CHAPTER I

INTRODUCTION

1.1 BACKGROUND

The tourism has witnessed a dramatic transformation into a multifaceted economic and social activity. Travel and tourism was confined to a privileged few, namely the rich, at the time of independence of India. Tourism is now an industry with many facets and varied activities. It calls for a perfect co-ordination among diverse segments that go to structure this industry.

The unique feature of the tourism industry is that in totality it rests on a base of natural resources. Such a base must be wholesome and attractive, preferably possessing unusual natural beauty and appeal to tourists. Attractions are arguably the most important component in the tourism system. They are the main motivators for tourist trips and are the core of the tourism product. Without attractions there would be no need for other tourism services. Indeed tourism as such would not exist if it were not for attractions. Tourism has emerged as major activity encompassing a spectrum of social events such as sightseeing, entertainment,
festivals, cultural events, sports and even gambling. Thus, the whole planet becomes the stage for the operation of tourism industry. The distinctive features of this industry are: It is an industry without smoke; education without classrooms; integration without legislation; entertainment without constraints and diplomacy without formality. Another notable feature is that this industry is a peace elastic phenomenon and promoter of International understanding. International bodies such as the United Nations have recognised the role of tourism as an ambassador and vehicle of international understanding and peace. Many world leaders and statesmen have also recognised this benefit and attribute of tourism. President John F. Kennedy called attention of the world on the significance of tourism and stated: “Travel has become one of the great forces for peace and understanding in our time. As people move throughout the world and learn to know each other, to understand each other’s customs and to appreciate the qualities of the individuals of each nation, we are building a level of international understanding, which can sharply improve the atmosphere for world peace.”¹ Tourism has now grown to such dimensions and importance that it has become the

largest industry in the world. The tourism industry is the third foreign exchange earner in India. This remarkable growth is not due to any particular phenomenon but only a result of evolutionary process.

1.2 MEANING AND CLASSIFICATION OF TOURISM

"Tourism denotes the temporary, short-term movement of people to destinations outside the place where they normally live and work and their activities during their stay at these destinations." In other words, tourism is primarily a summation of movements of people and their activities at places outside their normal 'beat-area'. Essentially, World Tourism Organisation (WTO) has taken the concept of 'tourism' beyond a stereotype image of "holiday making". The officially accepted definition in the report is "Tourism comprises of the activities of persons travelling to and staying in places outside their usual environment for not more than one year at a stretch for leisure, business and other proposes. The report distinguishes the following types of tourism."

a) Domestic tourism involving residents of a country visiting other places in their own country.

b) In-bound tourism involving non-residents visiting a country other than their own.

c) Out bound tourism involving residents of a country visiting other countries.

Thus the term tourism connotes different meanings depending on the context in which it is used. These meanings are not divergent as such but are over-lapping. There is hardly any single definition to cover all the aspects of the term. What is significant is that travel alone is not the criterion. The purpose of travel and duration of stay of not less than 24 hours in a ‘tourist product’ are the more important deciding factors to give the status to a visitor as a tourist.

The prime motive of the tourists is ‘pleasure and leisure’. However the primary motive namely pleasure and leisure may vary from person to person in degree and importance and this has led to the development of recreational tourism, historical tourism, cultural tourism and ethnic tourism.
The movement of tourists would be in groups or alone. It could also be according to a prearranged package programme or otherwise. On the basis of duration spent, there are picnic tourism, excursion tourism, holiday tourism, weekend tourism and the like. There are also other kinds of tourism like ethnic tourism and regional tourism. In the early days, tourism was associated with aristocracy because only the rich could afford this luxury. But, with the changing economic and social conditions, tourism has become almost a part of normal life, irrespective of social or economic status. As a consequence, modern tourism has almost become a mass phenomenon and this era of mass tourism is already upon us.

1.3 HISTORICAL PERSPECTIVE OF TOURISM

Tourism has now grown to such dimensions and importance that it has become the largest industry in the world. This remarkable growth is not due to any particular phenomenon but only a result of evolutionary process.

The earliest recorded evidence of tourism could be traced back to the Roman Empire. "The Romans visited temples, shrines,
festivals and baths for health and amusement." With the fall of the Roman Empire, tourism ceased to exist till the middle ages. In the middle ages, thousands of pilgrims made journey under the then existing difficult conditions. The development of the trade and commerce, religious activities etc., between eleventh and fifteenth centuries gave added impetus to the movement of merchants, soldiers, clergy and pilgrims. During this period, pleasure tourism was conspicuous by its absence. Thus, travel before the Industrial Revolution was largely a matter of pilgrimage and to a limited extent for business or official purposes.

Between the sixteenth and eighteenth centuries specialised education in advanced countries became very common which encouraged the elite to go abroad. Travel also had been recommended as a part of curriculum development. In fact, foreign travel was a part of education of the aristocratic men in those days. During the same period, domestic travel to sea resorts and hill resorts for health reasons became popular. Gradually, such resorts became places of entertainment. Further, the youth, far away from home on educational tour in foreign countries turned out to be

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pleasure seekers besides being knowledge seekers, because of prolonged exposure to high sophistication. Factors such as the above culminated in pleasure tourism.

The industrial revolution brought about far-reaching changes in the socio-economic set-up. It resulted in large-scale migration of people to industrial centres and an urban society eventually developed. The newly emerged urban society, which was comparatively more prosperous and carefree provided fillip to the development of tourism. This new urban population with family roots elsewhere made trips to their ‘native’ places during occasions. Transport facilities also developed to cope with the changing social needs. Gradually, organized tours were also thought of by the end of the eighteenth century.

The nineteenth century is particularly significant in the history of tourism in the sense that it was during this period that tourism, as understood today, came into being. By then professional travel agencies were established. Thomas Cook, an English man, in the 1840s organised the first package tour. He had the foresight of providing almost all modern facilities to his “customers”. It is his entrepreneurship that primarily made tourism a recognised
economic activity. Overseas tours, as understood today, were organised for the first time during the 1860s. In the later years of that century, such developments as holiday with pay in certain countries, establishment of travel and tourism clubs, etc., added new dimensions to tourism.

In the first half of the twentieth century, tourism grew to new heights due to developments in the transport industry and other factors. Travel by private cars and coaches for the first time became popular in the 1910s. As tourism is sensitive to world peace and prosperity, during the World War periods it had a short set-back. However, the wars had brought about many changes, which gave an added impetus to tourism in the post-war periods. The socio-economic changes, such as better standards of living, broader outlook of the people, increasing exposure to outside world, developments through different media, development of infrastructure facilities, reduction in international barriers, etc., brought about by the wars resulted in the emergence of a new "global life" and 'internationalism'. These developments collectively created an atmosphere more conducive to the growth of tourism. By this time travel became an infectious habit of the people. This,
coupled with the development of many large travel agencies, transport companies, hotel chains, etc., gave a boost to tourism.

From 1950 onwards, tourism got another boost as most of the Governments of the Third World Countries started patronising tourism as an important economic activity. It is but natural that with outright government patronage the industry has grown into one of the major industries. As a natural corollary, private individuals and organisations have started taking active part in this newly developing industry. All these have given a new direction to the industry.

Till very recently, tourism in India was primarily one of pilgrimage. Travelling for religious purposes was an established custom. "The Vedas- the ancient religious texts of the Hindus - enjoined that unless a man went on pilgrimage to the four 'Dams' or holy places of the country he would not attain 'moksha' and would therefore continue to suffer rebirths for his sins."4 Similarly the Muslims must undertake a pilgrimage to Mecca and Medina and the Christians should visit Vatican in Rome to have the glimpse of

Pope during their lifetime. In fact, but for the religious compulsions, the stay-at-home ancient and rural societies would not have undertaken travel. To meet the requirements of the tourists there were choultries, inns, etc. The ancient kings were increasingly concerned about the safety and comforts of the pilgrims and provided ‘guard and guide’ facilities, better roads with shady trees on either side and similar facilities. Some kings even introduced appropriate regulations, which could be equated to the present-day passports. Apart from domestic pilgrim tourists, many foreign scholars, students, explorers, invaders, traders and others had also visited the country. For instance, during the reign of Chandra Gupta II, the famous Chinese historian Fa-heien came to and travelled in the country between 401 and 410 A.D. One of the invaders Alexander of Macedonia, Vasco da Gama, a traveller-cum-explorer of sea routes, and many such foreigners also travelled through the country.

Later came the Dutch, the Portuguese and the British for trading purposes of whom the British became the rulers of the country. Thus, all along India remained a fascination for the rest of the world attracting a number of people.
In spite of these favourable natural factors, the then British Government did not give either direct or indirect incentives for the development of this industry. However, people travelled on their own. Only since independence conscious efforts have been made to develop tourism.

1.4 IMPORTANCE OF TOURISM

The tourism has often been thought of as primarily an Export Product. Tourism accounts for 8 percent of the World’s exports making it the largest internationally traded product or service. As an export product tourism is consumed by persons resident external to its place of production. It is consumed at the place of production though not necessarily at the place of consumer’s residence. As consumption process usually involves some form of expenditure, like other export industries, tourism gains external income for the economy. For the country concerned, tourism is an Industry, whose products are consumed on the spot, forming invisible exports. Tourism is now rightly added to the long list of established industries with tremendous economic and social potential. The income generation, employment potential and poverty alleviation capabilities of the industry are quite
considerable. Tourism is the largest industry in the world in terms of earnings and is also the largest employer of the people. It has come to play a prominent role in the economic development of several nations. To a developing country, tourism industry is an economic bonanza. For a few nations, France, Spain, Switzerland, Nepal, Hungary, Honkong and Singapore, tourism is the main stay of their economies. World tourism is a major money-spinner. Tourism along with information technology and biotechnology would appear to be the engines of transformation to push the world economy into the 21st century. The economic contribution of tourism is generally measured in terms of its contribution to gross domestic product and employment generation. With very meagre investment of foreign exchange, the foreign exchange earned from tourism has a ventilating effect on its suffocating balance of payments position. The tourism industry does not utilize more than 7 percent by way of foreign exchange expenditure and thus retains 93 percent of the foreign exchange earnings, which is higher than export earning industry. In 1990 the world travel revenues on account of tourism were 268.9 billion U.S. dollars but by 1998 the earnings rose to 444.7 billion U.S. dollars. The tourism industry contributes, around

11 percent of all indirect taxes paid world wide according to the World Travel and Tourism Council (WTTC). Total revenue directly attributable to tourism, including travel and purchases by tourists is estimated at US $ 3,300 billion. It constitutes over 13 percent of the global GDP.

Internationally tourism is seen frequently as a beneficial exploitation of redundant infrastructure as well as means of employment creation. The tourism industry provides direct employment to 262 million people at the global level. Statistics indicate that one job is created every two and half seconds by the travel and tourism industry. The tourism industry is directly or indirectly providing more than 10 percent of the world's employment today, as highlighted in a study conducted by the India Chapter of Pacific Asia Travel Association (PATA).


10 Express Travel and Tourism, October 19, 1998 P.8
Besides being a source of megabucks and an employment multiplier, another significant feature of tourism industry is that it employs a large number of women, educated and skilled. Women in fact outnumber men in hotels, airline services, travel agencies, handicraft and cultural activities. The overall employment multiplier figure in tourism sector is 2.36 i.e., direct employment of one person in tourism creates 1.36 in other sectors of the economy. World Travel and Tourism Council has estimated that international travel and tourism accounts for over 11.4 percent of global investment with an estimated output of US $ 3.4 trillion (WTO, 1998).\(^{11}\) The employment per million rupees of output is much higher in tourism than in any other sector.\(^{12}\)

1.5 INDIAN TOURISM INDUSTRY

India is known world wide as the ancient and mysterious civilization and the second most populated country of the world after China, with a population of 1 billion. India has a tremendous


potential to promote both inbound and outbound tourism and the need of the hour is to promote its diversity in a big way among the global tourists. India can offer separate feeds for international and domestic tourists. By and large the population is peace loving and very tourist friendly, thereby ensuring the acceptance of tourists and their security. Despite a plethora of tourist attractions for every type of visitor, India has reached only around 3 million marks.\textsuperscript{13}

There is a huge gap between the existing low tourism demand in the region and the vast untapped potential in heritage, culture, beaches, pilgrimage centres, architecture and eco-tourism. So there is a necessity to narrow this gap. Countries far smaller in size such as France with 70 million arrivals ranked 1\textsuperscript{st}, Spain with 41 million arrivals ranked 3\textsuperscript{rd}, Hungary with 21 million arrivals ranked 8\textsuperscript{th} and Poland with 19 million arrivals ranked 9\textsuperscript{th} are much ahead of India. Even a country as small as Sri Lanka, despite the ethnic conflicts plaguing it for the last 12 years, is ahead of India with about 4 million international arrivals (World Tourism Organization 1999).\textsuperscript{14} Small city-states such as Honkong and Singapore have set the benchmarks for the tourism industry. With very little by way of

\textsuperscript{13} The Hindu, March 9, 2001, P.11.
natural resources or tourism potential, they have built an empire over the years. Honkong receives about 10 million tourists a year and Singapore recently crossed the 7 million marks. India ranks 46th among the world's top 60 tourism destinations, generating less than 1 percent of the global tourism business.

Tourism is an industry with a very high labour ratio. The tourism sector generates 47.5 jobs for every Rs.10 lakhs invested. In 1998 travel and tourism industry, which had an investment of 250 billion rupees (6.4 percent of total capital investment), contributed directly and indirectly to the Indian economy. The tourism industry fetches about 231 billion rupees worth of foreign exchange with 10.8 percent of total export revenue.

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15 The Hindu, December 1, 2000, P.12
16 Express Travel and Tourism, March 1 to 15, 2000, P.3.
17 Express Travel and Tourism, October 19, 1998, P.8
18 Hotel & Food Service Review, October 1999, P.71.
1.6 SCOPE OF THE STUDY

India is an exotic destination. From the western perspective, it is a land of mysticism with astoundingly diversified culture and tradition. There is undoubtedly enormous potential; India has all tourist attractions in a single country – coast line, snow capped mountains, inviting deserts, wild life, breath-taking picturesque locales, heritage sights and monuments, a grand variety of regional culinary delicacies, tranquil hill stations, and commercial hubs to entice the business traveler.\footnote{Express travel and tourism. 2000. January 1-15. P.8.} India, though endowed with both natural and man-made attractions has not been successful in promoting itself as the most sought after tourist destination. India’s share in the Global tourism receipts is just 0.7 percent over the last few years. The share of India in the international tourist arrivals is just 0.4 percent.\footnote{Indian Tourist Statistic. 1998. P.32.} The Tourist Population Ratio (TPR) in India is minuscule. Tourism occupies 267th position in the priority list of funds allocation of the government of India.\footnote{Express travel and tourism. 2000. February 1-15. P.6} The “National priority status” has been denied to tourism industry in India, which is reflected in the meagre annual budget allocation (as low as 50 crores per annum) by the government.\footnote{Express travel and tourism. 2000. October 1-15. P.11.} The 1991 “Visit India”
campaign and “Explore India millennium year” April 1999 to December 2000 have been a disaster. The developing nations like India should try to develop tourism oriented economy because the tourism industry does not utilize more than 7 percent by way of foreign exchange expenditure and thus retains 93 percent of the foreign exchange earnings, which is higher than export earning industry.23

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. The tourism industry is the second largest foreign exchange earner in the India recording an estimated earning of Rs. 12604 Crores in 1998-99.24 This phenomenal growth is not due to any particular factor but only the result of evolutionary process. Therefore there is a need to examine the strength and weakness of the tourism industry. The present study has been resolved to analyze the prevailing conditions that have led to India’s performance in Tourism. The study also aims to examine the existing Indian tourism policy, the programmes of the Government for the tourism promotion and the practices of the traders associated with the tourism.

23 Express Travel and Tourism, February 16-28, 2001, P.21
1.7 OBJECTIVES OF THE STUDY

The present research study intends to carry out and analyses the growth and foreign exchange earnings of the Indian tourism industry for a period of 10 years from 1990-91 to 1999-00. It also proposes to make an assessment of the supporting services provided by this Industry to the tourists.

The specific objectives of the study are:

1) To estimate the growth in the number of foreign tourists visiting different parts of India.

2) To examine the foreign exchange earnings of the tourism industry.

3) To understand the reasons for the foreigners visiting India and also to find out the preferences for different tourist attractions in India.

4) To assess the adequacy of the supporting services extended by the tourism industry.

5) To compare the economic and demographic profiles of the foreign tourists with domestic.

6) To go into the problems faced by the tourists in general and foreign tourists in particular.
To review the policies of the Union and State Governments in order to offer suggestions.

1.8 OPERATIONAL DEFINITIONS

1.8.1 Tourist arrivals

It denotes the arrival of foreign and domestic tourists to Indian tourist products.

1.8.2 Supporting services

Supporting services can be broadly classified into five categories which are listed below:

a) Hospitality service is an admixture of the services rendered by the following agencies: government of India tourist offices, accommodation, restaurant, safety and security, man made scenery and friendly approaches of the local people available at tourist spots.

b) Pastime service is an admixture of the services rendered by the following agencies: entertainment, special promotional events, museums and art galleries, sports facilities.
c) Comforts service is an admixture of the services rendered by the following agencies: shopping facility, relaxation, easy accessibility to different places at the tourist centres through the availability of efficient transport system.

d) Tour management service is an admixture of the services rendered by the following agencies: services of tourist guides, services of tour operators, and services of travel agents.

e) Tourism facilitating service is an admixture of the services rendered by the following agencies: ITDC, STDC, services of private agents, and services of traders at nominal price.

1.8.3 Tourist products

Tourist products mean places of tourist attractions.

1.8.4 Motivation Services

Motivation services are classified into four categories, which are listed below:
1.8.4 (a) Recreational tourism

The individuals and families fatigued and bored from the routine high-pressure modern life are motivated by the recreational opportunities. So they seek the recreational tourism products such as beaches, hill stations, and sports activities in order to re-charge themselves. So the recreational tourism is a significant contributor to the productivity of the modern man.

1.8.4 (b) Historical tourism

Individuals and professionals for the purpose of study of research into histories of nations, societies, and religions tour to the concerned destinations namely monuments, churches and cathedrals, sound and light performance that encapsulate the life style of important events of a bygone era. The historical tourism thus furthers the horizion of knowledge in this realm.

1.8.4 (c) Cultural tourism

Individuals attracted by the cultural diversities across the world, evince interest in personal study of these cultures by travelling across the globe. This type of tourism furthers the
human understanding for the co-existence of disparate groups and communities.

1.8.4 (d) Ethnic tourism

Anthropologist and students of ethnic/religious studies are the customers of this tourism, which go a long way to improve the quality of life for one and all.

1.8.5 Problems

The problems faced by the tourist are classified into three categories that are listed below:

a. Beggar problem, which means the problems created by the beggars to the tourists throughout their tour.

b. Corrupt practices mean unethical and exploitative practices adopted by the various agencies such as Taxi operators, Airline companies, Tour management etc. towards tourists during their tour.
c. Pollution means environmental degradation caused by water pollution, noise pollution, and air pollution experienced by the tourists during their tour.

1.9 HYPOTHESES

In order to examine the objective of the study the following hypotheses are formulated and listed below:

**Ho1** There is no growth in the foreign tourist arrivals to different parts of India during the study period of 10 years (1990-'91 to 1999-'00).

**Ho2** There is no growth in the foreign exchange earnings of the Indian tourism industry during the study period of 10 years (1990-'91 to 1999-'00).

**Ho3** The tourist arrivals have no impact on the foreign exchange earnings of the Indian tourism industry.

**Ho4** There is no growth in the case of net foreign exchange earnings during the study period of 10 years (1990-'91 to 1999-'00).
Ho5  The 'recreational factor' does not motivate the foreign tourists to visit Indian tourist products.

Ho6  The 'recreational factor' does not motivate the 'domestic tourists' to visit Indian tourist products.

Ho7  The motivation factors namely 'recreational factor' and 'historical factor' together do not motivate 'foreign tourists' to visit Indian tourists products.

Ho8  The motivation factors namely 'recreational factor' and the 'historical factor' together do not motivate the 'domestic tourists' to visit the Indian tourist products.

Ho9  The motivational factors namely 'recreational factor', 'historical factor' and 'ethnic factor' together do not motivate the foreign tourists to visit the Indian tourist products.

Ho10 The 'recreational factor', 'historical factor' and 'ethnic factor' together do not motivate the domestic tourists to visit Indian tourist products.
**Ho11** The ‘recreational factor’, ‘historical factor’, ‘ethnic factor’ and ‘cultural factor’ together do not motivate the foreign tourists to visit Indian tourist products.

**Ho12** The ‘recreational factor’, ‘historical factor’, ‘ethnic factor’ and ‘cultural factor’ together do not motivate the domestic tourists to visit Indian tourists products.

**Ho13** There is no difference in the attitude between foreign and domestic tourists with regard to ‘recreational factor’.

**Ho14** There is no difference in the attitude between foreign and domestic tourists with regard to ‘historical factor’.

**Ho15** There is no difference in the attitude between foreign and domestic tourists with regard to ‘cultural factor’.

**Ho16** There is no difference in the attitude between foreign and domestic tourists with regard to ‘ethnic factor’.

**Ho17** There is no difference in the attitude between foreign and domestic tourists with regard to the visit to the ‘beach resorts’ in India.
Ho18 There is no difference in the attitude between foreign and domestic tourists with regard to the visit to the ‘hill resorts’ in India.

Ho19 There is no difference in the attitude between foreign and domestic tourists with regard to the visit to the ‘bird sanctuaries’ in India.

Ho20 There is no difference in the attitude between foreign and domestic tourists with regard to the visit to the ‘museums and zoological parks’ in India.

Ho21 There is no difference in the attitude between foreign and domestic tourists with regard to the visit to the ‘temples and monuments’ in India.

Ho22 There is no difference in the attitude between foreign and domestic tourists with regard to the visit to the ‘forts and palaces’ in India.

Ho23 There is no difference in the attitude between foreign and domestic tourists with regard to the visit to the ‘fine art centres’ in India.
Ho24 There is no difference in the attitude between foreign and domestic tourists with regard to the visit to the ‘national geological parks’ in India.

Ho25 There is no difference in the ‘age factor’ between the foreign and the domestic tourists.

Ho26 There is no difference in the ‘qualification factor’ between the foreign and the domestic tourists.

Ho27 There is no difference in the ‘sex factor’ between the foreign and the domestic tourists.

Ho28 There is no difference in the ‘income factor’ between the foreign and the domestic tourists.

Ho29 There is no difference in the ‘occupation factor’ between the foreign and the domestic tourists.

Ho30 There is no agreement between the domestic and foreign tourists in respect of the satisfaction from the supporting services such as ‘hospitality factor’, ‘pastime factor’, ‘comforts factor’, ‘tour management factor’, and
'tourism facilitation factor' provided to them by the Indian tourism industry

**Ho31** The satisfaction produced by 'hospitality services' and 'tourism facilitation services' have no role in influencing the 'foreign tourists' to recommend Indian tourist products to others.

**Ho32** The satisfaction produced by the 'hospitality services', 'pastime services', 'tour management services', and 'tourism facilitation services' over the 'domestic tourists' have no role in influencing the domestic tourists to recommend Indian tourist products to others.

**Ho33** The foreign and domestic tourists do not face any problem with regard to beggars menace, corrupt practices and pollution.

**Ho34** The foreign and domestic tourists are not sensitive towards the beggars menace prevailing in India.

**Ho35** The foreign and the domestic tourists are not sensitive towards the corrupt practices prevailing in India.
The foreign and domestic tourists are not sensitive to environmental problem prevailing in India.

1.10 METHODOLOGY

The study involves two major activities namely the physical survey of tourists at tourist spots for collecting primary data and a review of literature relating to tourism for the collection of secondary data. The tourist based physical survey seeks to determine the perception of tourists/prospective tourists regarding what constitutes effective tourism. The literature review provides a snapshot of the current situation of tourism in India. Before the activities were conducted an instrument for the physical survey namely the questionnaire that has to be administered to the tourist was developed. The tourist based physical survey of various tourist centres within India was considered as the best material for obtaining purposeful information for this work. This research study is analytical in nature. It is based on both primary and secondary data.
1.10.1 Primary Data

The primary data was generated through sample survey method.

1.10.2 Sampling Techniques

The sample unit constitutes the tourists, both foreign and domestic. The sample procedure involved the following stages:

- From the list of places of attraction to tourists, a sample of destinations has been drawn on the basis of tourist arrivals.
- From the sample of chosen destinations, the tourists attractions were selected at random on the basis of tourist opinions for the administration of structured questionnaires.
- The sample size in terms of domestic and foreign tourists has been decided by taking into account the average number of these tourists visiting per day in the tourist attractions.

1.10.3 Scope of the survey

The survey covered the following categories of tourists:

- Foreign tourists visiting Indian tourist products
➢ Indian residents visiting Indian tourist products

In the sample (975), so formed by multistage random sampling, there were 325 foreign tourists and 650 domestic tourists. The information obtained by this method relates to:

➢ The reasons for visiting Indian tourist products by foreign tourists and domestic tourists.

➢ To identify the preferences between foreign and domestic tourists for different tourist attractions in India

➢ To assess the attitude of tourists with regard to disposal of additional income towards tourism

➢ To assess the adequacy of supporting service extended by the tourism industry.

➢ To compare the social, economic and demographic profiles of the foreign tourists with that of the domestic tourists.

➢ To go in to the problems faced by the foreign and domestic tourists.
1.10.4 Period of survey

The whole exercise of primary data collection by the Researcher was carried out between October and March every year from 1998 to 2000.

1.10.5 Survey points

A sample of destinations has been drawn on the basis of tourist arrivals to the destinations. Delhi occupies first position followed by Maharashtra, which represents western India and Tamil Nadu representing south India. Enquiries were made with the officials of tourism department about the various tourist attractions situated in various cities located within these three destinations namely Delhi, Maharashtra and Tamil Nadu. The random selection of tourist attractions were made at Bangalore, Chennai, Delhi, Hyderabad, Lucknow, Mumbai and Trivandrum for the administration of structured questionnaire.
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<td>2</td>
<td>Mussoorie</td>
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<td>Goa</td>
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<tr>
<td></td>
<td>Delhi</td>
<td>70</td>
<td>152</td>
<td>222</td>
<td></td>
<td></td>
<td></td>
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<td>Kashmir</td>
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<td>65</td>
<td>93</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Tourist arrivals</th>
<th>Foreign and Domestic Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>520</td>
<td>1169</td>
</tr>
<tr>
<td>1711</td>
<td>975</td>
</tr>
</tbody>
</table>

Source: Field survey
Note: The total tourist arrivals and the foreign and domestic sample totals do not tally with each other. The reason is simple, as the same tourist would have visited more than one place during his visit to India. In such a case the total number of tourists arrivals would be more than one for each tourist.

The researcher finds it difficult to state the sample size in terms of percentage of the population. This is so because the measure of tourist population is subject to the error of multiple counting and is subject to certain limitations. There is a methodological problem relating to an accurate population size. The published data at various tourist products available may include the same number of tourists who visited various tourist attractions. The purpose of visit is not clearly identified. Hence it is difficult to compute the total population size.

On this issue sample size had therefore been determined in terms of foreign and domestic tourists by taking into account the average number of these tourists per day in various tourist products.

The table 1.1 reveals the social and the demographic profile of foreign and domestic tourists.
### Table 1.4 Character of Sample Size

<table>
<thead>
<tr>
<th>Particular</th>
<th>Sample</th>
<th>Chennai</th>
<th>Mumba</th>
<th>Delhi</th>
<th>Travand</th>
<th>Banglore</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male (Ft)</td>
<td>198 (61%)</td>
<td>42</td>
<td>49</td>
<td>43</td>
<td>31</td>
<td>33</td>
</tr>
<tr>
<td>Female (Ft)</td>
<td>127 (39%)</td>
<td>28</td>
<td>33</td>
<td>27</td>
<td>21</td>
<td>18</td>
</tr>
<tr>
<td>Male (Dt)</td>
<td>392 (60%)</td>
<td>73</td>
<td>125</td>
<td>91</td>
<td>50</td>
<td>53</td>
</tr>
<tr>
<td>Female (Dt)</td>
<td>258 (40%)</td>
<td>48</td>
<td>83</td>
<td>61</td>
<td>33</td>
<td>33</td>
</tr>
<tr>
<td>Age (Ft)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0-25</td>
<td>50 (16%)</td>
<td>11</td>
<td>12</td>
<td>10</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>25-50</td>
<td>167 (51%)</td>
<td>29</td>
<td>46</td>
<td>41</td>
<td>18</td>
<td>33</td>
</tr>
<tr>
<td>50-75</td>
<td>108 (33%)</td>
<td>21</td>
<td>28</td>
<td>25</td>
<td>21</td>
<td>13</td>
</tr>
<tr>
<td>Age (Dt)</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0-25</td>
<td>100 (16%)</td>
<td>17</td>
<td>29</td>
<td>28</td>
<td>16</td>
<td>10</td>
</tr>
<tr>
<td>25-50</td>
<td>323 (50%)</td>
<td>66</td>
<td>86</td>
<td>89</td>
<td>46</td>
<td>36</td>
</tr>
<tr>
<td>50-75</td>
<td>227 (34%)</td>
<td>36</td>
<td>62</td>
<td>65</td>
<td>27</td>
<td>37</td>
</tr>
<tr>
<td>Qualification (Ft)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HC and Below</td>
<td>65 (21%)</td>
<td>10</td>
<td>15</td>
<td>22</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>Graduate</td>
<td>122 (37%)</td>
<td>23</td>
<td>34</td>
<td>31</td>
<td>16</td>
<td>18</td>
</tr>
<tr>
<td>Post Graduate</td>
<td>66 (20%)</td>
<td>12</td>
<td>15</td>
<td>21</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>Professional</td>
<td>72 (22%)</td>
<td>7</td>
<td>17</td>
<td>21</td>
<td>12</td>
<td>15</td>
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<td>Qualification (Dt)</td>
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<td></td>
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<tr>
<td>HC and Below</td>
<td>128 (20%)</td>
<td>21</td>
<td>35</td>
<td>39</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td>Graduate</td>
<td>236 (37%)</td>
<td>33</td>
<td>71</td>
<td>66</td>
<td>38</td>
<td>28</td>
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<tr>
<td>Post Graduate</td>
<td>140 (21%)</td>
<td>25</td>
<td>39</td>
<td>42</td>
<td>22</td>
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<tr>
<td>Professional</td>
<td>146 (22%)</td>
<td>27</td>
<td>43</td>
<td>35</td>
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<tr>
<td>Annual Income (Rs.) Ft:</td>
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<tr>
<td>Below 100000</td>
<td>85 (27%)</td>
<td>11</td>
<td>29</td>
<td>22</td>
<td>13</td>
<td>10</td>
</tr>
<tr>
<td>100000-300000</td>
<td>108 (33%)</td>
<td>21</td>
<td>28</td>
<td>34</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>300000-500000</td>
<td>113 (35%)</td>
<td>23</td>
<td>27</td>
<td>33</td>
<td>17</td>
<td>13</td>
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<tr>
<td>500000&amp; Above</td>
<td>19 (5%)</td>
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<td>5</td>
<td>5</td>
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<tr>
<td>Annual Income (Rs.) Dt:</td>
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<tr>
<td>Below 100000</td>
<td>173 (26%)</td>
<td>29</td>
<td>53</td>
<td>45</td>
<td>21</td>
<td>25</td>
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<tr>
<td>100000-300000</td>
<td>216 (33%)</td>
<td>36</td>
<td>55</td>
<td>63</td>
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<td>27</td>
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<tr>
<td>300000-500000</td>
<td>224 (35%)</td>
<td>39</td>
<td>71</td>
<td>58</td>
<td>29</td>
<td>27</td>
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<tr>
<td>500000&amp; Above</td>
<td>37 (6%)</td>
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<td>11</td>
<td>11</td>
<td>9</td>
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<tr>
<td>Occupation (Ft)</td>
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<tr>
<td>Govt. Emp. Exe.</td>
<td>101 (32%)</td>
<td>19</td>
<td>28</td>
<td>27</td>
<td>16</td>
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<tr>
<td>Next. Emp. Exe.</td>
<td>94 (29%)</td>
<td>18</td>
<td>30</td>
<td>25</td>
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<td>11</td>
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<tr>
<td>Pvt. Emp. Exe.</td>
<td>96 (29%)</td>
<td>17</td>
<td>28</td>
<td>21</td>
<td>14</td>
<td>16</td>
</tr>
<tr>
<td>Pvt. Emp. Nexe</td>
<td>22 (6%)</td>
<td>6</td>
<td>8</td>
<td>3</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Self Employed</td>
<td>2 (1%)</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Students</td>
<td>10 (3%)</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Occupation (Dt)</td>
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<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Govt. Emp. Exe.</td>
<td>197 (30%)</td>
<td>34</td>
<td>54</td>
<td>50</td>
<td>28</td>
<td>31</td>
</tr>
<tr>
<td>Next. Emp.</td>
<td>191 (30%)</td>
<td>34</td>
<td>57</td>
<td>49</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>Exe. Emp. Nexe.</td>
<td>193 (30%)</td>
<td>35</td>
<td>55</td>
<td>52</td>
<td>24</td>
<td>27</td>
</tr>
<tr>
<td>Next. Emp. Nexe.</td>
<td>44 (6%)</td>
<td>9</td>
<td>15</td>
<td>12</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Self Employed</td>
<td>5 (1%)</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Students</td>
<td>20 (3%)</td>
<td>5</td>
<td>4</td>
<td>2</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

**Source**: Field survey.
where

**Govt. Emp. Exe** - government employed executive

**Nexe Emp. Govt** - non executive employed in government

**Exe. Emp. Pvt.** - executive employed in private sector

**Nexe. Emp. Pvt.** - non executive employed in private sector

It is clear that the male tourists out number the females in the case of foreign and domestic tourism. The percentage of female tourists remained at almost 40 percent in the case of foreign and domestic tourism.

Tourist (foreign and domestic) in the age group of 25 to 50 years was the largest (almost 51 percent) followed by the tourists (foreign and domestic) in the age group of 50 to 75 years (almost 34 percent). The percentage of young tourists (foreign and domestic) in the age group into 25 years was nearly 16 percent.
The classification of tourists (foreign and domestic) clearly reveals that of 37 percent of the tourists were graduates, 22 percent were professionally qualified, 21 percent were higher secondary and below 20 percent were postgraduates.

The status classification tourists (foreign and domestic) grouped according to income status were below Rs.1,00,000 approximately 27 percent, below Rs.3,00,000 approximately 33 percent, below Rs. 5,00,000 approximately 34 percent and above Rs.5,00,000 almost 6 percent.

Occupational classification of tourists (foreign and domestic) made according to activity status revealed that government employed executive accounted for 32 percent for foreign tourists and 30 percent for domestic tourists. The government employed non-executive in the case of foreign tourists was 29 percent and 30 percent for the domestic tourists. In case of foreign tourists, the private sector employed executive accounted for 29 percent and in the case of domestic tourists the private sector employed non-executive were 30 percent. The private sector employed non-executive for foreign tourists and the domestic tourists were 6 percent. The self-employed in the foreign and domestic tourists
stood at 1 percent, whereas the student foreign tourists and the student domestic tourists stood at 3 percent.

1.10.6 Method of data collection and tools for data collection

Primary data collection was effected through the administration of a structured questionnaire through regular visits to various survey points in India.

Secondary data have been obtained from the following sources

Name of the books


State Government Publications on Tourism


Publications of the different agencies such as Tourism sector

India Tourism Development Corporation, Monthly review of the Indian economy, Centre for monitoring Indian economy, Express travel and tourism, The Hindu, The Observer, Indu Tourism News,

The secondary data have been used to analyse the pattern of growth in the arrival of tourists and also the foreign exchange earnings through tourism.

1.10.7 Instrument development for the survey and review

The instrument for the tourist based physical survey and review namely the questionnaire was developed after analysing the questionnaires developed by the various segments of the tourism industry for different analysis. The unstructured questionnaire was put to acid test through focus group discussions and interviews.

1.10.8 Focus group discussions and interviews

The discussion process of the focus groups was as follows:

- A briefing about the objectives of the proposed research study was given to the group.
- The framework of the structured questionnaire was described.
A few examples of features for each section in the framework of the structured questionnaire were presented.

The group was asked to comment and criticise the framework of the structured questionnaire.

The group brainstormed to come up with their own features.

The purpose of the discussion has resulted in the development of a questionnaire that satisfies all the dimensions of the study. The questionnaire consists of questions covering the importance sequence, and assessment of twenty supporting services. Initially the questionnaire had only fourteen supporting services, and on the recommendation of focus groups it become twenty, motivation services, problems faced by the tourists, satisfaction about the places visited, recommendation by the tourists about the tourist products to others, personnel questions and the attitude of the tourists in spending their additional income for tourism were added.

The questionnaire is divided into six broad sections as stated below:

1. **Assessment of services:** The first component of the questionnaire consists of 20 items namely, Government of India tourist offices, accommodation, restaurants, safety and
security, man made scenery, friendly approach of the local people, entertainment, special promotional events, art galleries, sports facilities, shopping services, relaxation centres, easy accessibility, services of tourist guides, services of tourist operators, services of travel agents, ITDC, STDC, services of private agents, services of traders at nominal price and capturing the tourists satisfaction level in respect of supporting services.

2. Motivation factors consists of 4 items namely recreational, historical factor, cultural and ethnic, capturing the motivating reasons of the respondents for the visit to the tourist products in India.

3. Problems faced by the tourists consists of 3 items namely the beggars - problem, corrupt practices and pollution experienced by the tourists.

4. Preference about the places visited consists of 8 items. This section seeks to get the respondents coverage of one or more eight-tourist products namely beach resorts, hill resorts, bird sanctuaries, museums and zoological parks, temples and
monuments, forts and palaces, fine art centres, national
geological parks to understand the overall tourist preferences.

5. Recommendation of tourist products by tourists to others has
one item inviting the response of the respondents on his
position of recommending tourist products in India to others
based on his experience.

6. Personal questions consist of 4 items as further reinforcement
of data provided by the respondent.

A copy of the questionnaire is reproduced in Annexure I.

1.10.9 Pre-testing and reliability

A sample of 30 tourists was selected for the purpose of pre-
testing of the questionnaire, which was approved by the 'focussing
group'. The Conbach Alpha Co-efficient for various statements with
regard to motivation, supporting services and problems contained in
the questionnaire ranges between 0.9 to 0.6. Therefore the results
obtained through these questionnaires satisfied the test of
significance.
1.10.10 Variables included

A study of the tourists' motivation services was carried out through the introduction of the following variables namely 'recreational factor' (Re), 'historical factor' (Hi), 'cultural factor' (Cu) and 'ethnic factor' (Et) in order to identify the conducive reasons for the 'tourist arrivals'.

Tourist arrivals (Ta) = f (Re, Hi, Cu, Et)

A study of the supporting services was carried out through the introduction of number of satisfaction levels unit for the 20 attributes. The twenty attributes of tourist destinations were analysed for principal factors by using Varimax Rotations with Kaiser Normalisation method.

This resulted in the extraction of five factors namely: Hospitality factor, Pastime factor, Comfort factor, Tour management factor, and Tourism facilitation factor.

A study of the problems was carried out through the introduction of the variables namely:

➢ Beggars problem (Bp)
➢ Corrupt practices (Cp)

➢ Pollution (Po)

A study on the role of tourist as an advertiser of the Indian tourists products was carried out through the introduction of variables namely:

➢ Recommendation of the Tourist Products (RTP)

A study of the tourists' opinion was carried out with regard to the places visited by them in India by the introduction of the following variables namely beach resorts (Br), hill resorts (Hr), wildlife and bird sanctuaries (Wbs), temples (Te), monuments (Mo), historical factor places (Hp), museums (Mu), forts and palaces (Fp) and health resorts (Hr).

A study of the social, demographic and economic profile of the tourists' was conducted through the introduction of the following variables namely Age (Ag), Sex (Se), Educational qualification (Eq), Occupation (Oc) and the Monthly income (Mi).

1.11 FRAMEWORK OF ANALYSIS

After collecting the primary data and data from other sources the data was edited coded and tabulated.
1. To estimate the growth in the number of foreign tourists visiting different parts of India for a study period of 10 years from 1990-'91 to 1999-'00, the following Simple Linear Regression Model has been developed from the foreign tourist arrivals (secondary data) for the period 1990-'91 to 1999-'00 to different parts of India:

\[ Fta = \alpha + \beta (Ye) \]

where

\( Ye = \) Year (the independent variable),

\( Fta = \) Foreign tourist arrivals (dependent variable) and

\( \alpha (alpha) = \) constant.

\( \beta (Beta) = \) (coefficient of independent variable)

2. To examine the growth of foreign exchange earnings on account of tourism for a study period of 10 years from 1990-'91 to 1999-'00, the following simple linear Regression Model has been developed from the foreign exchange earnings on account of tourism (secondary data) from 1990-'91 to 1999-'00:

\[ Fet = \alpha + \beta (Ye) \]

where

\( Ye = \) year (the independent variable),

\( Fet = \) Foreign exchange earnings on account of tourism (dependent variable)
$\alpha$ (alpha) = Constant.

$\beta$ (Beta) = coefficient of independent variable

3. To examine the impact of Foreign tourist arrivals (Fta) over foreign exchange earnings on account of tourism (Fet) during the study period of 10 years from 1990-'91 to 1999-'00 the following Simple Linear Regression Model has been developed from the foreign tourist arrivals and foreign exchange earnings on account of tourism, secondary data for the period 1990-'91 to 1999-'00:

$$Fet = \alpha + \beta (Fta)$$

where

$Fta$ = Foreign tourist arrivals (independent variable)

$Fet$ = Foreign exchange earnings on account of tourism (dependent variable)

$\alpha$ (alpha) = constant.

$\beta$ (Beta) = coefficient of independent variable

4. To examine the growth of Net foreign exchange earnings (Nee) over the study period of 10 years from 1990-'91 to 1999-
'00, the following second-degree equation of the parabola was
developed from the net foreign exchange earnings for the
study period of 10 years (1990-'91 to 1999-'00).

\[ \text{Nee} = \alpha + \beta (ye) + \gamma (Ye^2) \]

where

\[ \alpha \text{ (alpha)} = \text{constant} \]

\[ \beta \text{ (Beta)} = \text{coefficient of the independent variable (ye)} \]

\[ \gamma \text{ (Gama)} = \text{coefficient of the independent variable square (Ye^2)} \]

\[ Ye = \text{Year} \]

5. To understand the reasons for visiting India, correlation,
simple linear as well as multi linear regression models were
developed with the primary data obtained from the surveyed
tourists. The same was used to analyse the most powerful
motivating factor of tourists. The simple linear and multi-
linear regression models connected with motivation factors
such as 'recreational factor', 'historical factor' 'cultural factor'
and 'ethnic factor' are listed below:
a. \( T_a = \alpha + \beta (Re) + \mu \)

b. \( T_a = \alpha + \beta_1 (Re) + \beta_2 (Hi) + \mu \)

c. \( T_a = \alpha + \beta_1 (Re) + \beta_2 (Hi) + \beta_3 (Cu) + \mu \)

d. \( T_a = \alpha + \beta_1 (Re) + \beta_2 (Hi) + \beta_3 (Cu) + \beta_4 (Et) + \mu \)

where

\( T_a \) = Tourist arrivals

\( \alpha \) = constant

\( \beta_1 \) = coefficient of recreational factor (Re)

\( \beta_2 \) = coefficient of historical factor (Hi)

\( \beta_3 \) = coefficient of cultural factor (Cu)

\( \beta_4 \) = coefficient of ethnic factor (Et)

\( \mu \) = residual value

6. To assess the adequacy of supporting services extended by the tourism industry, tourists opinions have been elicited with regard to satisfaction on account of these twenty attributes of supporting services construct namely government of India tourist offices, accommodation, restaurants, safety and security, cleanliness, and friendly approach of the local people, entertainment, special promotional events, museums, art galleries, sports facilities, shopping services, relaxation centres, easy accessibility, services of tourist guides, services of tour operators, services of travel agents, ITDC, STDC, services of private agents, services of traders at normal price.
The tourist's opinion about the same, primary data has been analysed for principal factors by using Varimax rotation with kaiser normalisation. Five factors with eigen value > 1.0 accounting for 79 percent variance emerge supporting apriori reasoning for the number of services. This resulted in the formation of five groups namely hospitality factor (Ho), pastime factor (Ps), comfort factor (Cf), tour management factor (Tm) and tourism facilitation factor (Tf).

Alpha scale of reliability analysis was also used to test the reliability of the grouping the items under appropriate heads.

Correlation analysis was also used to analyse the agreement in respect of the satisfaction with supporting services provided by the tourism industry between foreign and domestic tourists.

The correlation analysis has been employed on the tourist's opinion about the problems faced by them, to analyse the agreement in respect of problems faced by the foreign and domestic tourists. T-test has also been employed to find out is their any difference in the attitude of foreign as well as domestic tourists towards problems faced by them.
To study the impact of satisfaction with supporting services in making the tourists as an 'advertiser' for the tourist products in India, the following regression model was developed by using the tourists' opinion with regard to 'the recommendation of Indian tourist products to others' on account of satisfaction with supporting services.

\[ \text{Recom} = \alpha + \beta_1 (H_o) + \beta_2 (P_t) + \beta_3 (C_f) + \beta_4 (T_m) + \beta_5 (T_f) + \mu \]

where

\[ \text{Recom} = \text{Recommendation by the tourists to visit tourists products in India} \]

\[ \alpha (\text{alpha}) = \text{Constant} \]

\[ \beta_1 (H_o) = \text{coefficient of Hospitality services} \]

\[ \beta_2 (P_t) = \text{coefficient of Pastime services} \]

\[ \beta_3 (C_f) = \text{coefficient of Comfort services} \]

\[ \beta_4 (T_m) = \text{coefficient of Tour management} \]

\[ \beta_5 (T_f) = \text{coefficient of Tourism facilitation} \]

\[ \mu = \text{residual value} \]
7. The economic, social and demographic profiles of the foreign tourists and the domestic tourists that have been obtained through the survey of the tourists have been analysed by using T-test to find out is their any significant difference between the two groups.

8. To review the policies of the Union and State Governments in order to offer suggestions on the basis of tourists' opinions.

1.12 LIMITATION OF THE STUDY

➢ The study is confined to the tourists who visited India during the period between October and March every year from 1998-2000.

➢ The sample size though adequate has not covered all sections of India.

➢ The sampling does not represent equally all the 4 principal tourist motivation.

➢ Since there is a problem of multiple counting of same tourists reckoning the sample size, as percentage of population for
ensuring adequate representation was not possible. This should be considered in generalising the result.

1.13 OVERVIEW OF CHAPTERS

➢ Chapter two discusses the tourism literature concerning the present study.

➢ Chapter three discusses the significance of tourism industry in the development context of the country.

➢ Chapter four discusses the growth in the number of tourist arrivals during the study period of 10 years as well as the contribution of the Indian tourism industry to the Foreign exchange reserves of the country.

➢ Chapter five discusses the reasons for tourist visiting India that includes the priority for choosing destinations in India, the profile of the foreign and domestic tourists and the adequacy of supporting services at tourist centres.

➢ Chapter six discusses the major problems faced by the tourists in India as well as tourism policies of the Central and State
governments in order to suggest measures to improve the performance of the tourism policies.

Chapter seven consolidates the findings of the study and as well concludes the study, provides recommendations for the effective management of the Indian tourism.

1.14 CONCLUSION

This chapter discusses how the growth 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 meagre and it is less than one percent. India’s share in the world tourist movement remains 0.4 percent 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 attempted to analyse the prevailing conditions that have led to India’s poor performance in the tourism sector.