active cooperation and participation of private sector should make efforts to develop super structure for providing various facilities to the tourists.

Courtney (1994)\textsuperscript{17}, make an attempt to study management in the tourism industry along with the rapid growth and expansion of tourism throughout the world, can prove to be a major stimulus in the Teaching of English to Speakers of Other Languages (TESOL). Accordingly to him a fundamental reason for this is that the tourism industry in needing to respond to its potential client's attitudes, expectations and remarkable diversity is a highly interactive field. He says that opportunity for initiating, developing, maintaining and straightening contracts in the travel industry is endless (Dobson, 1994, 28). Mr. John concludes that successful outcomes are only achieved if the students own the problem (Dobson, 1992, 20) student must first decide what aspects of the travel industry they want to deal with: then they must do the work that is needed to realize their aims and complete their projects.

Davar and (1994)\textsuperscript{18}, have analysed number of tourist complexes which have been set up under the aegis of Haryana Tourism Corporation Limited to fulfill the food, entertainment needs of highway traveler, local populace and business and other tourists with a view to ascertain “weak” areas of management and to suggest corrective measure, this study examines in detail the performance of different business segment, the type of clientele, effectiveness of catering management and customer service as provide by Kingfisher Tourism Complex, owned and controlled by Haryana Tourism Corporation Limited. The study is based on personal interviews of staff at Kingfisher with the help of structured questionnaire. They suggest that to provide the better quality of foods a formal system of quality control and checks must be introduced. A nutshell suggested may areas for management action include promotion of more profitable business segment, effective implementation of planned menu, formalizing and improving quality control system and checking customer complaints.
Courtney (1994), has rightly observed that international travel and tourism is an attempt to understand how foreign tourism has evolved to where it is today. Regarding international tourism’s effects in undeveloped and developing countries, one might readily argue that drastic changes would occur over time, anyway with advances in education industry and communication. He finds in his study that often the tourism industry becomes foreign dominated and exploitation is an issue of concern, nevertheless, in many place tourism has been associated with the rise in the standard of living cultural awareness. He divide his study in three parts, part I deal with fuller picture of international travel, part II of international travel and tourism forming the longest section of the book, takes a detailed look at the different international destination outside of the united states. Part III stresses the importance of safety and security for international tourism. Author concludes that international travel and tourism is a resource that no serious student of tourism should be without.

Erasí and Bhagwati (1996), made an attempt on cultural tourism in Karantka. According to them tourism is travel relaxation, a holiday, an exposure to other cultures. It is an industry concerned with wooing people to a destination, transporting accommodating and entertaining them upon arrival and sending back with memories of lingering experiences. They find out that today “Travel and tourism” have merged as the world’s largest industry generating revenue of $2.5 trillion annually. In terms of sheer size, international tourist account about 6% of the world trade. The objective of this paper was a modest attempt to highlight the rich cultural heritage of Karnataka both for home tourists as well as foreign tourists.

Ranganathan (1996), made an attempt to highlight the application of advanced information technologies in tourism. In his study, author find out that tourism sector offers tremendous scope for developing information technology. The paper explains an approach formulated by fusing the classic Anthony’s framework and typology of information system applications for identifying various IT applications in tourism industry. The paper demonstrates the potential application’s of advanced information system through the illustration of tour planner – a decision support system for tour...
The design and development of the Decision Support Systems (DSS) are explained in detail and scope for future work is discussed.

Punia (1996), conducted a study on “Cultural Tourism – Perspective and Prospects”. In the present paper an attempt has been made to define meaning and assess future of culture tourism with special reference to the state of Haryana. According to author culture tourism may be defined as “that form of tourism whose object is among other things, the discovery of monuments and sites. It contributes to their maintenance and protection and in doing so, brings social culture and economic benefits to the people. Thus in nutshell it can be concluded that available literature on tourism reveal the presence of culture tourism from the time of Adam and Eve. But with the spread of education men’s curiosity to know more of historical and religious monuments of different regions are increasing day by day and that is why cultural tourism has achieved a special feature in the present day time. Moreover favourable attitude of tourists and tourism planners of the state further substantiates towards the prosperity of cultural tourism.

Batra (1996), made an attempt on “Global Trends in Tourism Business: Implementation for India”. The main objectives of the study are:

1. To analyse the financial performance of tourism industry in India
2. To receive the business strategy of tourism industry
3. To formulate a strategy for overcoming the problems and promotions of tourism industry.

For his study author used secondary data which is obtained from annual reports of I.T.D.C., annual reports of Department of Tourism, book bulletins, periodicals, reports and research dissertation, company documents and various other reports publish by W.T.O. India share in international tourism has so far been a mere 4%. Many factors like financial constraints, distance from the leading markets and lack of planning expertise etc. have been responsible for it. He also suggested that there is an urgent need to carry out an extensive survey of the tourists resources of the state on scientific lines. The publicity and marketing strategies adopted by the Department
of Tourism have not been found effective. Therefore, there is an urgent need to redesign its marketing strategies so as to increase the tourist traffic in the state.

Narayanan and Krishnan (1996)\(^{24}\), made an attempt on "Tourism and Environment: The Failure of People's Participation". The paper through a survey conducted in Pondicherry among tourism related respondents has endeavored.

1. To examine the awareness of environment variables and their relationship with tourism
2. To know the perception of the quality of environment and cause factors.
3. To elicit views on the current attempts to deal with such issues.

This paper through a survey among stake holders in the tourism industry (Hoteliers, Travel agents, Tour operators and the like) probes these questions to find out the manner in which people's participation can be made forthcoming in the largest interest of environment.

Kaul (1997)\(^{25}\), has pointed out that the importance of tourism as economic activity cannot be over emphasized. As a matter of fact, tourism is going to be the most important industry of the 21\(^{st}\) century. It is believed that a new job is created in the tourism sector 2.5 seconds. We in, Himachal Pradesh have accorded very high priority to tourism. We believe that there is ample scope for increasing our share in domestic market by attracting tourists with in the country. At present we are getting nearly 3.6 million tourists every year. We hope that by the year of 2000 A.D., state will touch 5.00 million marks.

Wagner (1997)\(^{26}\), conducted a study on "Estimating the Economic Impacts of Tourism", According to author an important component in assessing the merits or tourism focusing on the ecosystem is determining its economic impact in the designated area. This study uses a Social Accounting Matrix (SAM) examine the economic effects of tourism a Brazilian area.

The matrix provides a systematic framework for synthesizing and displaying the date on region's economy and estimating regional economic multipliers. Most of the
inputs, commodities and capital used in the region are imported. Therefore monies tourists spend are used to pay these imports and will generate only a small economic impact. Consequently there is little incentive to stop current economic activities that are probably counter to ecosystem based tourism. Author collude that SAM provides a systematic framework for synthesizing and displaying data describing the structure of a region's economy (Thurbeeke - 1985) and the SAM does provide a tool for economic planning.

Carzo (1997), made an attempt to study the relationship of cultural heritage and tourism. The author suggests that carefully managed tourism can play a very significant role in the preservation of the cultural heritage. According to the author monuments required care and concern even though they are not surrounded by a building with world museum over the door.

If we want them to last, we need to think again how we experience then. At last author concludes that the fate of the world does. If we fail to save our threatened heritage, it is not only the past we will lose, but a grounded future as well.

Parmar (1998), States that Human Resource Development is key to enhancement of skills an value addition to existing man power in order to provide skills to local young in the area of tourism. Many activities have been identified for imparting training to local youth. The State Government has laid special emphasis on development of paragliding and water sports activities in the state. Special emphasis has been laid on training of youth for these activities, so that while they provide a source of entertainment adventure and thrill to tourists, they may also be able to earn their livelihood. Training is also being imparted in the state for trekking HRD adventure guides, and rescue and search training mountaineering and trekking and allied subjects and rescue operation.

Reddy, Ramana and Reddy (1998), made an attempt to review and analyze tourism development in India under the plans and suggest some policy measures for its development. According to different research scholar, tourism is one of the vital and potential sectors of the Indian economy. Accordingly to author's tourism development mostly depends upon the facilities of structure as infrastructure, but
tressed through well defined, well planned and well integrated programmers for attracting tourists and attaining objectives of tourism.

They find out that tourism is a major industry of the country as it contributes to about 4% of gross domestic product, employs about 135 lakh persons 4.5% total employee labour, earns foreign exchange to the tune of Rs.3500 crores per annum (1991,92). According author's various objective has been set up in different five year plans, one of them is (in VIII Five Year Plan – 1992 – 97) to develop select tourism places and areas, diversification from culture oriented tourism to holiday and leisure tourism, development of trekking water sports and streamlining of facilitation procedures at airports. They suggest that the plan must consider various processes in quantitative terms and to outline the objective then to.

Shah (1998), in his article made an attempt to highlight various problems which are presently being confronted by tourism industry. If these are not tackled timely then these can deprive the country to recap the benefits which liberalization has brought for this industry. The paper has also attempt to show that tourism potential is enough in the country but there is complete lack of new culture to promote tourism. The paper has thus come out with suggestions as to what the government should do for planning development of infrastructure, marketing, H.R.D. and district level planning for promoting tourism industry in the country.

Author finds out that with globalization of the world economy tourist has emerged as a vibrant and dynamic industry. In 1995, alone 567 million tourists traversed the global spending about US $72 billion; this generated about 8% of world's export earning which is more than that is contributing by any other industry. Author concludes that tourism industry has tremendous economic potentialities to accelerate growth process in developing country like India.

Routray and Mohanty (1998), in his articles highlight the importance of tourism sector as an employment multiplier. The objectives of the study were.

1. To find out the employment position in the Department of Tourism, Government of Orrisa
2. To estimate the change in the quality and quantity of professionals and technicians to enrich the industry requirements and to analyse the effectiveness of the department regarding employment.

From the above discussion and analysis one can conclude that the tourism department holds a very responsible role in developing the tourism business in the state. The more number of skilled personnel with proper facilities can extend best service to a large number of domestic as foreign tourists.

Sarkar (1998) conducted a study on “Action Plan and Priorities in Tourism Development”. In his study author find out the development of tourism may entail a more complete utilization of the system of infrastructure and services and in turn improve the productivity of related investment. According to author building up touristic infrastructure is aimed at extending inter-regional economic ties which promote and accelerate the information of domestic market. He also suggest that tourists are generally attracted by measures such as provision for adequate and cheap accommodation availability of cheaper travel facilities, effective advertisement, and well connected transport services from airports and railway station to tourist centers. At last author conclude that the development of tourism requires financial resources and technical personnel for a large scale exploration and evaluation of the tourist’s areas which determine the potential of modern tourism.

Sarkar and Dhar (1998), conducted a study on “Indian Tourism : Economic Planning and Strategies”. The objectives of their study are an analytical study of nature and motivation of Indian tourism and its impact on the national economy. They say that man, since the beginning of civilization has been an inveterate traveler. Only the motivation of travel has change. In their study they find out that all the major states and union territories have established tourist department as well as public sector tourist corporations, and private sector also come forward to take active part in tourism which consists of number of hotels and travel agencies.

Sethi (1999), made an attempt to study the nature and scope of tourism. It describes the growth and development of tourism in a wide spectrum. He also emphasizes that tourism is a phenomenon of the modern times. From a simple travel of
yesteryears, this phenomenon today has become a very complex activity encompassing a wide range of relationships. Author simply defined tourism in his study that, tourism can be considered to be a movement of people away from their normal place of residence. In his study author find out that tourism is not much a sector in itself as a multi-sectoral economic activity. This is why economists find it so hard to categorize and government so complex to coordinate.

Mishra (1999), extensively surveyed the cultural tourism in India. In his study the efforts has been made to highlight various components of cultural tourism in India on one hand and focus has thrown to growth and development of tourist in the country on the other hand. According to author this country has such a Colourful cultural which is found in few countries. In the word of Mark Twain India is a fabulous world of splendor and rags. The objective of the study was to put various features of cultural tourism like religion, dance forms, music, painting, architectures etc of India before the readers.

Clarke (2000), addressed in his paper three broad themes, they are the nature of cultural development in social communities, the nature of touristic culture and expectations of the tourists and finally the relationship between development of local culture and touristic culture. In his study author pointed out that cultural tourism has been seen by many as a panacea for sustain development but is important to look at what this means. Author concludes that there are close connection between the touristic experience and culture through the creation of the touristic culture and through the recreation and the repositioning of local cultures.

Richins (2000), explains the influences on community decision makers regarding tourism developments by utilizing a case study approach for Local Government Area (LGA) from New South Wales, Port Stephens, and from Queensland Whit Sunday in Australia. The characteristics and contextual perspective of the localities, that issues that have affected such LGA and the depth interview results are discussed in this paper. Community needs influence characteristics) economic growth, positive impact broad community influences) were found to be primary influence in supporting on actual tourism development project. This may in turn provide us with
mechanism to better deal with the challenges that local government face, especially related to tourism development decision in the Local Area Government.

Dobson (2000)\textsuperscript{38}, in his article he aims to offer an insight into the world of tourism from a multicultural perspective. It opens with a selective historical introduction which given an overview up today’s mass international tourism. Initially in most states, tourism was encouraged for economic reasons more recently in most states, tourism was encouraged for economics reasons more recently there has been a greater emphasis placed on other areas of the tourism phenomenon. An approach which is both dynamic and embracing is multi-culturism. This paper anticipates that this important approach will increasingly influence tourism policy and management in the year 2000 and beyond.

Hall (2000)\textsuperscript{39}, extensively surveyed “The Future of Tourism: A personal speculation” and surveyed that tourism has a period of almost continuous growth since the end of Second Would War. Nearly all global forecasts are experiencing this growth continuing well into the next century. However the recent down turn in the economics of East Asia raises substantial question as to the usually optimistic picture of the future that is painted by official sources of the national regional and international scales. This paper therefore provides some personal speculations on the key, political, economical, environmental, social and technological factors that will influence the future of tourism and postulates what the future might look like. Author concludes that appropriately developed tourism has the capacity to maintain the biological economic and cultural diversity which is essential for survival.

Clift (2000)\textsuperscript{40}, reveals that the last quarter of the present century has seen a considerable increase in the scale of international tourism, the consolidation of long-haul tourism and the emergence of tourism in developing countries throughout the world. These changes have lead to increased concern regarding the health dimensions of tourism and particulars the risk faced by increasing number of tourists visiting tropical destinations. According to author foremost among the problems travelers may face are, travelers diarrhea, malaria and sexually transmitted infections. The scale of these problems is considered in this paper together with actions needed
to address them. Author suggest that it is necessary to look towards the future and attempt to anticipate new health challenges associated with travel and tourism as we move into the twenty first century.

Chaudhary (2000)\(^{41}\), in his article highlight the purposes of determining pre- and post-trip perceptions of foreign tourist about India as a tourist destination. The sample numbered 152. A gap analysis between expectations and satisfaction levels used to identity strengths and weakness of tourism related image dimensions so that necessary efforts can be made to ensure that tourist’s expectations are met. It was observed that India is rated highly for its rich art from and cultural heritage. However, irritants like cheating, begging, unhygienic conditions, lack of safety dampen the spirits of tourists. Author suggests that India can be positioned on the world map only when after above mentioned hygiene factors are improved along with other motivators.

Singh (2001)\(^{42}\), in his study on tourism in the twenty first century and highlighted the importance of its future. Accordingly the very fact that millions of people travel across frontiers trends to break down the rigidity of national boundaries which in any case, are becoming increasingly previous in the light of breakthrough in communication technology. This massive temporary migration cuts across religious, linguistic, and cultural barriers and tends to make people realize that regardless of their own nationality they are in fact global citizens. Author find out in his study that tourism is thus a positive force for economic growth and development for cementing ties of friendship between the people’s of would and furthering the emergence of a harmonious global society. Author also point out that there are some negative factors involved, but with the help of imaginative planning and adequate resources we can offset these negative forces.

(2002)\(^{43}\), in July, 1998 United Nations Economic and Social Council (ECOSOC) had proposed to the members of the UN General assembly to designate 2002 as the International Year of Eco-tourism (IYE). Recognising the growing importance of ecotourism, the UN General Assembly in Dec. 1998 accepted the proposal and in last session declared 2002 as the International Year of Ecotourism. In this way
Ecotourism has been known as a form of nature based tourism, but it has also been studied as a sustainable development tool by non-government experts and academics since 1990. Ecotourism is a small but rapidly growing industry, a niche market that is governed by market forces and regulations. In spite of all these things, ecotourism 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. At last if handled properly, ecotourism can be a valuable tool for financing the protection of ecologically sensitive area and the socio-economic development of population living in or close to them.

(2002), tourist is estimated to constitute a higher proportion of the world exports than all other sectors. The PHD Chamber of Commerce and Industry (PHDCCI) have recommended some initiatives that should be taken to boost tourism in the country. The chambers feel that while the core of tourism activity is performed by tour operator, hotels and travel agents, tourism has a multiplier effect on the employment. Accordingly to studies done, the chamber suggests that the visit of one foreign tourist provides employment to 10 persons and that one domestic generates 17 jobs in India. However, it is interesting to note that since liberalization and globalization of the Indian industry, there has been an upward growth and tourism had steady grown despite political uncertainties, natural calamities, and existence of infectious diseases, said the chamber.

(2002), India should tap its great resources to chart out a new civilization for the 21\textsuperscript{st} century. And the best way to start is by refurnishing its travel and tourism industry. Few of us realize that the world has been undergoing a tourism revolution, particularly in the last four decades of the 20\textsuperscript{th} century.

Burkhart and Medlik (1981) opined that tourism marketing activities are systematic and co-ordinated efforts extended by national tourist organizations and or tourist enterprises or international, national and local levels to optimize the satisfaction of tourist groups and individuals in view of sustained tourism growth.
According to Robert and Joy (2001), "Tourism encompasses all short term movement of people away from their place of residence including that undertaken for business, holiday/pleasure and visiting friends and relatives."

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realize that the world has been undergoing a tourism revolution, particularly in the last four decades of the 20th century.

In 1964, the number of tourists leaving their homes worldwide was 100 million. This number increased to 200 million in 1974, 500 million in 1992, and 700 million in 2001. For tourism is not merely leisure or entertainment or physical invigoration or mental rejuvenation. It could also serve as a potent instrument for eliminating poverty, for ending unemployment, for promoting dialogue among civilizations and for providing challenge in which streams of different cultures could meet and mingle and create a new echoscope on which a fair, just humane and enlightened order could be built for humanity.

Even as government has taken the “7s” approach to achieve the objectives of its new tourism policy, a reality check shows that the situation at ground level leaves much to be desired. These are Swagat (Welcome), Soochna (Information), Suvidha (Facilitation), Surksha (Safety), Sahyog (Co-operation), Samrachana (Infrastructure Development), and Safai (Cleanliness). However, in each of these areas there is a gap between the guidelines and reality which affects the experience of travelers.

Accordingly to tourism and culture Minister, Jagmohan “there are a host of laws but there is no implementation. There is paraphernalia of officers but there is not will to improve things”. According to industry sources, “the fat is that legislation and guidelines are given in place of each of these areas but the problem is execution”. Giving it a prominent place in the policy does not ensure its implementation.
References


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