CHAPTER 5

An Analysis of Tourist Arrivals at Destinations: India and Maharashtra.
and Organized Tourism activity in Maharashtra
CHAPTER 5

AN ANALYSIS OF TOURISTS ARRIVALS AT DESTINATIONS: INDIA AND MAHARASHTRA AND ORGANIZED TOURISM ACTIVITY IN MAHARASHTRA

5.0 INTRODUCTION

In this chapter the author attempts to analyse the arrivals of total foreign tourists in India and share of Maharashtra in the total tourism activity.

Half the circle of the tourism activity - decision making segment starting from origin and reaching destination (People to place) has already been discussed. In this chapter the volume and direction of flow of tourists in space and time is analysed. Spatio-temporal perspective of tourism activity in India and Maharashtra is presented, discussed and explained.

The arrival of tourists at this destination is the starting point of consumption segment of tourist activity. The interactions and interrelations of tourist activity influenced by the decision-making process acts on consumption segment of tourism activity. This is the meeting place of all spatial interactions. In this segment the dream, motive and desires of tourists are fulfilled. The facilities provided by infrastructure and superstructure are utilized by the tourists. The dynamic dimensions of tourism takes shape and form through movement and consumption in this segment. All the resources physical, cultural, scenic and spiritual - are exposed to tourists and they can acquaint themselves and can experience and feel the touch of hospitality and rich traditions, beliefs of the destination as a life long memory.
5.1 VOLUME AND TREND OF TOURISM ACTIVITY IN INDIA

The volume and trend of tourists through time gives an inkling of its contribution to Indian economy, through foreign exchange earning. Data of tourist arrivals is available from 1951 to 1995. This data is used to construct a simple graph to find out the trend of tourist arrivals in India through time. There was negligible arrivals of tourist in 1951. There was greater turmoil and insecurity in post-independence period. Even after 1957 there was very slow but gradual increase with the advent of political and social stability in the country. The graph shows a gradual increase in the volume of tourists during 1951 to 1971 and accelerated increase thereafter. Thus there are two clear cut periods of slow and abrupt increase in tourist activity (Fig. 5.1).

In the period of slow growth there are various factors contributing to this phenomena. Most of the African and Asian countries were under colonial rule. The life style was slow, movements were not fast. Means and modes of transportation were inadequate and limited. There were no political and economic ties with countries. Publicity of tourist centres were insufficient. The capacity of saving was minimum. All these factors contributed to slow increase in volume of tourist in India.

Then there is a very steep rise in the increase in number of foreign tourists after 1971. In 1995 the number of foreign tourists visiting India touched 21 lakhs tourists. The phenomenal rise is from 1985 to 1995. Even in this period there was slight decline in 1984 because of the aftermath of assassination of Mrs. Indira Gandhi, unrest in Punjab and Kashmir. Foreign tourist arrivals is very sensitive to the safety and security conditions in the destination country.

The steep rise after 1985 can be attributed to a tremendous advancement in science
and technology, electronic media, computers, internet facilities, and advancement in informatics combined with craze for speed and movements gave impetus to tourist activity. The dream and reality of global village has come true with the closure of 20th century. (Appx.-III)

5.2 VARIATIONS IN TOURIST ACTIVITY

5.2 (A) VARIATION IN FOREIGN TOURISTS VISITING INDIA

A glance at Appendix -I makes it clear that the variation in percentage of tourist arrivals from 1951 to 1961 was significant with respect to African countries followed by East European countries, Central and south American and Australasian countries.

The variation in percentage of tourist arrivals from 1961 to 1971 in India was important with respect to Australasian countries followed by East Asian (186.82 %) West European (169.98%) and South East Asian Countries (155.72 %). As regards the period from 1971 to 1981 is concerned the North American and West European Countries have mustered the increase of 73.17 % and 218 % respectively. A significant increase is noticed with respect to tourists arrival from West Asian and South Asian countries during this period. (Fig 5.2 and 5.3) The variation in tourist arrivals from 1981 to 1991 is significant with respect to Stateless visitors followed by East European (101.59 %), East Asian (92.23 %) and North American countries (42.92 %).

The variability of tourist arrivals in India has been depicted on Fig 5.4. Variability in the growth of tourists arrivals has a distinctive regional significance. Year to year or five yearly tourist arrivals does not show proper variability. The distribution of variability by means of variability index gives proper picture of the trend of tourists arrivals in India. (Geddes 1942) Here theoretical normal curve of growth in tourist arrivals is compared with
TOURIST VARIABILITY INDEX
INDIA

\[
\text{74} + \frac{71.63 + 79.48 + 68.75 + 54.83 + 46.97 + 34.54 + 34.60}{9} = 51.65 \quad (V = 51.65)
\]

**Actual Curve**

**Hypothetical**

YEARS

TOURISTS APPEAL (IN LAKH)

fig. 5.4
actual growth of tourist arrivals. The mean percentage deviation between the two curves was here taken as an index.

Tourist arrivals in India from 1951 to 1995 is presented on five yearly bases. Their deviation from theoretical curve is calculated and deviation is plotted. There is a steady decrease in the deviations of tourist arrivals in India. During 1951 to 1956 the deviation is around 74% and in 1995 it comes to around 35%. This shows the gradual decrease of deviations through the subsequent years, except during 1966 to 71. This is a sufficient proof that in the years to come there will be steady increase in the tourist arrivals where actual tourist curve will coincide with theoretical curve. In all the nine quinquennial span the average deviation stands at 51.65% only.

5.2 (B) VARIATIONS IN FOREIGN TOURISTS VISITING MAHARASHTRA

The period from 1956 to 1961 is marked by increase in the tourists mainly of African countries followed by Asian countries, Australasian and Central and South American countries. (Appx.II)

The trend observed for the period 1961 to 1971 differ for obvious reasons. The variation in tourist arrivals from 1971 to 1981 has many characteristics to note. Firstly, the increasing trend of tourist arrivals from North American and West European countries continued through this period. What is most characteristics is, phenomenal rise in tourists from West Asian countries followed by those from Central and South American countries and Australasian countries. As regard the period from 1981 to 1991 is concerned East Asian countries and North American countries have recorded an increase of 860.29% and 203.61% respectively. This new feature could be explained on the ground that thousands of
students come to Maharashtra from Iran and other countries of West Asia to receive higher education. Probably same is true about South Asia and South Asian countries i.e. Mauritius, Thailand, Malyasia etc. Moreover, the increasing economic ties with these countries during last two decades has also been instrumental in enhancing tourist flow from these countries to Maharashtra. (Fig 5.5 & 5.6)

Tourist variability index for Maharashtra is depicted on Fig 5.7 from 1956 to 1995. It shows the variability in percentage on a five year basis. If we compare the variability index of India with Maharashtra, the distinct features of growth in tourist arrivals in India and Maharashtra come to the fore. The two graphs if superimposed on each other it shows equal variability in 1971, i.e. 71.63 % and 72.12 % for India and Maharashtra respectively. (Fig 5.4 and 5.7) In 1971 variability index for India stood at 58.71 % while for Maharashtra it was 80.19 % and 1991 variability Index for India was 34.60 % and for Maharashtra it recorded as 22.08 %.

The growth in the arrivals of tourists in Maharashtra shows greater variability calculated on the basis of five years. There is greater departure of actual arrivals from the hypothetical curve. From 1961 to 1976 variability index exceeded 70 % This indicates that the share of Maharashtra in the total arrivals of foreign tourists has dwindled in this period. From 1991 to 1995 the variability is around 22.08 % from the theoretical curve. It is an evidence that in recent years Maharashtra is forging ahead in attracting the tourists.

The deviations of actual curve from the theoretical curve should be minimised. The attempt should be made to attract foreign tourists to visit tourist centres in Maharashtra. The greater publicity, facilities must be highlighted so that most of the tourists visiting India are more attracted. The perception and mental pictures of tourist places located in Maharashtra must be injected in the psyche of foreign tourists of western Europe and American block.
TOURIST VARIABILITY INDEX
MAHARASHTRA

14
13
12
11
10
9
8
7
6
5
4
3
2
1

TOURIST ARRIVAL (IN LAKH)

1956 61 66 71 76 81 86 91 95
YEARS

fig.5.7

72.12 + 84.31 + 80.19 + 71.20 + 59.84 + 51.58 + 22.08/7 = 55.16  (V = 55.16)

HYPOTHETICAL

ACTUAL CURVE
5.3 COMPOSITION OF TOURISTS : SPATIO - TEMPORAL ANALYSIS

5.3 ( A ) COMPOSITION OF TOURISTS - INDIAN SPECTRUM

Tourist arrivals from the foreign countries numbered 1677508 in 1991 as against 1886433 in 1994 recording in absolute increase of 208925. Only 16829 tourists visited India in 1951. This figure increased to 139804 in 1961 and afterwards it rises to 147900 in 1965. But in arrivals exactly doubled in 1971. Thereafter it has been constantly increasing from 1971 to 1994, recording almost five and half fold increase. (Fig 5.8 and appendix -3)

Increased attention to tourist requirements by Government and Semi-Government agencies, development of tourist facilities as 3star, 5 star hotels and facility of conducted tours etc. through all the Five-Year Plans and effective advertisement of tourist products in Western countries have resulted in a constant, increase in foreign tourist arrivals.

The largest segment of the tourists visiting India in 1951 comes from West European countries recording the highest percentage of 47.64%. The North American tourists accounted for 21.56% of the total in arrivals. These two regions and South Asia accounted for more than 78% of the total tourists arrivals in India (5.8 A)

In the year 1956 the East Asian countries recorded the highest percentage of tourists (34.86) followed by West European countries (33.48) and North America (20.84). These three regions accounted for more than 89% of the total tourists visited India in 1956.

In the year 1961, West European countries shared the highest percentage followed by North America (23.80), South Asia (13.78) and Africa (12.66) These four regions accounted for more than 75% of total tourists in India. (Fig 5.8 B)

In the year 1966, the share of West European countries decreased upto 4.15% which
COMPOSITION OF FOREIGN TOURISTS IN INDIA

YEAR 1971

- (34.57 %)
- (2.62 %)
- (3.26 %)
- (9.30 %)
- (5-9 (A))
- (4.62 %)
- (8.21 %)
- (1.14 %)
- (20.60 %)
- (0.46 %)
- (10.58 %)
- (6.61 %)

YEAR 1981

- (42.20 %)
- (5.09 %)
- (2.76 %)
- (0.07 %)
- (5-9 (B))
- (7.27 %)
- (1.79 %)
- (25.90 %)
- (2.11 %)
- (8.40 %)
- (0.87 %)
- (3.54 %)

Legend:
- N. AMERICA
- C. & S. AMERICA
- AFRICA
- AUSTRALASIA
- W. EUROPEAN
- E. EUROPEAN
- W. ASIAN
- S. ASIAN
- S. E. ASIAN
- E. ASIA
- STATELESS

Fig. 5.9
was 27.57% in 1961 and 47.64% in 1951. The highest percentage has been recorded by North America (38.29) followed by South Asia (15.39) and Africa (10.29). These four regions have recorded more than 75% of the total tourists visiting India. (Appx -3)

The highest percentage has been recorded by West European Countries (34.57%) followed by North America (20.60) South East Asia (10.56) and South Asia (9.30) in 1971. These four regions accounted for more than 75% of the total tourists in 1971 (5.9 A).

In the year 1976, West European countries have recorded 42.90% of the total tourists followed by North America (15.06), South Asia (10.74) and South East Asia (7.86). These four regions have accounted for more than 75% of the total tourists visited India in 1976. (Appx 3)

In the year 1981 South Asian countries have recorded highest percentage of tourists (42.20%) followed by West Europe (25.90), North America (8.40%) and West Asia (7.27%). These four regions have accounted for more than 80% of total tourists in 1981 (Fig 5.9 B). India received the highest percentage (39.45) of tourists from West European Countries in 1986 followed by North America (15.16), South Asia (11.09), and West Asia (10.61). These four regions have accounted for more than 75% of tourists.

In the year 1991, South Asian countries shared the highest percentage followed by West Europe (30.67) North America (9.15) and West Asia (7.06). These four regions accounted for more than 80% of the total tourists in India. (Fig 5.10 A)

The highest percentage has been recorded by West European countries (35.25) followed by South Asia (24.66), North America (13.12) and West Asia (5.48) in 1995 (5.10 B).

From the above discussion it becomes clear that the West European countries have maintained the highest percentage of tourists with exception of two years when East Asian
countries (1956) and North American Countries (1966) topped the list. It is also noticed that the component of West Asian countries is on increase due to increasing economic ties with India. The South Asian countries have maintained the third position throughout the period. The East Asian countries have recorded the highest percentage (34.86) in 1956 as an exceptional case. However, the volume of tourists indicated a constant trend of increase throughout the period under discussion. The tourists visiting from Central and South American countries have recorded a negligible position throughout this period.

It also makes clear that more than half the number of total foreign tourists visiting India comes from West European and North American countries. It means that poor efforts are made to attract tourists from Australasia, East Asian countries and East European countries by the concerned agencies operating in India.

The growth of tourist arrivals in India from 1951 to 1995 has been shown on Semi-log graph. The curves of tourist arrivals from different regional blocks of the world show different trends and patterns. The data is available only for nationality. In fact data relating to the total stay, economic and social status of tourists, purpose of the visit, season of the visit, frequency of the visit are relevant and needed for the analysis and for short and long-range planning for the development of tourist activity.

It is stated that tourist visit India for lure of historical and ancient centres. Ancient civilization, culture, traditions and beliefs attract them to a greater extent. Religious places and palaces are the major attractions in India. Religious events also lure them to visit India. Thus collection of information on all aspects and mode of tourist is essential to project India and Maharashtra in a proper perspective. The planning of tourism activity is related to the increase in the growth of tourists every year.
Not only the growth of tourism activity but rate of change through the period under study is more significant. The simple graph will indicate the total number of tourists but it is silent on the rate of change during the period. Therefore data of tourist arrivals in India and into it the share of Maharashtra is presented on Semi-log graph.

Instead of describing the trend and rate of change of each regional block of the world the Kohn’s categories of showing type of growth is used. The curves plotted helps us to judge the trend and change of each world regional block and their contribution in the total tourists arrivals in India and Maharashtra.

On Fig. 5.11 and 5.12 the growth of tourist arrivals from 10 world regional blocks is shown by cuves for each. Instead of description the salient features of the growth and rate of change of tourist has been indicated by the categories suggested by Kohn (1945)

Curves 1 and 3 central and south American block show decelerated increase.

Curves 2 shows increase and subsequent decline.

Curves 4 Accelerated increase upto 1961, with slow growth afterwards.

Curves 5 Accelerated increase and 1966. increase and subsequent decline in 1961-66. (fig 5.11)

Curves 6, 9 and 10 decelerated increase.

Curves 7 increase and subsequent decline upto 1981. Thereafter subsequent decline and steady.

Curves 8 shows accelerated increase upto 1981 with trend of increase and gradual decline.
TOURIST ARRIVALS IN INDIA
SHOWING RATE OF CHANGE

WORLD REGIONAL BLOCKS
1) N. AMERICAN
2) C. & S. AMERICAN
3) AFRICAN
4) AUSTRALIAN
5) W. EUROPEAN

fig. 5.11
TOURIST ARRIVALS IN INDIA
SHOWING RATE OF CHANGE

WORLD REGIONAL BLOCKS
6) E. EUROPEAN
7) W. ASIAN
8) S. ASIAN
9) S. E. ASIAN
10) E. ASIA

fig. 5.12
5.3 (B) COMPOSITION OF TOURISTS - MAHARASHTRA SPECTRUM

Tourists arrived in Maharashtra from foreign countries numbered 1138841 (p) in 1995 as against 11371 in 1956 indicating increase by eleven times (Appx -3).

In the year 1956, West European countries have recorded the highest percentage of tourists (50.58) followed by North American (21.55) and East Asia (13.30). These three regions accounted for more than 85% of the total tourists in Maharashtra. (Fig 5.13 A)

In the year 1961, African countries have accounted the highest percentage of tourists (32.69) followed by Western Europe (29.50), North America (15.89) and West Asia (9.57). These four regions have accounted for more than 87% of tourists. (Fig 5.13 B)

In the year 1966, West European countries have recorded the highest percentage (32.95) of tourists followed by African countries (20.96), North America (18.64) and East Asia (10.73). These four regions have accounted for more than 82% of tourists. (App -3)

Maharashtra received the highest percentage (37.80) of tourists from East European countries in 1971 followed by Africa (22.06), North America (13.91) and East Asia (10.35). These four regions have accounted for more than 84% of tourists. (Fig 5.14 A)

In the year 1976, West European countries recorded the highest percentage (38.46) followed by West Asia (19.31), Africa (11.95) and North America (11.71). These four regions have accounted for more than 80% of tourists.

Maharashtra State received the highest percentage (34.16) of tourists from West European countries followed by West Asia (24.91), North America (11.52) and Africa (10.93) in 1981. These four regions have accounted for more than 80% of the total tourists. (Fig 5.14 B)

In the year 1986 West European countries shared the highest percentage followed by
West Asia (21.25), North America (14.02), and Africa (8.76). These four regions accounted for more than 75% total tourists in Maharashtra. (App. - 3)

In the year 1991 West European countries recorded the highest percentage of tourists (34.36) followed by West Asian countries (19.91), North America (15.51) and East Asian (12.62). These four regions accounted for more than 70% of the total tourists visited Maharashtra. (5.15 A)

The largest segment of the tourists visiting Maharashtra comes from East Asian countries recording highest percentage of 33.94 in 1995 (P) among all countries in the world. The West European tourists accounted for 25.74% of total in 1995 (P). These two regions and West Asia accounted for more than 75% of the total tourists in Maharashtra (Fig 5.15 B).

From the above analysis it becomes clear that West European countries have maintained the highest percentage of tourist visiting Maharashtra till 1995 (Projected).

The second highest percentage upto 1976 and then afterwards the North American countries maintained the second highest position. Central and South American countries have shared the least percentage throughout the period from 1956 to 1995 except Stateless.

The share of Maharashtra in the total arrivals of tourists from different world regional blocks is shown on semi-log graphs. (Fig 5.16 and 5.17)

Curve 1, 3 and 5. curves for N. American, African and West European block show declerated increase. There are periods of rise and decline in some period. These curves show slight and slow rate of change.

Curve 4. shows increase and subsequent decline. This curve is for Australasian block.

Curve 2. Represent central and south American block. The curve for this block represent accelerated increase. Their share in the total tourist arrivals in Maharashtra is moderate. (Fig 5.16)
COMPOSITION OF FOREIGN TOURISTS IN MAHARASHTRA

YEAR 1991

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>N. AMERICAN</td>
<td>34.36 %</td>
</tr>
<tr>
<td>W. EUROPEAN</td>
<td>19.91 %</td>
</tr>
<tr>
<td>S.E. ASIAN</td>
<td>15.51 %</td>
</tr>
<tr>
<td>E. ASIAN</td>
<td>5.39 %</td>
</tr>
<tr>
<td>AFRICAN</td>
<td>1.75 %</td>
</tr>
<tr>
<td>W. ASIAN</td>
<td>1.48 %</td>
</tr>
<tr>
<td>S. ASIAN</td>
<td>0.83 %</td>
</tr>
</tbody>
</table>

YEAR 1995

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>N. AMERICAN</td>
<td>33.94 %</td>
</tr>
<tr>
<td>W. EUROPEAN</td>
<td>15.17 %</td>
</tr>
<tr>
<td>S.E. ASIAN</td>
<td>15.74 %</td>
</tr>
<tr>
<td>E. ASIAN</td>
<td>3.82 %</td>
</tr>
<tr>
<td>AFRICAN</td>
<td>1.18 %</td>
</tr>
<tr>
<td>W. ASIAN</td>
<td>1.25 %</td>
</tr>
<tr>
<td>S. ASIAN</td>
<td>0.74 %</td>
</tr>
</tbody>
</table>

Fig. 5-15
TOURIST ARRIVALS IN MAHARASHTRA SHOWING RATE OF CHANGE

KOHN'S GROWTH CATEGORIES

INCREASE AND SUBSEQUENT DECLINE

DECLINE AND SUBSEQUENT INCREASE

ACCELERATED DECLINE

DECELERATED DECREASE

DECELERATED INCREASE

ACCELERATED INCREASE

WORLD REGIONAL BLOCKS
1) N. AMERICAN
2) C. & S. AMERICAN
3) AFRICAN
4) AUSTRALIAN
5) W. EUROPEAN

NO OF FOREIGN TOURIST

YEARS

1956 61 66 71 76 81 86 91 95

1000000

100000

10000

1000

100

fig. 5-16
Curve 6. (Fig 5.17) represent East European block and trend is gradual increase. Rate of change in the arrivals is slow or gradual.

Curve 7 and 8. Represent West Asian and South East Asian block. Both curves show accelerated increase. Rate of change is moderate after 1976.

Curve 9. The Curve is drawn for South East Asian Block. The trend of tourist shows increase and subsequent decline.

Curve 10. Represent East Asian Block. Rate of change in tourist arrivals was slow upto 1986. Now it represent accelerated increase.

This sort of regional distribution of foreign tourists visiting India can be explained on the ground that direct air transport services operate from North American and European cities to Mumbai, i.e. their port of disembarkation. Besides this, Mumbai is a source of attraction to a large number of tourists in India and therefore they avail of a short break at Mumbai with a dash to Ajanta and Ellora before proceeding northwards towards Delhi, generally.

The percentage share of tourists visiting Maharashtra in the total foreign tourists arrival in India has been significant throughout the period of last 40 years as would be clear from following figures as a result of this locational advantage of Mumbai.

**Percentage share of Maharashtra in foreign tourist.**

<table>
<thead>
<tr>
<th>Year</th>
<th>% Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1956</td>
<td>17.26</td>
</tr>
<tr>
<td>1961</td>
<td>35.89</td>
</tr>
<tr>
<td>1966</td>
<td>46.02</td>
</tr>
<tr>
<td>1971</td>
<td>32.89</td>
</tr>
<tr>
<td>1976</td>
<td>38.05</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>% Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1981</td>
<td>26.05 (Projected)</td>
</tr>
<tr>
<td>1986</td>
<td>44.85</td>
</tr>
<tr>
<td>1991</td>
<td>44.80</td>
</tr>
<tr>
<td>1995</td>
<td>66.69</td>
</tr>
</tbody>
</table>
5.4 ORGANIZED TOURISM ACTIVITY IN INDIA

As noted earlier, tourism is getting momentum and thus, tourist demands are increasing and modern tours need this requirement. Private tourist agencies, Government and Semi-Government agencies have come into existence during the recent past. The circulation of tourists is an important aspect to analyse from various points of view. The source areas of tourists, the preferences of tourists for areas to be visited, the route of their journey, mode of journey and their main purpose of tour are some of the important facets of tourism so far as the circulation of tourist is concerned. Thousands of people visit nearer or distant tourist spots individually by railway, private coaches and by cars. However, due to obvious difficulties it is not possible to collect data of such tourists. Secondly, in order to avoid the botherations of catching trains and finding accommodation at every station and bargaining with local people for many things some tourists avail of package tours offered by tourists companies. Generally, the organisers hire a railway coach for stipulated period of time to cover the tour schedule.

Besides these, individual and organised movements of tourists, some localized movements of students from high school and colleges also occur. Certain high schools and college authorities also organise educational tours of their students and teachers to distant areas. No records of such tours is available at one place.

The important centres of organised tours are Mumbai, Pune, Aurangabad and Nagpur also has facility like this but it has just made its beginning.

The following discussion has been accomplished on this background revealing the patterns of movements of tourists based on this places. Data has been collected regarding the package tour etc. from five leading concerns, the information presented below will
reveal that the package tours of visit to foreign countries are offered only by Mumbai based agencies. They also organise inland tours. The preferences of tourists indicate that the visits to Kashmir, Delhi, Ajmer and Rajasthan in the North and Mysore, Bangalore, Madras in the South are more popular. The eastern part of the country is also on the tourist map but the demand seems to be less for reasons discussed in the following pages. As regards foreign tours the preference is for visits to the leading cities of U.S.A., London, Paris, and nearby areas in the West and Tokyo, Manila, Hongkong, Singapore and Bankok in the east. A detailed account of conducted international and national tours by important tourist agencies has been presented below.

5.4 (A) INDIA AS ORIGIN (PEOPLE) OF TOURIST ACTIVITY - FOREIGN TOURS.

1) RAJA - RANI TRAVELS, MUMBAI

This concern is a leading in organising international tours from Mumbai to Europe, N. America, Southeast Asia and Japan. The organisers of the tour, as is evident from their travel literature have taken care to include spots of natural scenery, places of historical importance, capitals of countries, cultural centres, hill stations, warm coasts etc. The tours are arranged in such a way that a cross section of attractions of all or many of these facets is rendered to tourists, as would be noticed from information below.

Tour to Europe covers visits to such spots as Chamonix, Geneva, Innsbruck and Lucerne known for natural beauty, Paris, London and Amsterdam are famous capital cities; Venice, Rome Versailles are the historical cities and Sea resorts and other places of interest in Europe.

It covers West, South and Central European countries revealing alpine beauty while
travelling by motor-coach-rides at suitable spots and unfolding its rich ancient and medieval history (map 5.1)

The tour to U.S.A. covers visits to such places as Grand Canyon, Hoover dam, Niagara fall etc. known internationally for exquisite natural beauty; to Miami, the famous beach to Disneyland and Marine sites like paradise; leading cities and capital as Washington, Newyork, Chicago and such exquisite places as Las Vegas - the fun city of U.S.A. in the span of 23 days.

The tour to South east Asia and Japan covers important cities as Singapore, Hongkong, Tokyo, Nagoya, Osaka, Manila and Bankok. The short tours from these places in the interior cover visits to mountains, gardens, beaches, fishing villages, ocean parks and islands for enjoying natural beauty, to ancient cities, castles, temples and churches leading Bazar as well as to spots of fun-fair and recreation. As regards volume of tourists served by the concerns, the officials are reluctant to part with the information.

2. HIMALAYAN TRAVELS, MUMBAI

The second important firm organises tours to various spots of tourists interest in South, Central and Western Europe. The itinerary of this tour concern covers almost the same spots and the same places and thus the variety of tourist product is maintained. The duration of the tour is of 20 days. The frequency of the European tour is one per month serving about 800 tourists per annum.

The American tour organised by this firm covers the same routes as mentioned earlier with the sole omission of a visit to Miami beach. What is most important to note here is that this tour as well as an almost identical tour discussed above spans the U.S.A. and covers the important facets of her physical and cultural dimensions in a spell of 22 days. No details about the frequency and volume of traffic was furnished by the officials of this agency.

121
3) **PRASAD TRAVELS, MUMBAI**

Prasad Travels of Mumbai provides a tour to Singapore and Bangkok covering these two places in detail. The visits include spots of varying interest both physical and cultural and thus of educational value. The duration of the tour is 10 days and it has no regularity. On the whole one tour is organised in a period of two or three months and the number of tourists availing this facilities could be estimated at 300 per annum. The information provided above is based upon personal enquiries made with the organisers and the relevant literature provided by them. The tourists participating in these international tours mainly come from Mumbai Metropolitan region (Map 5.1)

5.4 (B) **INDIA: AS ORIGIN (PEOPLE) AND DESTINATION (PLACE)**

**DOMESTIC TOURIST ACTIVITY**

The circulation of domestic tours starting from Mumbai and Pune have been considered here on the basis of data furnished by leading tourists agencies. As expected the domestic tourists of this areas have their own preferences for areas to be visited and these are reflected in the routes of journey. The choice of destinations and routes therefore is such that maximum benefit of recreation and entertainment is derived with economy of money, time and distance. The following analysis is based upon this perspective and will help in elaborating these facets into further details.

1) **HIMALAYAN TRAVELS, MUMBAI**

This is the first important agency which organises domestic tours to various spots of tourist interest in North, East and South India. (i) The itinerary of this tourist concern covers
the spots such as Mathura, Agra, Delhi, Amritsar and Shrinagar as well as the places covered from Shrinagar are Gulmarg, Khilanmarg, Wular lake, Pahalgam, Moghul Gardens and Sonmarg. This tour covers the places of scenic beauty mainly in Kashmir, religious centres as Mathura and Amritsar, historical places such as Delhi, Agra etc, (Fig 5.2)

ii) The itinerary of this tourist concern covers the spots such as Kashmir, Simla, Mathura, Agra, Fattepur Shikri, Delhi, Chandigarh, Bhakra-Nangal and Amritsar. Chandigarh, the planned city with modern architecture, Amritsar and Delhi, National capital, Bakra-Nangal dam side, fertilizer plant.

iii) The tour of Bharatpur, Agra, Jaipur, Ajmer, Chittodgad, Mount Abu and Ahmadabad. This route provides visit to the world known bird sanctuary of Bharatpur; historical places of Agra, Chittorgad, religious places Ajmer and Pushkar, hill station as Mount Abu and industrial city of Ahmedabad.

iv) Nepal, Darjiling, Culcutta - this tour covers the places of scenic beauty in the Himalayan kingdom of Nepal particulary Kathmandu, capital and religious city. (Pashupatinath) and Calcutta a industrial centre

v) Tour to South India covers Chennai, Tirupati, Ootacmund, Bangalore, Mysore, Madurai, Codaiconal, Rameshwar, Trichannapalli, Kanyakumari. This route covers the Swami Vivekanand rock Memorial and other places at Kanyakumari, religious places as Rameshwar, Madurai, Tirupati, hill stations as Codaicanal and Ootacmunden, historical centre, Tiruchannapalli. Modern cities Bangalore, Chennai and Mysore with several parks, gardens, museums, temples etc. and short tours from Chennai to the subsiding sea-coast of Mahabalipuram and Pakashi Tirtham.

They provide these varied interesting tours. However, their frequency depends upon
the response of the participants from time to time.

As regards volume of tourist served by the concerns the officials are reluctant to give information.

2) RAJA RANI TRAVELS, MUMBAI

This agency organises domestic tours from Mumbai to Kashmir, Nepal and south India. Tour to Kashmir covers visits to such spots as Shrinagar, the capital city, Wular lake, Gulmarg, Pahalgam, Sonmarg, as places of natural beauty, Moghual gardens for their beauty and historical importance, Banihal hill, hill station, religious places as Shankaracharya hill and old temples, mountain passes etc. No details about the frequency and volume of traffic was furnished by the officials of this agency. No details are available regarding other tours.

3) VISHAL TRAVELS, MUMBAI

This concern provides a tour to North and South India. Tour to North India covers the places such as Delhi, Agra and Kashmir. Delhi national capital, the places of scenic beauty in Kashmir, and historical place like Agra.

The itinerary of South India tour covers the places such as Bangalore, Mysore, Ootacamund, Coimbatore, Madurai, Kanyakumari, Rameshwaram, Kanchipuram, Tirupati and Chennai.

This route covers to the Swami Vivekanand Rock Memorial and Gandhi Memorial and other places at Kanyakumari religious places as Rameshwaram, Madurai, Tirupati, hill station Ootacamund, modern cities Bangalore, Mysore with several parks and garden etc. and short tour from Chennai to the subsiding sea-coast of Pakshi Tirtham etc.
No details about the frequency and volume of traffic was furnished by the officials of this agency.

4. SACHIN TRAVELS, MUMBAI

This concern provides tours to North India, South India and within Maharashtra. Tour to Kashmir and North India covers the places such as Delhi, Agra, Bhakra-Nangal, Chandigarh, Amritsar, Simla, Srinagar as well as the places covered from Srinagar are Banihal Khind, Moghul gardens, Gulmarg, Khilanmarg, Pehalgam etc. This tour covers the places of scenic beauty mainly in Kashmir, historical places such as Delhi and Agra; Chandigarh the planned city with modern architecture and religious centre as Amritsar, hill station like Simla. The tour to south India covers the places such as Tirupati, Chennai, Mahabalipuram, Pakshi Tirtham, Tiruchirapalli, Madurai, Rameshwar, Kanyakumari, Ootacamund, Mysore, Bangalore Codaicanal and Trivendrum.

This route covers to the Swami Vivekanand Rock Memorial and other places at Kanyakumari and religious places as Rameshwaram, Madurai, Tirupati, hill station, Ootacamund, Modern cities, Mysore, Banagalore, Chennai with several parks and gardens etc.

Tour to Nepal- Darjiling covers the places such as Patna, Boudhagaya, Nalanda, Rajgir, Kathmandu, Darjiling Kalingpura and Calcutta.

This tour arranges visits to the places of scenic beauty in the Himalayan state of Nepal, Kathmandu, Boudhagaya, Nalanda religious centres, Calcutta industrial city.

Tour to Marathwada and five jyotirlingas covers the places such as Trimbakeshwar, Parli Vaijnath, Aundha-Nagnath, Bhimashankar, Nevasa, Paithan, Tuljapur, Ambejogai, Gangapur, Pandharpur, Akkalkot, Dehu, Alandi, Ellora, Ajanta, Aurangabad Daulatabad
and Nasik. This route visit to the places of historical importance as Aurangabad, Bhimashankar, Trimbakeshwar, Audha-Nagnath and archaeological importance are Ellora and Ajanta.

This tour covers the places such as Audumbar, Sangli, Narsobachiwadi, Kolhapur, Jyotiba, Panhala, Gokarn, Mahabaleshwar, Goa and Ganapatipule. and visits to the places of scenic beauty in Goa, hill stations as Mahabaleshwar and Panhala, historical places Kolhapur, Sangli, religious places Ganapatipule, Narsobachiwadi, Gokarn etc.

No details about the frequency and volume of traffic was furnished by the officials of this agency.

5. **PRASAD TRAVELS, MUMBAI**

This concern organises domestic tours from Bombay to various centres of tourist interest in North and South India. The routes of journey and centres visited are identical with those of concerns discussed earlier. No details regarding the frequency of tours and volume of traffic are available from the tourist agency. (Map 5.2)

6) **DATTATA DIGAMBAR TRAVELS, PUNE**

Pune is second important centre that handles tourists movement both in Maharashtra and other parts of India. It has no agency conducting tours to foreign countries. The nature of services rendered to tourists by important tourists agencies only have been considered below.

This concern organises domestic tours from Pune to North and South India. Whereas the travel agencies based in Mumbai utilise the Western railway route via Ahmedabad and Ajmer to Delhi, all the leading agencies based in Pune use central railway route via Itarasi and Prayag or Agra to visits destinations such as Varanasi, Gaya on the one hand and Delhi, Ambala etc. on the other.
This is due to the fact that direct railway facility is available from Pune to Delhi and beyond upto Jammu by Jhelum express and by way of a through coach from Pune to Prayag.

Tour to North India covers the places of scenic beauty in Kashmir. Places of historical interest such as Agra, National capital Delhi, places of religious interest are Kedarnath, Pashupatinath, Badrinath, Gaya, Prayag, Kashi etc.

Tour to South India covers the places of scenic beauty such as Kanyakumari, hill stations Ooty and Kodaicanal, places of religious interest as Tirupati, Rameshwaram, Pakshi tirtham, modern cities as Chennai, Bangalore and historical cities as Mysore and Hyderabad.

Journey to places in the interior from main lines as from Haridwar to Badrinath, Delhi to Shrinagar and other places. Chennai to Mysore like that to Ooty are performed by luxury buses and duration of tour is 21 to 23 days.

Seasonality: The tour to centres in Kashmir is organised generally from July to October. When the mountain passes and roads are not covered with snow. Similarly the tours to Badrinath and Kathmandu from Haridwar northwards are organised to avoid hazard of snowfall and severe cold.

The frequency of tours is one per month. The volume of traffic handled is about five hundred tourists per annum. Since the tour moves in a reserved railway coach along with facility of food etc. therefore, no need of lodging and boarding in hotels at various centres is felt.

7) GURUNATH TRAVELS, PUNE

This agency conducts tours to south India only. The places covered in South India tour are as above (Datta Digamber travels)
Frequency of tour is one per month and the volume of traffic is about 500 tourists per annum.

8) **Bharat Darshan Travels, Pune:**

This agency provides a tour to North and South India on the established popular routes (Datta Digamber travels).

Moreover a tour from Pune to Agra via Hyderabad and Nagpur as well as a tour following Western railway route from Mumbai to Delhi via Ahmedabad and Ajmer or its additional features.

The importance of the popular north and south India tour need not be repeated here. However, the Pune Agra tour via Hyderabad covers places of historical interest and the Western India tour covers industrial and historical places as indicated earlier.

Frequency of tour is one per month and the volume of traffic is 500 per annum. The frequency of Goa tour is irregular.

Government Agencies also conduct some tours to North and South India but not detail information is available for these agencies. (Map 5.3)

**References**

1. **Geddes, A.** (1942) "*The Population of India*" Geographical Review
   
   Vol 32, New York. p. 569

   