Chapter-I

MEANING AND CONCEPT OF TOURISM IN INDIA

This chapter deals with the meaning and concept of Tourism in India with historical perspectives, definitions, nature and dimensions of tourism. It also includes the growth and development of tourism and the various organizations of tourism industry.

It is frequently said with great conviction that tourism is the second largest industry after oil. However, with the weakening of OPEC, Tourism has now become the largest industry in the world and one of the major sociological and economic phenomena of the twenty-first century. Therefore, tourism becomes all the more significant for developing countries which for various historical reasons such as colonization had been left behind in the development process and are now trying, desperately, to catch up with the rest of the world.

Tourism is one of the very significant ways, by which a developing nation can make extraordinary progress in several fields, more so in the economic sphere. The major problem of foreign exchange faced by the developing nations can be solved if tourism is creatively exploited. It is the most painless way of earning foreign exchange, as it doesn't require export or sale of our scarce resources. Large amount of foreign exchange thus earned by simply developing our infrastructure can be then used to strengthen the economic development of the nation. This makes tourism a major area of interest in developing countries.

Tourism can provide tremendous economic and employment opportunities in the developing nations. Another challenge faced by the developing nations is unemployment (not only of the uneducated but also of the educated youth). Tourism seems to be ideally suited for absorbing vast human resource potential that we have in our country. From airports to hotels, artifacts to handicrafts, transport to entertainment tourism
industry is capable of providing numerous employment opportunities due to multiplier effect.

Tourism encourages and fosters the traditional art and crafts of a nation, which would otherwise have died out. A look, even at a small object would reveal the sort of devotion that goes into creating it. There is no doubt what-so-ever that creative interpretation of tourism can be a major positive force in developing a nation? Certainty there are dangers as well, that are there in any sphere of endeavor. Tourism can lead to vulgarization, cultural degradations even lead to exploitation of all sorts. But tourism can be creative as well. It is up to us to decide whether it is going to be a blessing or a plight. If it is properly moderated and channelized, there is no doubt, whatsoever, that as far as India is concerned, it has been and it can be a blessing—because India is absolutely unique as a tourism destination.

1.1 Historical Perspective of Tourism

Travel is one of the oldest activities. It existed even before recorded history, a time when man was roaming in search of food and shelter. From the earliest historical period travel has fascinated mankind in various ways. Much of the travel in the beginning was largely unconscious and a rather simple affair. Travel in the distant past was not a thing of pleasure as is the case now. The travelers of the past were either merchants and pilgrims or those scholars who were in search of ancient texts. Trade and commerce was the biggest motivating factor in the ancient past which made people travel to distant lands in order to seek fortunes. Travel got a big boost with the opening of the trade routes as travelers from distant lands started moving about in large numbers and visited many places for business purposes. Thus the opening of new trade routes provided market places to merchants. These trade relations gradually matured into cultural relations which aided a better understanding of each other's way of life. Various arts, culture and customs were exchanged; science, technology and religious faith also experienced influences of each other.
The earliest recorded evidence of tourism can be traced back to the Roman Empire. The Romans visited temples, festivals and baths for health and amusement. With the collapse of the Roman Empire in the fifth century tourism ceased to exist till the middle ages. The Romans, probably, were the first pleasure travelers in the world. In the middle ages, thousands of pilgrims made journeys under the then existing difficult conditions. During that period no one traveled for pleasure. The development of trade, commerce and religious activities from eleventh to fifteenth century gave added impetus to the movement of merchants, soldiers and pilgrims. Thus travelling before the industrial revolution was largely a matter of pilgrimage and to a limited extent for business or official purposes.

The age of Renaissance broadened the horizons of man and led to a quest for exploration and discovery. From the end of the sixteenth century, some growth in travel was evident for educational purposes and later to satisfy a new curiosity about the way people lived in other places. In the eighteenth century leisure became an attribute of the rich and the cultured. Travel was also recommended as a part of curriculum development.

Industrial revolution brought about far reaching changes in the socio economic set up. It resulted in large scale migration of people to industrial centers and an urban society eventually developed. The newly emerged urban society, which was comparatively more prosperous and free, provided a fillip to the development of tourism. Transport facilities also developed to cope with the changing social needs. Gradually, by the end of the eighteenth century, organized tours were also thought of.

A revolutionary step in travel was taken in the first decade of the nineteenth century when John London McAdam and Thomas Telford invented a road surface that replaced the dirt roads then existing in Europe. By then, professional travel agencies were established. Thomas Cook, an Englishman, in the 1840s organized the first package tour. He had the foresight of providing almost all modern facilities to his
“customers”. It is, primarily, his entrepreneurship that made tourism a recognized economic activity. Overseas tours, as understood today, were recognized for the first time during the 1860s.

During the first half of the twentieth century tourism grew due to the development in the transport industry and other factors. Travel by private cars and coaches became popular for the first time in the second decade. During the First World War tourism faced a setback. Socio-economic changes such as better standard of living, broader outlook of the people, increasing exposure to outside world, development of infrastructural facilities and 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 which was more conducive for the growth of tourism. By the time travel infections became a 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 governments of the Third World countries started patronizing tourism as an economic activity.

Till very recently, tourism in India was primarily one of pilgrimage. Traveling for religious purposes was an established custom. It is only since independence that conscious efforts have been made to develop tourism. These efforts are reflected in the growth of the tourism industry as seen in the present.

1.2 Definitions of Tourism

Stunted growth of tourism in India was noticed by Anand M.M. (1976). He observed that tourism has to play an important role in the economic development of the country. The reasons for this are numerous. First is the in-elasticity of our traditional exports and ever increasing competition in industrial goods. The requirement is to tap a new source to earn foreign exchange. We need to offset our chronic deficit. The world has moved from a two dimensional to a three dimensional one (tourism
being the third dimension). In case of India this third dimension offers the
greatest scope for development. Secondly, tourism is "a high industry
requiring no capital". There is no other industry which would yield foreign
exchange in such a short time as tourism does. Thirdly, it is a labour
intensive industry and can help to provide jobs to the unemployed. And
lastly, it has a far reaching impact on the economy. From an economic
point of view, tourism is especially important in developing countries like
India. In the process of political and economic changes that India is
undergoing, international trade has assumed an importance like never
before. The quality and content of international trade is an indication of the
economic growth of the country.

Tourism is a recent phenomenon of the modern time but travel is
routed in the ancient past. Travel can notes is a, "journey undertaken from
one place to another place for any purpose including journey to work and
as a part of employment, as a part of leisure and to take up residence". All
tourism includes some travel but travel may not include tourism.

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

- Movement of people
- A sector of economy or an industry
- And a broad system of interacting relationship of people, their
  needs to travel outside their communities and services which
  attempt to respond to needs.

The tourism society in Britain had defined tourism in 1976, as the
temporary short term movement of the people to destinations outside the
places where they normally line and work’ and perform their activities,
during the stay at these destinations. It includes movement for all purpose
as well as day visit or excursions. Further in March 1993, the United
Nations Statistical Commission adopted a set of commodities on tourism
statistics prepared by the World Tourism Organization (WTO). Tourism is
defined as, “the activities of person traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”.

The word “tourist” is derived from the term ‘tour’ which according to Webster’s International Dictionary means a journey in which one returns to the starting point, a circular trip usually for business, pleasure or education during which various places are visited and for which an itinerary is usually planned. Narval, an economist and writer, defines tourist as “every person who comes to a foreign country for a reason other than to establish permanent residence or to work there regularly and who spends, in the country of his temporary stay, the money he has earned elsewhere”. Herman V. Schullord, an Australian economist, in the year 1910 gave one of the earliest definitions of tourism. He defined it as “the sum total of operations, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside or outside a certain country, city or region”.

Tourism is an ever expanding service industry with talent growth potential and has therefore become one of the crucial concerns of not only the nations but also of international community as a whole. In fact, it has emerged as a decisive link in gearing up the pace of socio-economic development world over. Thereby it has come to weigh significantly in the growth strategies of the developing nations. It is being perceived as an important instrument of economic development. Emergence of tourism as a leading growth industry is a part of a gradual process involving the displacement of manufacture from its dominant position and the transition to a service oriented economy.

Tourism is largely examined for its ample potential to give rise to changes in the economic, ecological, societal and cultural edifice of a country. However two aspects of tourism i.e., its capacity to generate employment both directly as well as indirectly and its potential to earn hard international currency for the host country have made this industry greatly desirable not only for the people in general but also for governments,
planners and entrepreneurs. It has come, therefore, increasingly to occupy a place of importance not only for the business sector but also for the concerned academic and management institutions.

At present tourism is a world-wide phenomenon. The outcome of increasing tourism has been found to be a critical and crucial catalyst in accelerating the rate of socio-economic development. The economic significance of tourism is well brought out by the statistics of the World Tourism and Travel Council (WTTC) and John Naisbitt. There are variety of ways in which one can look at tourism and socio-economic development. A strong argument for investment in tourism industry is its great economic benefit. It is, however, not sufficient to consider the immediate economic impact of tourism. Firstly, the inherent characteristics of the tourist industry initially are negative as it requires heavy investment on infrastructure of the place. The tourists don't allow a gradual development of the place. The tourists don't accept substandard food, lodging, transport and entertainment. The tourism industry requires huge investment in its early period and therefore one should be prepared for a long gestation period to get returns. Secondly, while putting the tourism industry in a wider developmental context, we have to take into consideration leakage like income going outside the destination to procure goods and services not available locally. Thirdly, we must also consider whether the effect reaches the population as a whole or remains limited to a favored sector.

Tourism is primarily a service industry. It consists of all those traders who together satisfy the needs of travelers. The whole expenditure made by the traveler contributes to the prosperity and development of travel industry. The moment a tourist leaves his place, he starts spending money for different services. These services can be treated as segments of the tourism industry (shop-keeping, trading, transportation, hotels etc.). The money received by these segments of the industry goes for circulation in various forms. Hence, the segments of tourism industry operate in coordination with each other. The industry is rapidly changing and is mainly
dominated by choice customers. Further there have been a lot of improvements in language, skill, currency and customs. Movement of people of different countries is more frequent because of these improvements. In the advanced industrialized countries, where tourism has become a part of life style, enormous expansion has taken place. These countries are tourism generating as well as tourism receiving countries. In America and Europe, 80 percent of tourist traffic is organized and consequently they receive 80 percent of tourist arrivals. Rest of the world generates very small revenue. The World Tourism Organization estimated that in the year 1990, there were nearly 415 million international tourist arrivals through out the world. It was estimated that in the year 1991, international tourist arrivals would approach the figure of 450, million which amounts to an increase of 5 percent over 1990.

Tourism Re- Defined

World Tourism Organization has taken the concept of ‘tourism’ beyond the stereotyped image of ‘holiday making’. The officially accepted definition in the report is, “Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”. The report distinguishes the following types of tourism.

(a) Domestic tourism involving residents of a country visiting their own country.
(b) In-bound tourism involving non-residents visiting a country other than their own.
(c) Out-bound tourism involving residents visiting a country other than their own.

These three basic forms of tourism can, in turn be combined to derive the following categories of tourism:

(a) Internal tourism which comprises domestic tourism and in-bound tourism.
(b) National tourism which comprises domestic tourism and out-bound tourism.

(c) International tourism which comprises in-bound and out-bound tourism.

Underlying the above conceptualization of tourism is the overall concept of “traveler” defined as “any person on a trip between two or more countries or between two or more localities within his/her country of usual residence”. All types of travelers engaged in tourism are described as “visitors” - a term that constitutes the basic concept for the whole system of tourism statistics.

A visitor is defined as a person who travels to a country other than the one in which he has his usual residence but outside his usual environment for a period not exceeding twelve months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.

‘Visitors’ are sub-divided into two categories:

(a) Same-day visitors: Visitors who do not spend the night in a collective or private accommodation in the country visited.

(b) Tourists: Visitors who stay for at least one night in a collective or private accommodation in the country visited without taking any remuneration

1.3 Nature of Tourism

Tourism is a socio-economic phenomenon comprising of the activities and experiences of tourists and visitors away from their home environment, fascinated by the travel and tourism industry and host aestivations. The sum total of this activity, experience and service can be seen as the tourism product. Understanding the interrelationships between several parts of the system enables all tourism stakeholders to improve
planning and management effectiveness and enhances the likelihood of success.

Essentially, the system of tourism can be described in terms of supply and demand. Tourism planning should strive for a balance between market demands and supply (development). This requires an understanding not only of market characteristics and trends but also the planning process to meet these market needs. Furthermore, the context of supply and demand sides needs to be monitored and managed carefully. Ecological, political, social, cultural and other factors in the external and internal environments of the visitors as well as demand and destination supply components must be carefully considered.

Often tourists from core-generating markets are identified in the demand side. The supply side includes all facilities, programmes, attractions and land uses designed and managed for the visitors. These supply side factors may be under the control of private enterprises, non-profit organizations and Governments.

The supply and demand side can be seen to be linked by the flow of resources—such as capital, labour, goods and tourists expenditures into the destination and flows of marketing, promotion, tourist artifacts and experiences from the destination back into the tourist generating regions. In addition to this, some tourist expenditures may leave back into the visitor-generating areas through repatriation of profits of foreign tourism investors and payment for imported goods and services provided to tourists at the destination. Transportation provides an important linkage both to and from the destination.

The dynamic nature of tourism system makes it critical to scan the external and internal environments of the destinations on a regular basis and to be prepared to make necessary changes which would ensure a healthy and viable tourism industry. The tourism system is dynamic and complex due to many factors and sectors linked to the provision of tourist experience and generation of tourism revenues and markets. A large
number of stake holders are involved in this system. There is a growing recognition that there is interdependence within these stake holders for sustainable and pro-poor tourism. Tourism development can no longer work in isolation from the environment and local communities or avoid the social and cultural consequences of tourism.

In the contemporary world, tourism is quite relevant in the development of the economies. A large number of developing countries today, are today fully aware of the potential benefits of tourism and most of these, which have a suitable tourism infrastructure, are well ahead in the way of exploiting this avenue for economic development. Recognition of the growing importance of tourism in the developing countries is also reflected in rapidly expanding literature on the subject. Major focus of this literature is on international tourism as a source of scarce foreign exchange. Tourism can play an important role in creating employment and income opportunities and in diversifying regional imbalance, through backward and forward linkage efforts on the local industries and enterprises, in the poor and backward areas of economy. It is, therefore, necessary to emphasize once again that from an economic point of view, tourism seems to play two major yet distinct roles in the overall development of the economy. Firstly, as a parameter of development of backward resources in poor areas, mainly through the utilization of the relatively abundant human resources and thereby reducing regional disparity in the overall development of the economy and secondly, as a source of earning scarce foreign exchange through an invincible export item.

1.4 Dimensions of Tourism

Establishing or developing a tourism industry has both benefits and costs. If these dimensions are understood at the early stage of planning, strengths and opportunities can be maximized while weaknesses and threats can be minimized. A list of potential costs and benefits are presented below. Each destination will be different in terms of tourism characteristics. The costs and benefits of tourism will vary in each
destination and would change over time, depending on tourism and other activities in a destinations' local and regional context. Table 1.4 presents some of the positive and negative dimensions of tourism.

<table>
<thead>
<tr>
<th>Economic Benefits</th>
<th>Economic costs</th>
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<tbody>
<tr>
<td>Tourism generates local employment, directly in the tourism sector and in support and resource management sectors.</td>
<td>Higher demand created by tourism activity may increase the price of land, housing and a range of commodities necessary for daily life.</td>
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<tr>
<td>Tourism stimulates profitable domestic industries, hotels and other lodging facilities, restaurants and food services, transportation system and guide services.</td>
<td>Demands on health and police services can be increased during the tourist seasons and this would be at the expense of the land tax base.</td>
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<tr>
<td>Tourism generates foreign exchange for the country and injects capital and new money into the local economy.</td>
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<tr>
<td>Tourism also helps to diversify the local economy.</td>
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<tr>
<td>Improved road systems and infrastructure that contribute to the entire destination can be justified and supported by the benefits from tourism development.</td>
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<tr>
<td>Often the jobs created through tourism can be low paying and unskilled but they constitute an important step for the poor to improve their economic condition.</td>
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<td>Increased tax revenues from tourism.</td>
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<tr>
<th>Social Benefits</th>
<th>Social Costs</th>
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<tr>
<td>The quality of life of a community can be enhanced by economic diversification through tourism.</td>
<td>Rapid tourism growth can result in the inability of local amenities and institutions to meet service demands.</td>
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<tr>
<td>Recreational and cultural facilities created for tourism can be used by local communities as well as domestic/international visitors.</td>
<td>Without proper planning and management, vandalism and crime often accompany tourism development.</td>
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<tr>
<td>Public spaces may be developed and enhanced through tourism activities.</td>
<td>Tourism can cause over-crowding and traffic congestion.</td>
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Tourism enhances the esteem of local community and provides an opportunity for greater understanding through and communication among people of diverse backgrounds.

The community structure with respect to community bonds, demographics and institutions may change.

The authenticity of the social and cultural environment can be changed to meet tourism demands.

<table>
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<tr>
<th>Cultural Benefit</th>
<th>Cultural Costs</th>
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<tr>
<td>Tourism can enhance cultural awareness.</td>
<td>Youth in the community begin to emulate the speech and attire of tourists.</td>
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<tr>
<td>Tourism can generate revenue to help pay for the preservation of archaeological sites, historic buildings and districts.</td>
<td>Historic sites can be damaged through tourism development and pressures.</td>
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<tr>
<td>In spite of criticism about the attraction of cultures to unacceptable levels, sharing of cultural knowledge and experience can be beneficial for both hosts and guests of tourism destinations and can result in the revival of local traditions and crafts.</td>
<td>There can be long term damage to cultural traditions and erosion of cultural values, resulting in cultural change beyond a level acceptable to the host destination.</td>
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<tr>
<th>Physical Environmental Benefits</th>
<th>Physical Environment Costs</th>
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<tr>
<td>Parks and nature preserves may be created and ecological preservation supported as a necessity for nature-based tourism.</td>
<td>Negative change in the physical integrity of the area.</td>
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<tr>
<td>Improved waste management can be achieved.</td>
<td>Rapid development, over development and over crowding can forever change the physical environment and ecosystems of an area.</td>
</tr>
<tr>
<td>Increased awareness and concern for environment can result from nature-based tourism activities and development.</td>
<td>Degradation of parks and preserves.</td>
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</table>

Source: United Nation Organization 2003

1.5 Tourism in India

India’s glorious tradition and rich cultural heritage is linked with the development of tourism. The magnificent monuments attract large number of tourists from all over the World. Besides its cultural heritage, India has got a unique geographical position. Tourism in India was once a
way of life. It is now in the process of being turned into an industry with emphasis mainly on earning foreign exchange. The tourism industry is also proposed to be developed further, essentially as a private enterprise. The incentives and stimulants for the foreign tourists are bound, such as to earn quick returns on investment and to maximize profits by the tourism industry. However, foreign tourism in India is still in its infancy. Tourism and hotel industry is already the third largest earner of foreign exchange in India. India is the second most populated country of the world. It is the seventh largest country of the world in area.

India has a great tourism potential to attract tourists at various destinations. It includes famous temple buildings, like the Sun Temple in Orissa, Meenakshi Temple in Madurai and Swami Narayan Temple at Ahmedabad, Qutub Minar and India Gate at Delhi etc. which are the main attractions for tourists from all over the world. India is also blessed with beautiful lakes, beaches, lovely deserts and unique historical monuments, which are the main attractions for tourists from various parts of the country and the world. The exciting wild life which includes Gir forests in Gujarat, Corbet National Park in Uttrakhand, Periyar in Kerala and Ghana in Rajasthan are an ornithologist’s delight.

Architectural beauty of India is also an attraction for the tourists. Ajanta and Allora Caves, Elephanta Caves and Mughal architecture attracts domestic as well as foreign tourists to these destinations. Numerous temples, churches, mosques and gurudwaras make India a paradise for the tourists. India has a fairly large infrastructure available for tourism. There is adequate transport facility and communication network system catering to the needs of the tourists. All major tourist centers are easily approachable and are linked up with railways or roads. Some of the tourist destinations are linked up by air network. Tourist traffic branch expanded its activities considerably and during the year 1955-56 it increased its branches from one to four, each of them having wide range of duties. These branches include tourist traffic section, tourist administrative section, tourist publicity section and tourist distribution.
section. These branches were functioning under the Deputy Secretary with two under-secretaries to assist him. There was a proposal for the Directorate General of Tourism which would promote tourism activities in the country.

Development of tourism in India is the result of latest policy decisions of the Government of India. What makes it so interesting and appealing is the historical past and cultural heritage of the country. Tourism industry flourishes to the full on the glorious history of a nation. Thus, tourism cannot be isolated from history, much less in a country like India, the cultural heritage of which is full of fascination. India’s grand and glorious past and her rich cultural traditions are closely connected with the development of tourism. In connection with India’s beautiful cities and scenic places, the American novelist, Mark Twain, has rightly observed, “India is the only country under the sun that is endowed with an imperishable interest for alien prince and alien peasant for well read and ignorant, wise and fool, rich and poor, bonded and free and on land that all men desire to have seen once by even a glimpse would not give that glimpse for the shoes of all the globe combined”. Thus we can say that the relationship of history and tourism is age old and both these combined together contribute considerably towards the development of the economy of the country and add to the well being of the nation.

It was however on March 1st, 1958 that a separate tourism department in the ministry of transport and communication was established to replace the tourist traffic branch in the same ministry. The department was put under the charge of a Director General who was assigned the task of dealing with all matters concerning tourism. In the same year, tourist traffic advisory committee was reconstituted to take the term of the present tourist development council.

An adhoc committee on tourism was set up in 1963 under the chairmanship of late Shri LK Jha, which suggested the formation of three corporations to deal with hotel, transport and tourism. Once formed separately, they were amalgamated to assume the name of Indian
Tourism Development Corporation (ITDC) which started its business on 1st Oct, 1966. At the same time, tourism was merged with the department of aviation and tourism. In 1967, it was separated and elevated to the Ministry of Tourism and Civil Aviation under the charge of a cabinet minister. This was a significant move. At present, the department of tourism is an attached office in the Ministry of Tourism and Civil Aviation. The Director General is assisted by an Additional Director General, a Joint Director General and five Deputy Director Generals.

Government of India is keen on boosting tourism and hotel industry. Government policies have promoted the service sector, directly through private initiatives and investments, both domestic and foreign. In order to stimulate further growth of tourism, the emphasis is bound to shift away from direct investment by the Government to fiscal and other incentives and concessions for private enterprises in tourism industry.

1.6 Growth and Development of Tourism Industry

Whether for pleasure or for business, travel demand is rapidly growing. Higher incomes, more leisure time, changing life styles, increased overseas writing and a growing number of people reaching retirement age (many at an earlier age), all indicate that the tourism industry will continue to expand. The industry has responded to this increased growth opportunity with new air, land and sea transportation networks, hotels, resort destinations, and convention centers, as well as with growing local service industries which support the needs of the tourists. Tourism is an industry of competing firms who have cost conscious clients. A tourist has a right to expect professional service. The quality of our leisure time is becoming increasingly important to us and the demand for expert, professional service in planning that leisure time is growing even more important.

In various ways, modern societies increasingly provide their citizens with an opportunity to reach their fullest potential. For many people this opportunity is realized during free time rather than at work. Tourism
industry, therefore, affects us not only because of its tremendous size, but because of the crucial role it plays in improving the quality of life for millions of people. In such an important industry, the potential for jobs is enormous. As the industry becomes more complex it demands the services of well trained, enthusiastic and responsible individuals. The future growth and competitive strength of each of the elements that make up the tourism industry depends on how well each entity cares for the safety and comfort of the travelers, the value tourists get for their money, and on how well their expectations are met.

Since our purpose is to discuss the importance of tourism sector as a whole, we must see the traveler from the industries’ point of view. It perceives the traveler as a visitor and classifies him or her according to the reason for the visit and other characteristics of the visit which include travelers’ mode of transportation, point of origin and level of expenditure. The existence of a tourism industry derives primarily from the travelers’ desire to experience a change and his willingness to spend money in the pursuit of that experience. The tourism industry is composed of those sectors of the economy which provide services such as accommodation, food and beverages, transportation and recreation along with the associated distribution and sales services. It is supplemented by public and private concerns organizing and providing a broad range of events and attractions. The industry operates on profit motive and its promotional efforts are aimed primarily at increasing “tourist” travel. However, it also seeks to serve those who contribute to its revenues without being defined specifically as tourists.

The economic health of the tourism industry depends on the volume and pattern of its customer’s use of great variety of facilities and services. It counts both local residents and all classes of visitors among its valued customers. Tourists for pleasure travels are but one of the classes of visitors catered to by the industry. Tourism, then, is the business of attracting visitors and catering to their needs and expectations.
1.7 Organizations of Tourism

Development of an organization is a must for any industry as it plays a vital role in its planning, development and growth. Organization consists of individuals whose primary role is to achieve the objectives for which it has been set up. The growth and development of any discipline depends to a large extent on the similar manner in which it associates itself with those pursuing similar discipline. In other words, the aim of the organization is to arrange people into working groups and associating those with similar functions or purpose in order to move efficiently with a purpose to obtain a desired result from their combined action.

Today, almost all the countries have a tourist's organization. Rapidly growing awareness of economic, financial and social advantages of tourism development has led many countries, especially after the Second World War, to extend and enlarge their direct interest in tourism. However, the pattern and nature of these organizations differ widely from one country to another. The association can be at various levels i.e. local, regional, national and international. Various international tourism organizations have emerged with the objective of developing and promoting the subject of tourism.

There are numerous international organizations existing today. Some of these organizations are especially concerned with development and promotion of tourism at the international level while others deal with the development and promotion of tourism in a particular region.

1.7.1 International Union of Official Travel Organization (IUOTO)

Travel Association of Great Britain and Northern Island decided in the spring of 1946 to call a world conference of national tourist organizations to discuss the restoration and reconstruction of travel facilities destroyed by the war. The conference took place in London in October 1946 and the following year, in 1947, International Union of Official Travel Organization was founded. The organization represented
over one hundred national tourist offices of various countries and about eighty eight national and international organizations were its associate members. It was the only organization which grouped together government or official tourist organizations in all parts of the world on the basis of one for each country and territory.

The principal aim of the organization was to stimulate and increase free flow of persons in the interest of economic development and to strengthen social and cultural relations. This is tried to do by way of resolving the problems arising in the field of tourist movements. IUOTO was granted consultative status by the United Nations. The supreme body of the IUOTO was the general assembly which held its meeting once a year.

1.7.2 World Tourism Organization (WTO)

World Tourism Organization (WTO), an inter government technical body dealing with all aspects of tourism, came into its legal existence on January 2nd, 1975. It replaced the International Union of Official Travel Organization (IUOTO). Swift expansion of travel had created the need for a world body which would be able to deal with tourism problems at the government level. This led to the transformation of IUOTO into WTO. The aim of the organization is divided into three sections:
• The fundamental aim of the organization shall be the promotion and development of tourism. The organization shall take all appropriate actions to attain this objective.

• In pursuing this aim, the organization shall pay particular attention to the interests of the developing countries in the field of tourism.

• In order to establish its central role in the field of tourism, the organization shall establish and maintain effective collaboration with appropriate organs of the United Nations.

WTO was originally conceived as an intergovernmental organization by the UN General Assembly resolution number 2529 in December 5th, 1969. The WTO becomes an executing agency of the UNDP in May 1976. In WTO organization there are three categories of members (1) Full time members (ii) Associate members (iii) Affiliate members.

There are three organs through which WTO functions:

• General Assembly
• Executive Council
• The Secretariat.

General assembly is the supreme body with full time members while Executive Council implements all decisions but on the recommendations of general assembly. In the Secretariat, one Secretary General is there, who is responsible for carrying out the general policy and work programmes of the organization on the directions of the general assembly.

1.7.3 Pacific Area Travel Association (PATA)

Pacific Area Travel Association, a non-profit organization was established in the year 1951 with the objective of developing, promoting and facilitating travel to and within the Pacific area and South East Asian region including India by Lorrin Thurston in Honolulu. The association has
44 founding members. It primarily operates in the market of United States, which is the world's biggest travel market. The head-quarter of PATA was established in San Francisco (USA) in 1953 and its first Asian office was opened in Manila (Philippines) in 1976. This organization provides meeting point for people involved in all aspects of travel trade from a large number of countries. The activities of PATA include assisting small and upcoming destinations to develop their infrastructure, providing expertise, planning group travel schemes, destinations, hotels operations and discount. It provides up-to-date information and practical as well as theoretical experiences in the field of tourism. The organization of PATA is as under:

\[ 
\text{Member} \\
\downarrow \\
\text{Board of Directors} \\
\downarrow \\
\text{Officers} \\
\downarrow \\
\text{Marketing Committee} \\
\downarrow \\
\text{Administration Committee} \\
\downarrow \\
\text{Management Committee} \\
\downarrow \\
\text{PATA Staff} 
\]

India was admitted as an associate member of PATA in the year 1957, after which India realized that this would not only benefit in getting tourist inflows but also expose modern techniques in tourism marketing and promotion.

1.7.4 India Tourism Development Corporation Ltd. (ITDC)

Following report of the ad-hoc committee on tourism, also known as Jha Committee (1963) (which recommended that the public sector should assume a more active role in promoting tourism), the Government of India
set up in 1965, three separate corporations viz. Hotel Corporation of India Ltd, India Tourism Corporation Ltd. and India Tourism Transport Undertaking Ltd, under the Department of Tourism. These were set up under the provision of the Companies Act, 1956. For efficient and economic working, these three undertakings were merged into one corporation, named as India Tourism Development Corporation in October 1966 in Delhi. In pursuance of the recommendations of Administrative Reform Committee, the control of big hotels under tourism department namely the Ashoka Hotel Ltd. and Janpath Hotel Ltd. was transferred to the ITDC on March 1970. This amalgamated company, known as India Tourism Development Corporation Ltd., came into effect from March 28, 1970.

The main objectives of this corporation are as under:

- Construction and management of hotels, restaurants etc.
- Provision of transport facilities to the tourists.
- Provision for shopping and entertainment facilities to the tourists.
- Provision of publicity services to assist India’s promotion overseas as a tourist destination and projecting the national importance of tourism at home.

With these objectives, ITDC has provided a wide range of services essential for the promotion of tourism and has worked in close cooperation with the department of tourism and civil aviation.

1.7.5 Himachal Pradesh Tourism Development Corporation Ltd. (HPTDC)

The State government established the Himachal Pradesh Tourism Development Corporation Ltd. (HPTDC) in 1972 to promote tourism in Himachal Pradesh. All the assets and liabilities of the directorate were transferred to the corporation at the time of its formation. Himachal Pradesh Tourism Development Corporation is a prime mover for the
promotion of domestic and foreign tourism in the state. It has promoted and executed various projects and schemes to facilitate and accelerate the development of tourism in the state. Himachal Pradesh Tourism Development Corporation is also playing a major role in the development of various destinations, providing healthy competition to the private sector. However, Government of Himachal Pradesh is exploring the possibilities of privatization and disinvestment of existing property of the Corporation to explore new resources for the development of new projects in higher to virgin areas. The corporation has expanded and diversified its activities and has contributed significantly to the socio-economic development of tourism in Himachal Pradesh. The Himachal Pradesh Tourism Development Corporation was formed with the following objectives which are formulated in its memorandum of association and articles of association:

- To establish, develop, promote, execute, operate and carry out project schemes, business and activities which are likely to facilitates or accelerate the development of tourism in the state.

- To construct, run and maintain Tourism Information Bureau and Centers in the state of Himachal Pradesh and within the country.
  - To edit, design, print, publish, sell, be to deal with books, magazines, periodicals, pamphlets, bills, posters, pictures, post cards, diaries, calendars, films and other material for the purpose of giving publicity for the development of tourism.

- To provide boarding, lodging and transport facilities at the expense of the company to travel agents, airline representatives and other similar agencies promoting tourist traffic to Himachal Pradesh.

- In view of large chain of hotels and extensive transport services, Himachal Pradesh Tourism Development Corporation's policy
regarding publicity and advertising specifically, concentrates and focuses to promote these activities.

To achieve these objectives, Corporation has launched a comprehensive and sustained publicity campaign by issuing advertisements and writing articles relating HPTDC properties in leading magazines and newspapers.

Because of the effective steps taken by the Corporation there has been a tremendous increase in the number of hotel units and expansion in the existing establishments. Cordial relations are maintained between the employees and management. As a result, the management got whole hearted co-operation from the employees to boost the sale of its accommodation and other products.

It can be concluded that tourism is a complex phenomenon. It is an amalgamation of phenomenon and relationships, which arise from the movement of people to various destinations and their stay at the destination. It is the only phenomenon which on one hand generates revenue and is helpful for the economy of developing nations and on the other fosters the traditional art and crafts of the nation which would otherwise become extinct. Although tourism has both positive as well as the negative impacts on environment, culture and society but, positive impacts overrides the negative impacts upto some extent. Many international, regional and national organizations are doing their best for the growth and development of this sector. In the national context, the main USP of India is its unity in diversity which makes it a year around destination for the tourists.
REFERENCES

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