CHAPTER-X

SUMMARY AND CONCLUSION

10.1 AN OVER VIEW

According to a study undertaken by the World Travel and Tourism Council (WTTC) for India, while Rs.10 lakh spent on agriculture creates 45 jobs and on manufacturing 13 jobs, the same amount spent on the hotel and tourism industry generates 80 jobs. The visit of one foreign tourist provides employment to one person, while 17 domestic tourists generate one job in the country. The travel and tourism sector’s contribution to the Gross Domestic Product (GDP) could be doubled to 10 per cent in 20 years if the Government puts tourism development in the forefront of the national agenda.

With 2.60 million foreign tourist arrivals bringing in foreign exchange receipts of approximately Rs. 14,000 crores, tourism is the second largest net foreign exchange earner in the country. The international tourist arrivals & foreign exchange earnings through tourism in India for the last six years is given on the next page.
Tourist arrival and foreign exchange earnings.

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Arrival</th>
<th>Foreign Exchange Earnings (in US $ bn)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td>2,123,683</td>
<td>2.76</td>
</tr>
<tr>
<td>1996</td>
<td>2,287,860</td>
<td>2.96</td>
</tr>
<tr>
<td>1997</td>
<td>2,374,094</td>
<td>3.15</td>
</tr>
<tr>
<td>1998</td>
<td>2,358,629</td>
<td>2.94</td>
</tr>
<tr>
<td>1999</td>
<td>2,481,928</td>
<td>3.04</td>
</tr>
<tr>
<td>2000</td>
<td>2,650,000</td>
<td>3.22</td>
</tr>
</tbody>
</table>

Source: Ministry of Tourism and HVS International estimates.

As per the World Tourism Organisation (WTO) Report, the South Asia region is projected to grow in the future at a rate of 6.1 per cent, which is higher than the rate of growth for the world as a whole. However, it still leaves South Asia’s present share at 0.7 per cent only and that of India’s at a meager 0.4 percent of the total world arrival’s – a very low share considering India’s great potentials. As other nations have made greater progress, in the global scenario, India’s ranking as a tourist destination needs to be upgraded significantly.

This is only possible if tourism is accorded its appropriate status at the policy level in terms of its potential to generate employment and earn foreign exchange.
India currently accounts for only 0.4 percent of the global tourist traffic. If India could bring its travel and tourism sector at par with the average performance in other countries by the year 2020, the country can have a total GDP contribution of over Rs.8,500 billion.

A look at the profile of tourists visiting India (given below) shows that 91.8 percent of tourist arrivals in India are with the purpose of holiday and sightseeing. With the vast reservoir of cultural heritage that our country boasts of, it is this segment of tourists which requires attention for improving India’s ranking in tourism.

**Tourist Arrivals according to purpose of Visit**

<table>
<thead>
<tr>
<th>Purpose of Visit</th>
<th>Tourist arrivals (1999) (in percentage)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday &amp; Sightseeing</td>
<td>91.8</td>
</tr>
<tr>
<td>Business</td>
<td>5.0</td>
</tr>
<tr>
<td>Conference</td>
<td>0.2</td>
</tr>
<tr>
<td>Study</td>
<td>0.1</td>
</tr>
<tr>
<td>Visiting Friends and Relatives</td>
<td>2.1</td>
</tr>
<tr>
<td>Others</td>
<td>0.8</td>
</tr>
</tbody>
</table>

Source: Market Research Division, Department of Tourism, GOI.
10.2 TOURISM DEVELOPMENT IN STATES

India is one of the oldest civilizations with a kaleidoscopic variety and rich cultural heritage. With her spectacularly towering Himalayas, historical capital city of Delhi, intriguing Ladakh, astonishingly beautiful Kashmir, Garhwal and Himachal Pradesh, deserts of Rajasthan, the cool heights of Darjeeling and Sikkim, the wild life of Sunderbans, the beaches of Goa, resplendently beautiful Taj Mahal and temples of south and natural backwaters of Kerala, tourism is being promoted by different state governments to attract both domestic and foreign tourists.

Promotion of tourism in the states is most desirable because of its highest employment creation impact. For every Rs.10 lakh invested in tourism, 47.5 jobs are created directly and 89 jobs are created in the tourism sub-sector of hotels and restaurants as against 12.6 in manufacturing and 44.6 in agriculture. Domestic tourism is more predominant compared to international tourism and serves the purpose of leisure, business travel, pilgrimage and better health.

The role of State Governments to promote tourism is most significant because it is a ‘State Subject’ and as such they can create conducive environment and develop infrastructure for expansion of
tourism. This includes roads, communication, development of destinations and a conducive policy environment.

Tourism is a multi-dimensional activity and its future growth will depend largely on the coordination among the key players – the Central Government, the State Government and the private sector. The private sector will have to play a greater role in the development of tourism infrastructure. The future of Indian tourism scenario will depend largely on the partnership between the public and the private sector. There is need to develop a mechanism for coordinating the individual activities of organisations dealing with tourism and the Government agencies for concerted efforts in developing tourism.

We will now discuss the ways to improve upon various factors influencing tourism.

10.3 AIRPORTS

With globalization we have to gear up to receive more international and domestic visitors. Lack of facilities at the airports in India affects the Brand Equity of India. It is expected that once the process of liberalization is fully set in, by the year 2005, business and leisure visitors coming to India shall increase substantially touching a figure of about 4 million international visitors annually.
Airports handled 39 million passengers during 1990-00. This was five per cent higher than the traffic handled in 1998-99. Domestic traffic at 25.7 million accounted for 66 per cent of the total traffic.

In view of the importance of the airports, both in terms of number of passengers received and export-import of cargo, it is high time the Ministries of Civil Aviation and Tourism, Airports Authority, Delhi government and the private sector take cognizance of how it affects the brand equity of India.

There is an urgent need to develop a vision for modernizing the airports keeping in mind the developments taking place worldwide, which are user-friendly and are aesthetically designed. This would require investment of large funds by the Government or the alternative could be privatization of the airports. With regard to privatization, focus should be on the systemic changes required. Issues relating to privatization should be segmented and a decision to privatize should be based upon feasible options. In order to modernize the airports keeping in view the modern day requirements, it would be appropriate if a professional agency is hired to study the airport system and give advice on airport development.
10.3.1 Airport Infrastructure for Passenger Facilitation

There is congestion at major airports in India due to limited terminal and apron capacity, bunching of flights, procedural delay in passenger clearances etc. In this light, the following issues need to be tackled instantaneously:

- The international departure terminals are overcrowded, signages are of poor quality, number of security machines are few as compared to the requirement and facilities for checking-in, immigration, customs and security clearance are totally inadequate. It is, therefore suggested that enlargement of facilities and reducing procedural hassles, shall be taking on priority basis.

- Public announcement system at the terminals needs to be drastically improved. This should be done in a professional manner.

- Information to passengers should be provided by having big screen television sets.

10.3.2 Developing Airport Tourism

Often overlooked is the tourism potential for business travellers in transit at airports for more than three hours (apart from duty-free
Some hub airports are beginning to offer one hour sightseeing packages so structured that travellers either remain in-transit or have expedited customs and immigration clearance. By offering travellers an opportunity to see a bit of the country around the airport, they may be encouraged to return for a planned stay.

Developing and transition economies can work with their airports to make an inventory of the activities available to business travellers. Gaps to be addressed may include business centres with Internet access, exercise facilities, day rest rooms, extended shopping options and short tours.

To increase revenues – 60% to 70% (an international norm) of airport earnings should be earned from non-aeronautical services. These services include restaurants, duty free shops, hotels, etc.

10.3.3 Improving Recreation at Airports

The duty free shops at the Singapore and Kuala Lumpur airports are famous for the latest in local handicrafts and jewellery. Passengers coming to these airports or while in transit may not always want to buy imported items. They are able to take home ethnic goods.

The Airports Authorities may consider setting up branches of the Central Cottage Industries Emporium, displaying good quality products
of all the different states of the country. The quality of items sold and service of the staff deployed should convey good quality products and efficient services to international visitors. Many countries have duty free shops in the city too where foreign tourists can buy goods at leisure, as they might not have enough time to shop at the airport. This can be tried in India too.

10.3.4 Transit Facility

Many passengers transit through India without seeing our facilities due to want of a satisfactory transit lounge at the airport. Airports like Hongkong, Kualalumpur, Singapore, Bangkok, Amsterdam and London derive almost 25 to 40 per cent revenue from commercial activities including transit shopping. Our airports are deprived of this benefit. We can explore this area.

10.3.5 Faster Clearance through Immigration and Customs

While there has been substantial improvement in the process of immigration and customs clearance, in view of the expected increase in passenger traffic, it would be pertinent to make it more expeditious and automated.
A lot of time is wasted when immigration officers change shifts. Most of the counters at that time are left unattended and the arriving passangers have to wait unnecessarily for a very long time. This should be avoided.

To ease out congestion at the immigration there should be more counters.

10.3.6 Security Clearance

Foreign visitors find hand frisking extremely embarrassing and it is a fact that most of the airports have minimum frisking by hand. It is suggested that hand frisking be minimized and machines be used, as is the practice at most airports.

10.3.7 Conveyor Belts

Frequent baggage belts breakdowns cause extreme harassment and delays for passengers. Technological advancement worldwide has significantly improved systems which need to be adopted.

10.3.8 Improving Quality of Trolleys

We should have bigger trolleys with brakes for the passengers to move their baggage. The present trolleys are very difficult to control and manage.
10.3.9 Welcoming and Receiving Tourists

Tour Operators as well as individuals visit the airport to receive clients or friends. This often leads to miscommunication and confusion between the receiver and visitors, resulting in inconvenience of passengers. There should be a separate area earmarked for tour operators to receive tourists.

10.3.10 Parking Facilities

Both at domestic and international terminals private parking is very distant. Park and drive facilities by eco-friendly buses should be introduced to mitigate this problem. Due to security reasons, travellers at times have to walk a long distance to board taxis, buses and coaches which create problems in rainy and during summer season. The Airports Authority should ensure better facilities and the portico at the airports should be covered.

10.3.11 Other Issues Requiring Attention at the Airports

- Provision of good medical infrastructure.
- Lounges are accessible only beyond immigration, which starts only 3 1/2 hours before flight departure. No other lounge is available for first/business class passengers arriving before that.
- General hygiene of the airport needs to be improved.
- In order to avoid heavy congestion at the airport, it is suggested that scheduling of flights be spread of uniformity. This will also reduce the pressure on the airport staff.

- Booking facilitation counter and Cyber Café should be provided in the international Airports for providing on the spot Hotel and Transport Bookings.

- Proper lights should be provided on roads from International and Domestic Airports to the city.

- Bird hits occur as a result of existence of garbage near the airport. Also, the entry of stray animals and peacocks at the runways is a major problem. The Airports Authority should control the entry of animals.

10.4 RAILWAYS

London, New York, Japan and other developed countries have large, neat and clean, well maintained railway stations with all sorts of shops and even designers’ boutiques and good cafeterias.

On the other hand our Railway Stations most commonly used by tourists have dirty platforms, unhygienic eating places and lack amenities. While there is a need for better supervision of the cleanliness and maintenance of the stations at the same time the passengers also need to develop some civic sense. In order to improve
rail connectivity and facilitation at the stations the following suggestions are submitted.

- The Government should consider high speed rail links so as to reduce the passenger’s surface transport time for commuting to and from the airports. Connectivity to the airport through railway lines is a must for the convenience of passengers e.g. Delhi Airport should be connected to important places such as, Jaipur, Agra and Chandigarh through rail network.

- Modernization of the railway stations is required and the facilities added on should be operational.

- Adjacent to many Railway lines slum-dwellers use the railway tracks since there are no toilets for their use. It is embarrassing when foreign tourists are exposed to such sights while travelling in the prestigious trains. The Government should look into this problem and land should be made available to these people for setting up homes along with basic facilities in an effort to rehabilitate them.

- The Railway authorities can consider imposing discipline through levy of a fine on littering the platforms and supervise the same strictly. The quality of dust bins and their cleanliness needs to be
looked into. The foodstuff being sold by vendors should be of good quality. The railway authorities already have the power to cancel the contract of defaulting vendors, which needs to be enforced.

10.5 TRAFFIC AND TRANSPORT

The constant increase in number of vehicles and the subsequent pressure on roads has put tremendous strain on Traffic. Also, transporters are faced with large number of procedural problems and high rates of taxation. The following is suggested for better transportation facilities to improve tourism.

10.5.1 Transport Tax

a) Transport Department of State Governments should only register tourist vehicles as per Government of India norms. Tourist coaches inspection should be as defined in the Motor Vehicles Act and by no other agency. At present, the quality of tourist vehicles is far from the desired norms of comfort and safety.

b) A Committee of State Transport and Tourism Secretaries of north Indian states should be constituted for considering rationalisation of road tax on tourist vehicles to promote regional movement and create a common market.
c) The rates of passenger tax and tourist taxi permits should be moderate particularly for inter-state tourist vehicles.

d) Border taxes and toll taxes, render the tourist transport expensive, which is a hindrance for providing good quality coaches as the cost of transportation is high. These should be rationalized.

e) Dealing with State Transport Offices is difficult, as even obtaining a simple permit encourages corruption. The procedures should be therefore simplified and made transparent.

f) The Transport Department should issue a Clearance Certificate in respect of tourist vehicles which should be displayed on the front wind screen by the Tourist Operator.

10.5.2 Taxis and Autorickshaws

a) The prepaid booths that have been set up at different locations for both autorickshaws and taxis to facilitate the passengers have failed to achieve the objective of providing reasonable fares to commuters. The police personnel manning these booths, fail to convince the drivers to honour prepaid slips. The result is that the passengers carrying these slips have to wait endlessly to avail the facility. Many times the passengers are off-loaded once out of sight of the traffic police. Immediate corrective action should be taken in this regard.
b) Electronic meter deadline should be strictly imposed and not postponed under threat of agitation.

10.5.3 Traffic

Very often cows cause traffic jams on the roads and nobody is there to clear them. The traffic police needs to take up this issue with concerned authorities which is important both for commuters’ safety as well as safety of the animals.

Citizens should familiarise themselves with the traffic laws so as to understand what exactly constitutes their violation. This should be made mandatory before the RTO issues driving license to them. In foreign countries a written examination on traffic rules needs to be passed before a driving test can be undertaken.

Instituting traffic sense among school children can also prove to be beneficial.

10.6 Security and Safety

Security and safety constitute (about 74 per cent) a major factor of a tourist’s preference to visit a country. Tourists invariably face problems at railway stations, highways and at sites of monuments. The introduction of smart tourist police, with working knowledge of English
would go a long way not only in protecting the interests of tourists but also in creating a positive image of India abroad.

10.6.1 Touts and Beggars

The moment the tourists, particularly foreign tourists set out of railway station or the International airports they are besieged by touts who try to rob the tourists of their cash and belongings. Sometimes taxi and scooter drivers are also part of such gangs.

In some areas these touts call their shops tourist Information Centres to convince the tourists and give their operations a big image. Such travel shops have no recognition from the Tourism Ministry.

Beggars harass the tourists at traffic signals by tapping on the windows of the vehicles and touch them to force them to give money. Their numbers have significantly increased in the last few years and it is an organised activity.

In the light of the above, the following is suggested:-

a) A special Tourism Police Force should be created which will provide travellers security in the destinations they prefer to visit. There is need to enact the Touting Law to help the Tourism Police to control the menace.
b) No travel shop without recognition of the Tourism Ministry should be allowed to function as information centre.

c) Local Police along with Social Welfare Department may consider providing vocational training to the beggars.

10.7 CLEANLINESS AND HYGIENE

With substantial increase in population, India is fast becoming an open slum with garbage strewn around, even in well developed colonies and shopping centres. Shopping is an important activity generated through tourism. While India can boast of large number of shopping areas and complexes, there is no conscious effort to maintain them.

The Government should take effective steps to clean and maintain the area. Clearance of garbage from dustbins should be undertaken in a routine manner and there should be provision and maintenance of toilets.

There are large number of garbage dumps, where after the removal of garbage a lot of dirt is thrown around in the process of picking it up. Also, the garbage is removed during peak traffic hours and while filling up the trucks, garbage gets scattered around. This aspect needs to be dealt with carefully.
10.8 ACCOMMODATION

Tourism should not be limited to five star culture, and more guest houses should be opened to accommodate budget travellers.

There are a large number of guest houses in India, most of them do so without any license.

There is an urgent and imperative need to streamline the licensing rules and regulations of the guest houses.

The following suggestions may be considered to facilitate setting up of hotels:

- Development zones for hotels and other tourism establishments should be identified and single window clearance of projects in such zones, shall be ensured.

- The availability of land for expansion of hotel rooms may be ensured by initiating the following steps:
  
  • Make available more plots for hotel projects on easy terms.
  
  • Allow higher floor area ratio for the construction of hotels and expansion of existing hotels.
  
  • Rationalise stamp duty and rescind capital gains tax in the case of hotel projects.
  
  • Take land conversions easy and charges reasonable.
10.9 Human Resource Development

Considering the large amount of foreign tourists visiting the state, there is an imperative need to provide a comfortable feeling to them through courteous behaviour, provision of proper information and cordial atmosphere. Human resource development for tourism thus becomes an important aspect for consideration. The following is suggested for improving the quality of service being provided to tourists:

a) Establish proper institutional mechanisms for training and retraining of personnel at all points of tourist contact particularly immigration officials, porters, taxi drivers, guides etc. with a view to enhance their knowledge, skills and attitudes.

b) They should be aware of rules and regulations applicable to visitors, have courteous manners and appropriate dress code. Basic grooming lessons, information update, conversing knowledge of English and important foreign languages should form aspects of training.

c) There is need to regulate the mushroom growth of training institutes in tourism and introduce quality certification for training.
d) Restrict the validity of guide licenses to two years and revalidate them only after successful completion of refresher courses.

e) Land be provided to private agencies/NGOs for setting up Hotel Management and Food Craft Institutes.

f) Human resource management at the airports in terms of air traffic controllers and allied manpower such as immigration, customs and others for optimum utilization of manpower is extremely important.

g) Utilize new technological instruments like video tapes, CD-ROMS etc, for training of service providers in tourism.

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10.10 FORECASTING TOURIST ARRIVALS

The tourist arrivals in coming years should be forecasted using various statistical tools. The trend extrapolation method using an exponential curve proved to be the best method to forecast tourist arrivals. Proper planning and management of tourism promotion should be done based on the arrival forecast rather than doing it in an adhoc manner.
The Internet and developments in Information Communication Technologies (ICIs) have revolutionized the entire business world. Tourism suppliers, destinations & tourists themselves have all been influenced by it. The time has come to develop e-tourism. The e-Marketer report has suggested that the online travel industry is likely to be worth US $ 12.4 billion this year (2001), and is predicted to reach an estimated value of US $ 25.2 billion by 2003. The online travel industry is information intensive. People can easily conduct research on fares, timetables, tour offers, hotel availability and destination holidays over the Web. This requires continuous updation of our websites. We need to make our websites more attractive & information intensive to attract more and more visitors.

Moreover, the trends in tourism industry would generate enormous demand for graduates with combined skills of tourism and e-commerce. Technology and Tourism are two fastest growing sectors in the global economy. Any person possessing combination of both the skills will make a very desirable employee. There will be a great evidence of demand for such a combination. It is, therefore, suggested that our universities should start Bachelor’s & Master’s level courses in e-Tourism which should include modules on e-Planning, e-

10.12 PRIVATE PARTICIPATION

The Government of India is now promoting private participation in tourism industry. The new tourism policy will open the flood gates to private sector investment in the tourism sector. A step in this direction has already been taken by the Government by deciding to privatize eight ITDC hotels by the year 2001 and by handing over the maintenance of Taj Mahal to Taj Group of Hotels. It is assumed that private participation will help the fund starved tourism industry in achieving great heights. It is, therefore, suggested that more and more ways & means should be explored to encourage private participation in tourism industry.

10.13 NIGHT TOURISM

Night tourism is a relatively new concept which is catching the fancy of the tourists. A beginning has been made recently by the Archeological Survey of India by opening the Humayun’s Tomb in the night. The illuminated tomb is one of the most beautiful sights in Delhi at night. This was basically done to attract foreign tourists as the
concept of night tourism is popular abroad. This is a good concept and is bound to pick up as the word spreads. Similar plans were also thought of for viewing Taj in the night, specially on full moon nights. This could not, however, be implemented due to security reasons. It is suggested that the concept of night tourism should be promoted in India in view of the beautiful monuments possessed by India which unveil India’s history before the entire world.