CHAPTER VII

SUMMARY AND CONCLUSION

The blossom of Indian tourism industry can act as a major contributor for the development of balanced economy through its contribution to the foreign exchange reserves. But unfortunately the India’s share in the global tourism receipt is very meager and it is less than one percent. India’s share in the world tourist movement remains 0.4 per cent since last decade despite a plethora of tourist attractions for every type of visitor. The tourist population ratio in India (TPR) is minuscule. Therefore there is a need to examine the strength and weakness of the tourism industry in India. The present study has been resolved to analyze the prevailing conditions that have led to India’s poor performance in the tourism sector.

There is an inadequacy of published analysis work with regard to Indian tourism industry. From the review of relevant literature on tourism especially with regard to India it may be observed that much of the earlier research work has been purely descriptive and are discussing the maladies in the system of tourism sector such as the low priority accorded to tourism in the budget allocation, problems faced by
the tourists in general and foreign tourist in particular, 'the curates egg' of tourism on the host region. They also suggest the role of Central as well as State governments and the various arms of the tourism industry in redressing the maladies of tourism sector.

In my study, I have utilised statistical tools like correlation, regression models, analysis of variance, and factor analysis to analyse the growth in the tourist arrivals, growth in the foreign exchange earnings, the impact of tourist arrivals over the foreign exchange earnings, motivation factors, the role of supporting services in making the tourists as an advertiser for the tourist products, the problems faced by the foreign and domestic tourists. The demographic, social and economic profiles of foreign and domestic tourists have been compared and the performance of supporting services. The various issues involved with tourism policies have also been analysed.

The analysis of tourism impact provides the snapshot of the 'curates egg' of tourism. The government and the tourism industry can act as a catalyst in bringing the tourism development without environmental degradation. Otherwise tourism will kill tourism.
Findings of the study

The empirical relationship between the various variables associated with the Indian tourism industry for the study period such as foreign tourist arrivals, foreign exchange earnings on account of tourism, and net foreign exchange earnings have been analysed. The co-efficient of determinants namely the $R^2$ value for the various regression models ranges between 80 percent to 99 percent clearly reveals that the relationship between the variables are highly significant. The researcher has also forecasted viz., 3.5 million tourists and foreign exchange earnings on account of tourism will be Rs. 24,619.147 crores by 2010, by using the regression equations developed with the variables 'year', tourist arrivals' and 'foreign exchange earnings' pertaining to the study period of 10 years.

Recommendation

In order to achieve the target of 3.5 million tourists and a foreign exchange earning on account of tourism Rs. 24,619.147 crores, and to improve the average annual growth rate of tourist arrivals the government and the arms of tourism industry in India must initiate all
the necessary steps including the development of the tourist products in such a way that it satisfies the individual tastes.

In order to achieve the above goal the very first step the government of India must make a constitutional amendment in order to include the tourism sector in the concurrent list. The tourism industry should be included in the concurrent list of the constitution. Tourism sector finds no mention in either of the list of the constitution namely union list and concurrent list. Serious effort should be carried out to figure it in the concurrent list. Necessary amendments should be made in the constitution giving special powers to state with regard to tourism sector. On account of this fact that the central government should be able to administer the tourism projects all over the country instead of its role as a facilitator of tourism projects. This will go a long way in formulating an efficient tourism policy and its effective implementation of the same can improve the performance of the Indian tourism industry. A workable tourism policy can only be framed with the help of those who are actually involved in the day-to-day workings of the industry as well as other sectors linked to tourism. That will result in the formulation of an ideal tourism policy.
The tourism policy of the country must contain the following provisions:

Tourism Promotion Board

An establishment of a professional body namely the tourism promotion board composed of individual members drawn from several or all sectors of the tourism industry and other sectors will go a long way in promoting Indian tourism to dizzy heights. The tourism policy must contain provisions with regard to the following matters:

Visa Policy

The Archaic policy with relation to issue of visas to tourists remains a gaping pitfall. Therefore the policy of ‘visa on arrival’ should be implemented at least for the tourists from the top ten tourism-generating countries for India. In order to attract more ‘high spending tourists’ the Indian government can issue “GRATIS VISA”. The visa policy should ensure quick and prompt issue of visas to the tourists.

Customs and Immigration Policy

The first set of offices the tourist comes into contact with in any host country are the offices of immigration and customs. A large
number of immigration counters should be opened and it should be manned by efficient officials. These offices while doing their duties as per rules could also be nice to the tourists with a friendly smile, which goes a long way in generating goodwill and confidence among the tourists. The rules and regulations of customs department can be informed to the tourists by printing all those details on the reverse of the visa which can help the tourists in avoiding any unpleasant thing arising on account of ignorance of the same.

The Aviation policy

International tourists coming to India largely use air transport. India has an acute shortage of airline seats in all classes. The frequent dislocation of flights on account of controllable and uncontrollable factors by the airline company put the tourists in an inconvenient position. The airfares for interior travel are exorbitant. So the airline companies must charge the ‘realistic rates’ fixed in consultation with tourism ministry. The ‘realistic airfares’ should be on par with that of our Southeast Asian neighbours and tourism oriented countries, encouraging the ‘open sky’ policy will be the only remedy to sort out the problems relating to air transport. Allowing foreign equity stake in the domestic carriers and encouragement of charter flights will definitely
improve the tourist arrivals to India. The ministry of civil aviation in consultation with the tourism ministry should introduce on a larger scale ‘small air crafts’ and ‘helicopters’ which have endurance levels required for meeting the point-to-point travel requirements of visitors to India.

**Equal Status to Tourists**

In order to achieve a reasonable growth in the tourist arrivals in the near future, price discrimination followed at the monuments and in other important places of tourist’s interest should be totally eradicated.

**Development of Tourism Projects**

The regression models which consist motivational factors as the predictor of tourist arrivals is very significant on account of the fact their $R^2$ value ranges from 63 to 99 per cent. The ‘recreational factor’ occupies the first position in attracting the foreign and domestic tourists followed by ‘historical factor’ and ‘cultural factor’ of motivation. On one occasion the historical factor has been on par with recreational factor in attracting foreign tourists. Of course the role of ethnic factor in attracting foreign and domestic tourists cannot be ignored.
The tourism policy must ensure the development of tourism projects relating to “recreational” such as beach resorts, hill resorts, golf courses and health resorts on account of the fact it ranks first in attracting foreign and domestic tourists which is revealed by the study.

The tourism policy must also ensure the effective preservation and maintenance of tourism projects relating to “historical” such as monuments, churches, cathedrals, temples and palaces as it ranks second in attracting foreign and domestic tourists.

The tourism policy must ensure the development of tourism projects relating to “cultural” such as meals in rustic inns, custom festivals, folk dance performances, arts and crafts demonstrations in “old-style” on account of the fact that it attracts foreign as well as domestic tourists.

The tourism policy must also ensure the preservation of tourism projects relating to “ethnic” tourism namely the retention of hill tribes on account of the fact that it ranks better in attracting foreign as well as domestic tourists. In case of ethnic tourism tourist are coming to India to observe the cultural expressions and life styles of truly exotic people namely the hill tribes.
The study has revealed that there is no difference in the social, economic and demographic profiles of the foreign and domestic tourists. So there is no scope for ill will between the foreign and the domestic tourists.

As regards visit to the tourist products domestic tourists prefer beach resorts and hill resorts, whereas foreign tourists prefer visit to monuments. There is no difference in the attitude between foreign and the domestic tourists with regard to visit to bird sanctuaries revealed by the study.

The government must develop infrastructural facilities at hill resorts and the beach resorts that are suitable for the domestic tourists, whereas at the destinations where monuments are situated, development of infrastructural facilities should be undertaken in such a way that it attracts the foreign tourists. In the places of common interests for both foreign and the domestic tourists the infrastructure developed should be capable of satisfying the needs of foreign and the domestic tourists.
Development of Supporting Services

There are five factors of supporting services construct such as hospitality factor, which is the core factor of supporting services construct accounts for a variance of 23.663 per cent over the tourists satisfaction with regard to supporting services followed by pastime factor which account for a variance of 18.92 per cent over the tourists satisfaction with regard to supporting services. The comfort factor account for a variance of 13.95 per cent over the tourists satisfaction with regard to supporting services, tourism management factor which account for a variance of 13.37 per cent over the tourist satisfaction on account of supporting services and tourism facilitation factor which account for a variance of 9.33 per cent over the satisfaction of tourists on account of supporting services.

The tourism policy must ensure effective functioning of all the components of the hospitality factor such as Government of India tourism information outlets at various entry points of tourists, the accommodation, safety and security, restaurant facilities, entertainment and the friendly approach of the local people.
The central and state governments tourist information outlets can be effectuated to function efficaciously by appointing persons who have flair for tourist service. Continuous assessment of the performance of staff member must take place and the system of merit rating should be followed for their career advancement. In order to enrich their knowledge they must be made to attend refresher courses on the tourist related information science. For learning additional languages other than English effective encouragement must be given in the form of reimbursement of tuition fees.

Luxury hotels at popular destinations of India charge the astronomical tariff rates instead of realistic price and this will result in low tourist turnouts in India. The tourism policy must ensure the recommendation of ‘realistic price’ by the tourism ministry for different types of accommodation, food and beverages. The tourism policy should arm the officials of the tourism department to correct the violators of the same. In order to maintain the quality of services the luxury hotels at popular destinations must make constant improvements according to the dictates of the time. The tourism ministry must monitor the quality of services offered at hotels and ensure fair treatment without price discrimination between foreign and domestic tourists. The
ministry of tourism should check the dual pricing thrust on the tourists.

Safety and security

In order to safeguard the national pride and tourism development, the tourism policy must give highest priority for the safety and security of tourists. The safety and the security of the tourists can be ensured by the introduction of tourist police. The police force should be given the duty of curbing the menace of touts in the city. The tourist police should also perform the important task of providing necessary, correct and timely information to assist tourists. Tourist police should get a special training to understand visitors concerns and requirements. They have to be positioned in areas with major tourists presence. The distinctive uniforms, outposts and squad jeeps will ensure that their presence is prominent and reassuring. The outpost's tourism police can dispense maps, guidebooks and other information materials to visitors. Thus the tourist security concerns can be looked after to all visitors whether domestic or foreign.
This tourist police force (TPF) should be controlled by the ministry of tourism like RPF controlled by railway ministry. Separate tribunal should be setup to deal with the tourism violators.

In order to entertain the tourists, the tourism policy must initiate the private sector to form entertainment centers. The ministry of tourism should be empowered to create 'tourism development fund' for financing small and medium projects connected with tourism industry such as entertainment centers.

The tourism ministry must conduct programmes for the residents of a host region with regard to the benefits of inbound tourism. The residents of a host region must posses a mental makeup to receive the tourists as guests and send them as friends. This will go a long way in attracting more tourists to that particular region.

The ministry of tourism should organize and maintain permanent exhibitions regarding our rich cultural heritage of all the states including special places of interests which can attract domestic tourists and tourists visiting India.

The tourism ministry should ensure the availability of adventure tourism like trekking in hills and mountains. Water sports like skiing,
wind surfing, boat racing, water polo, yachting and swimming are to be popularized and games should be conducted regularly.

Shopping is an important activity and an essential element in the tourism supply as it affects the success of the tourist destination area. The authenticity of the products offered for sale relating to the local area is the single important element in shopping called the "native handicrafts". Tourists shop for the typical indigenous items to the particular region. They are encouraged to spend more money on shopping if displays are of high quality, imaginative and attractive. Hotels are excellent places for shops and if these shops are exquisitely furnished and stocked the tourist are attracted to shop and purchase more.

The tourism ministry should join hands with the local administration in setting up a lot of meditation centers and parks for relaxation.

There should be an effective co-ordination between the various modes of transport namely the airways, railways, roadways, and seaways to ensure a comfortable a journey to tourists to visit different centers at tourist products. This factor, which forms the components of
comforts, must be managed effectively by the Ministry Of Tourism to attract more tourists.

The tourism policy must ensure the availability of quality tourist guides. This can be achieved by conducting tourist guide courses and issue license to them. In order to enrich their knowledge about the various tourist products frequent refresher courses must be conducted for them. The tourism ministry should also fix their remuneration and monitor their performance through tourist feedback. Earning tourist guides can be reformed through persuasion and mild punishment.

A well-conceived and designed package tour covering a wide range of tourist attraction in a chosen destination, at an economical inclusive price is a real stimulant to prospective tourists. Hence the degree of ingenu
tourism industry in the right direction in a large measure. The travel agent acts on behalf of an original provider of tourist services such as a hotel company, an airline, a tour operator or a shipping company. The essentials of tourism, namely the tourist attractions, accommodation facilities and transport services are independent. Here travel agent acts as an intermediary in combining these individual elements to offer a "basket" of facilities required by the tourists.

The tour operators and travel agents must be given enough education and training through the formation of an autonomous body like institute of tour operators and travel agents of India on the same lines of institute of charted Accountants of India. Their performance must be evaluated on the basis of feedback from the tourists and the erring travel agents and tour operators must be corrected.

The tourism policy must ensure the state owned autonomous corporations such as India Tourism Development Corporation (ITDC) and State Tourism Development Corporation (STDC) are promoting social tourism to a very great extent. Separate shopping outlets are to be opened to cater to the needs of tourists at reasonable price.
The hospitality factor and tourism facilitation factor are capable of influencing the foreign tourists to act as an advertiser for Indian tourist products has been revealed by the study.

The hospitality factor, pastime factor, tour management factor and tourism facilitation factor are capable of influencing the domestic tourists to act as an advertiser for the Indian tourist products has been revealed by the study.

The government and the tourism industry should work in unison to take care of all the components of these factors, so that their influencing ability towards foreign and domestics tourists do not come down.

The role of tourists as an advertiser of Indian tourist products will not come down.

Problems faced by the tourists and their remedial measures

The problems face by the tourists have been discussed as follows

The problems on account of beggars corrupt practices and pollution. The attitudes of foreign tourists towards the same are very sensitive, but domestic tourists have learnt to live with that On account
of the fact there is a significant difference in their attitudes towards the problems faced by them revealed by the study.

Beggars are in plenty everywhere the tourist visit revealed by the study.

In order to solve the problem created by the beggars especially for the foreign tourists the government and the tourism industry must come out with concrete plans such as construction of beggars home for disabled and old. Stringent measure must be taken against those beggars who train the children to beg for living. Child beggary should be prohibited and such children should be taken to rehabilitation centers to learn the ways to work and make living. Beggary in long run may be curtailed if the above measures are taken seriously. Touts and urchins create lot of problems for the tourists revealed by the study.

To over come the problems created by the touts and urchins there should be a separate Tourists Police Force (TPF) and tourists must be warned against the imposters by mass media, like television and loudspeakers at tourist sites must be used for this purpose to guard themselves against tricksters.
Tourists face pollution problem while they are touring revealed by the study.

Proper infrastructure facilities in the tourist products to handle the solid waste and special drainage system for waste water can check the air and water pollutions which are very high in India. Existing acts can be amended to ensure that there is no violation of guidelines with regard to pollution free area.

Tourism industry can blossom with fullest co-operation from the government, the different arms of the tourism sector residents of the host region of the tourists and tourists.