CHAPTER – IV

DYNAMICS OF SUSTAINABLE DEVELOPMENT IN TOURISM INDUSTRY
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4.1 INTRODUCTION

The chapter discusses the various facets of sustainable development of tourism in detail. The core indicators of sustainable tourism, tourism perception and life cycle. Protection, development and promotion of Tourism in Southern States and related strategies have also been included in detail.

Tourism has been a major social phenomenon of the societies all along. It is motivated by the natural urge of every human being for new experience, adventure, education and entertainment. The motivations for tourism also include social, religious and business interests. The spread of education has fostered a desire to know more about different parts of the globe. The basic human thirst for new experience and knowledge has become stronger, as technological advances are overcoming communication barriers. Progresses in air transport and development of tourist facilities have encouraged people to venture out to the foreign lands.

Tourism’s importance, as an instrument for economic development and employment generation, particularly in remote and backward areas, has been well recognized the world over. It is the largest service industry globally in terms of gross revenue as well as foreign exchange earnings. Tourism can play an important and effective role in achieving the growth with equity objectives, which we have set for ourselves. Tourism is one economic sector in India that has the potential to grow at a high rate and can ensure consequential development of the infrastructure at the
destinations. It has the capacity to capitalize on the country’s success in the services sector and provide sustainable models of growth.

It has been identified India as one of the foremost growth centers in the world for the period 2004-2014. The first Tourism Satellite Account developed for India for the year 2002-03 shows that tourism sector employed 38.8 million persons, directly and indirectly, constituting 8.35 of the total employment in the country. Contribution of GDP by tourism sector during 2002-03 was 5.8% and 2003-04 was 5.9%. Following Table 4.1 indicates the employment generation through the tourism industry in India.65

**Table 4.1: Employment Generation through Tourism in India**

*(In Million).*

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002-03*</td>
<td>38.6</td>
</tr>
<tr>
<td>2003-04**</td>
<td>41.8</td>
</tr>
<tr>
<td>2004-05**</td>
<td>44.7</td>
</tr>
<tr>
<td>2005-06**</td>
<td>47.8</td>
</tr>
<tr>
<td>2006-07**</td>
<td>51.1</td>
</tr>
</tbody>
</table>

*• TSA Figure. **Estimated

India has tremendous potential for development of Tourism Diversity of India’s natural and cultural richness provided the basis for a wide range of Tourist products and experiences, which embraces business, leisure, culture, adventure, spirituality, eco-tourism and many other pursuits

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64 Ministry of tourism, Govt of India
65 ibid.com
Tourism has also become an instrument for sustainable human development including:

- Poverty elimination.
- Environmental regeneration.
- Job creation.
- Advancement of women and other disadvantaged groups

Tourism is overwhelmingly an industry of private sector service providers, although the public sector has a significant role to play in infrastructure areas either directly or through Public Private Partnership (PPP) mode. It is a multi-sectoral activity characterized by multiple services provided by a range of suppliers. It is quite similar to manufacturing industry, where the supply chain is as important as the end product. The related sectors include airlines, surface transport, hotels, basic infrastructure and facilitation systems, etc. Thus, the growth of tourism cannot be attained unless the issues related to all the related sectors are addressed simultaneously.

Sustainable tourism is a positive approach intended to reduce the tension and friction created by the complex interactions between the tourism industry, visitors, the environment and the communities, which are host of holidaymakers. Sustainable development tourism has immense potential to change the economic scenario of India in a positive way. This chapter discusses the various facets of sustainable development of tourism in detail.

The measurement of development (i.e. a nation’s stage of socio-economic advancement) has conventionally been accomplished through the implementation of a number of key economic indicators. Among others, these include variables such as protein intake, access to portable water,
air quality, fuel, healthcare, education, employment, GDP, and GNP. The so-called ‘developed’ world (countries like Australia, the USA, Canada, and those of Western Europe) therefore is defined by the existence of these socio-economic conditions, whereby those with more are considered more highly developed. Furthermore, one’s level of development, either objectively or subjectively, is often equated or synonymous with one’s perceived stage of civilisation’, whereby progress (usually economic) is a key to the relationship between who is civilised and who is not. These factors are relevant to India also.

To achieve Sustainable development of tourism in India especially in South Indian states, they must strive to perform strategic activities with focus in the following areas

- To develop greater awareness and understanding of the significant contributions that tourism can make to environment and the economy
- To promote tourism circuits among people, for better environment.
- To improve the quality of life of the host community
- To provide a high quality of experience for the visitor
- To maintain the quality to the environment on which the foregoing objectives depend.

From the perspective of financial prosperity and growth, there is an economic rationale for sustainability; as McCool (1995: 3) asserts, ‘once communities lose the character that makes them distinctive and attractive to non-residents, they have lost their ability to vie for tourist-based income in an increasingly global and competitive marketplace’. In addition, McCool quotes Fallon in suggesting that sustainability is all about that pursuit of goals and measuring progress towards them. No
longer is it appropriate to gauge development by physical output to economic bottom lines alone; these must also be consideration of social order and justice (see also Hall 1992 and Urry 1992). McCool feels, therefore, test in order for sustainable tourism to be successful, humanity must consider the following: (1) how tourists value and use natural environments; (2) how communities are enhanced through tourism; (3) identification of tourism's social and ecological impacts; and (4) management of these impacts.

Accordingly, many researchers and associations have initiated the process of determining and measuring impacts. Globe '90 tourism conference was one of the initial and integral forces in linking tourism with sustainable development. This was followed by Globe '92 and the move from principles to practice in implementing measures of sustainability in tourism. Even so, it was recognised in this conference that there was much work to be done in implementing sustainable principles in tourism.

Sustainable tourism is an extension of the new emphasis on sustainable development. Both remain as complimentary concepts. The researchers have not found even a single example contrary to it, in India. The closest example for curtailing tourism is seen in Bhutan, very severe control of visitors - 2000 per year. This is done to conserve the environment and the country's high level of religious oriented civilization.

Although many examples exist in the literature on tourism and sustainable development (see Nelson et al. 1993), few sustainable tourism projects have withstood the test of time. Summarised viewpoints
of Mr. Nelson’s sustainable tourism development are:

1. Be as culturally sensitive as possible in developing sustainable development strategy.
2. Work within existing institutional frameworks as opposed to creating new ones.
3. Multi-sectoral planning is critical to a sustainable development strategy and means must be created to allow all affected stakeholders to participate in decision-making.
4. Other models of sustainable development of tourism advocated by others including Cooper, have been more unisectoral in their approach to the place of tourism within a destination region. These have tended to identify a range of core indicators that identify a sustainable approach or unsustainable approach to the delivery of tourism.

Core indicators of sustainable tourism development are shown in the table shown below. The table clearly and vivaciously indicates the parameters that can be used for measuring sustainable tourism development related factors. Each indicator can be specifically measured as it is depicted in the table 4.2
Table 4.2  Core indicators of sustainable tourism

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Specific Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site Protection</td>
<td>Category of site protection according to IUCN index</td>
</tr>
<tr>
<td>Stress</td>
<td>Tourist number visiting site (per annum/peak month)</td>
</tr>
<tr>
<td>Use Intensity</td>
<td>Intensity of use in peak period (persons/hectare)</td>
</tr>
<tr>
<td>Social Impact</td>
<td>Ratio of tourists to locals (peak period and over time)</td>
</tr>
<tr>
<td>Development Control</td>
<td>Existence of environmental review procedure or formal controls over development of site and use densities</td>
</tr>
<tr>
<td>Waste Management</td>
<td>Percentage of sewage from site receiving treatment (additional indicators may include structural limits of other infrastructural capacity on site, such as water supply)</td>
</tr>
<tr>
<td>Planning Process</td>
<td>Existence of organised regional plan for tourist destination region (including tourism component)</td>
</tr>
<tr>
<td>Critical Ecosystems</td>
<td>Number of rare or endangered species</td>
</tr>
<tr>
<td>Consumer Satisfaction</td>
<td>Level of satisfaction by visitors (survey-based)</td>
</tr>
<tr>
<td>Local Satisfaction</td>
<td>Level of satisfaction by visitors (survey-based)</td>
</tr>
<tr>
<td>Tourism contribution to local economy</td>
<td>Proportion of total economic activity generated by tourism</td>
</tr>
<tr>
<td>Composite Indices</td>
<td></td>
</tr>
<tr>
<td>Carrying Capacity</td>
<td>Composite early warning measure of key factors affecting the ability of the site to support different levels of tourism</td>
</tr>
<tr>
<td>Site Stress</td>
<td>Composite measure of levels of impact on the site (its natural/cultural attributes due to tourism and other sector cumulative stress).</td>
</tr>
<tr>
<td>Attractivity</td>
<td>Qualitative measure of those site attributes that make it attractive to tourism and can change over time.</td>
</tr>
</tbody>
</table>

Sourced and adapted from World Tourism Organisation, 1995: 9
It is clear that the core indicators will have to be supplemented by more specific measurement oriented programs tailored to each individual site or type of ecosystem and likewise factors. The usefulness of more specialized indicators can be applied to specific kinds of tourism impact issues and to specific types of human and ecological systems. It is also essential to identify and evaluate key indicators to measure sustainable tourism in game parks, urban tourism destinations, small impacted cultural and ecological sites and mountain parks. It is hoped that the indicators can be put in place where potential tourism development is anticipated, to aid in establishing baseline information and to guide decision making on development options, which can protect sensitive ecosystems and valued cultural assets.

The core indicator of sustainable tourism has been tracked up with the different stages of Tourism Life cycle in the sustainable tourism life cycle chart shown below. This chart gives clear and vivacious view points towards the significance and relevance of core indicators towards sustainable tourism development and rejuvenation of tourist destinations. Planning process and site stress are strongly inter linked, as social impact and consumer satisfaction has to be maintained continuously for sustainable development of tourism in southern states of India.
**Table 4.3 Sustainable tourism Life cycle chart**

<table>
<thead>
<tr>
<th>Stages of life cycle</th>
<th>Core indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exploration</td>
<td>Stress, Planning Process, Critical Ecosystems</td>
</tr>
<tr>
<td>Involvement</td>
<td>Site Protection, Use Intensity,</td>
</tr>
<tr>
<td>Development</td>
<td>Development Control, Carrying Capacity, Waste Management, Critical ecosystems.</td>
</tr>
<tr>
<td>Consolidation</td>
<td>Attractivity, Tourism contribution to local economy (Income &amp; employment).</td>
</tr>
<tr>
<td>Rejuvenation</td>
<td>local Satisfaction, Consumer Satisfaction</td>
</tr>
<tr>
<td>Decline</td>
<td>Site Stress, Social Impact,</td>
</tr>
</tbody>
</table>
The tourist areas will pass through the product life cycle stages of exploration, involvement, development, consolidation, and then either decline or rejuvenation. The flow of tourists will vary at various stages of the destination's life cycle. The product life cycle and the host perception are correlated. The life span of a tourist destination is based on the perception of the hosts and destination may decline at any level based on the depth of the receptivity to tourism. The host population perceives tourism in different ways at different growth stages. The maximum negative impact occurs during the stage of saturation. The changes in
host perception affect the guest-host relationships differently at different stages of product life cycle.

Empirical evidences tended to support tourism life cycle span. When product innovation is so rapid, product life cycles become too short. The length of the life of a new tourism product cannot be reliably predicted in advance. The termination of tourism life depends upon the type of product, destination development, control of the government over tourism, and sometimes upon economy.

The success of tourism in ecological, cultural, socially, economical and environmentally sensitive areas, always depends up on the receptivity of the host community in these areas. The society will be more aware about various impacts caused by tourism. Understanding the host perception would be a preliminary step for the development of tourism in a sustainable manner.

Variables, which include host perception, are:

1. Impact on economy
2. Impact on regional development
3. Impact on environment
4. Changes in price of goods
5. Anti-social activities
6. Impact on traditional art forms
7. Receptivity on tourism
8. Pressure of tourist arrival
9. Unplanned development of tourism

Receptivity to tourism showed its maximum at the developing stage of the destination, probably because, that stage offers more employment and
economic gain. Similar to environmental concerns the question of unplanned development booms to largest at the developed stage, the reason being the stare and bitter experiences faced by the host in this stage.

The moral changes brought by tourists are very significant. The host in the matured tourist destinations perceived that there was rise in crime, prostitution, theft of articles, degradation of traditional art forms and traditional medicines due to tourism activities. According to them the excessive use of tourism products was the reason for the damage caused to natural environment. The findings of the study by the researcher states that the host perception changes in terms of increasing irritation as the number of tourist grow.

The development of tourism targeting should be in tune with the areas of economic growth and socio-cultural environmental development. Tourism industry in southern states until recently has touched only the economic growth. The sustainability of development in many areas was totally ignored. The result is the lop-sided growth of tourism in Southern India. The concept of alternative tourism and mushrooming of the products like medical tourism and rural tourism are now few major areas where sustainability is to be focused urgently. The authorities should realise the need of sustainable growth as an alternative concept of tourism development.

4.2 An Overview of Tourism Strategies in South Indian States

Government of India’s tourism vision to sustain the development of tourism in South Indian states have given shape to a few strategies as
mentioned below for each South Indian state separately. Respective state governments have also put in their efforts for fine tuning the strategies.

Strategies for Tourism development in Andhra Pradesh

1. Andhra Pradesh has great potential for tourism. With its temple towns, beach resorts, monuments and other tourist attractions, heritage centres and Buddhism sculptors the government of Andhra Pradesh has formulated few strategies. They are:-

2. Hyderabad and Visakhapatnam airports are proposed to be expanded to receive international flights.

3. "Andhra Pradesh Unlimited", is a strategy of offering the collective attractiveness of other places in the region with places in Andhra Pradesh.

4. Plan to decentralize tourism development to districts and local bodies.

5. Will also encourage private sector in the tourism industry and provide a frame work for private-public partnership.

6. Encourage private investment in tourism and related industry, various incentives and concessions are being offered.

7. Taxation has been attempted to be rationalized on the logic of intelligent taxation to enable private sector to expand tourism.

8. While acknowledging the primacy of the private sector, the state retains with itself the responsibility of provision of addressing issues related to safety, quality and regulation for sustaining tourism development in the state.
The sops for tourism development offered by State government are:-

i. Tax holidays for tourism projects

ii. Stamp duty refund after registration of land and buildings for the purpose of tourism

iii. Lower power tariff for tourism projects that cover entertainment related business and refund of part of VAT collected. Tourism is now seen as a revenue generator, which can be used to generate employment, aid economic growth and reduce poverty

iv. The Andhra Pradesh Cabinet on Friday approved an incentive-packed tourism policy that seeks to attract private enterprise in infrastructure development.

v. Tourism projects will enjoy single window clearance.

vi. Revive untapped potential in heritage, beach tourism and rural tourism.

vii. Offer tax concessions for about five years from establishment of the tourism project and would have 25 per cent of the VAT collected refunded.

viii. Government would also give the benefit of discount of 75 paise per unit from the commercial tariff.

ix. The preparation of comprehensive strategy for all urban and rural tourist spots through Government projects.

x. The tax concessions include reduced VAT, luxury tax, entertainment tax and 100 per cent stamp duty reimbursement. The land allotted will be for 33 years and enjoy automatic conversion from zoning regulations.

xi. This also includes investment subsidy on capital investment and heritage hotels.
xii. In addition, the strategy provides for a facility to upgrade existing hotels to three star and five star standards.

**Strategies for Tourism development in Kerala State**

1. To elevate tourism as the economic and employment priority of the State by using Tourism as the vehicle of growth for physical, social and economic development of the State.

2. To promote sustainable tourism development with focus on Conservation and Preservation of Heritage through participation of Panchayathi Raj Institutions.

3. To ensure quality services in all the areas of tourism in the form of regulation, classification and monitoring.

4. To develop Infrastructure through private sector and Private-Public Partnership with Government acting as a facilitator and catalyst.

5. To develop and promote tourism products with continuous focus on Backwaters, Ayurveda, performing arts, pilgrim centres, cuisines and Eco-Tourism. While promoting ayurveda, the value of naturopathy, herbal medicines and tribal medicines will also be given due importance.

6. To concentrate on development of basic infrastructure by coordinating all line departments.

7. To create sufficient quality human resources in the field of tourism within the State and strengthen the institutional mechanism.

8. To strengthen the institutional mechanism
9. To develop and promote souvenir, handicrafts, artifacts & shopping industry

10. To enact proper legislation to sustain the industry and to regulate tourism activities through Government, industry and PRI collaboration.

11. To explore and develop new markets for Kerala Tourism products at domestic and international levels.

12. To conserve and preserve the unique cultural heritage of the State

13. To ensure the safety and security of tourists

Strategies for Tourism development in Karnataka State

The existing accommodation and other facilities of both Government and Karnataka State Tourism Development Corporation are to be usefully and optimally utilised by inviting private sector partners in management of these properties in a phased manner for the promotion of tourism in Karnataka.

1. The Department of Tourism is to provide land for following facilities:

2. Food Craft Institute
   Tourism Complexes

3. Information Centres in tourism destinations as well as transportation centres.

4. Take up the following specific projects

5. Enable visits to place on wheels for easy access to impressive destinations in Karnataka state.

6. Night safari in Bannerghatta National Park to be organised
7. Develop Badami, Aihole and Pattadakal circuit throughout the year.

8. Develop a Coastal Circuit in North Canara

9. Provide world-class facilities in Brindavan Gardens through private participation.

10. Comprehensive developments of Jog Falls area

11. Develop area around important ancient and historical monuments

12. Private management of Government accommodation to be implemented.

13. Develop Bangalore as a major tourist destination through

14. Adventure sports and high-end accommodation in Nandi Hills with private sector participation.

15. Make tourism activities available in places like Ulsoor, Sankey, Madiwala, Bellandur etc., to private parties for boating and maintenance.

16. Plant trees extensively to beautify Bangalore. Civic amenities to be given for maintenance to corporate houses.

17. Organise motor racing track outside Bangalore, city walks, lighting up heritage buildings, craft bazaars etc.

18. Trained tourist guides are to be made available at all major tourist locations.

19. The department will avail the help of consultants, wherever necessary, in order to prepare, design and implement tourism projects.

To encourage private sector participation in all tourism-related activities in the State, the following incentives and concessions are offered in the policy period:
a. All concessions offered under the Industrial Policy of the state (2002-07) are made available for private investments in the tourism sector.
b. Luxury Tax to be charged only on room tariff above Rs. 400 (Rupees Four Hundred) and to be charged only on actual tariff collected. A cap of 10% to be placed on it.
c. Additional state excise duty of 66% on imported liquor to be reduced to 25% or levied on basic rate.
d. Motor Vehicle Tax levied on tourist vehicle plying between States to be rationalized on a reciprocal basis.
e. 50%/100% stamp duty exemption for investment below/above Rs. 50 (Rupees Fifty) crores.
f. Concessional registration charges of Re.1 per Rs. 1,000 (Thousand)
g. Waiver of Conversion Fee
h. Entry Tax exemption during implementation of project for a period of three years
i. Entertainment Tax exemption of 100% for first three years and 75% for next two years for I-Max theatres only.
j. Tax on aviation turbine fuel is reduced to 4% and underwriting 50% of tickets of private airlines for an initial period of three years.
k. Government land will be offered at 50% of its market value to entrepreneurs.

**Strategies for Tourism development in Tamilnadu**

1. The Government of Tamil Nadu is having its Tourist offices in all the importance Tourist Centres including State capitals like Mumbai, Calcutta, Goa and New Delhi. Besides, Tourist information Centres are functioning at Hyderabad,
Thiruvananthapuram and Bangalore and also at important Railway junctions, Airports in Tamilnadu for the benefit of the traveling public. Through this information Centres, maps, brochures, folders, posters and travel plans are being distributed for the benefit of the tourists.

2. To encourage private investment in tourism projects, the Department of Tourism co-ordinates with different departments for early clearance of the tourism projects.

3. Preparing plans to improve infrastructure facilities in Tourist Centers obtaining central assistance through the State Government, and securing the active participation of the local public by providing better economic avenues are given priorities by tourism department.

4. The Tamilnadu Tourism Development Corporation is operating 36 hotels and is providing maximum comforts to the tourists at low tariff.

5. The Tamilnadu Tourism Development Corporation is providing well planned travel circuit plan with care and comfort to the tourists coming from other States and abroad.

6. The Corporation is maintaining Youth Hostels, Children Parks, Boat Houses, Telescope houses for the entertainments of the tourists.

7. Every year, Tourist and Industrial Fair are conducted at Island grounds at Chennai for information dissemination on the achievements of the Government and to promote Tourism.
8. The Director of Tourism, Chennai recommends for the sanction of FL 3 permits to private Tourist Hotels and also recommends projects of the private tourism promoters to obtain loan from the financial institutions.

9. Approvals of Shops and Classification of Hotels for awarding Star Category are being certified by the Department.

10. To attract and impress tourists, Sound and Light Programme are conducted at Thirumalai Naickar Mahal. Efforts are being taken to establish similar Programmes at Thanjavar Big Temple and at Fort Saint George, Chennai.

11. Tourism has been declared as an Industry in TamilNadu. Ten percent capital subsidies upto Rs.10 lakhs are given to Tourism projects in TamilNadu with a capital investment not exceeding one crore rupees. Besides 15 percent of capital cost up to Rs.5/- lakhs as subsidy for the purchase of Generators.

12. Identify and promote new areas of Tourist Centers and popularize its specialties to the tourists.

13. Create Tourism awareness among the Youth and the Public about Tamilnadu’s tourism potentials

14. Preserve and promote glorious heritage and culture of Tamilnadu through propagandas and tries gives authoritative historical information to the Tourists on arrival by tourism department and operators.
4.3 Tourism Authority of India’s strategies for South Indian States

The tourism authorities have taken special care and attention to evolve and formulate strategies from time to time, to foster and sustain tourism development in South Indian states. The strategies are mentioned below:

The tourism authority of India has embarked in the development and promotion of the local Culture, Arts, and Tourism Plan (CAT Plan). The purpose of the plan was to identify the local area's artistic, cultural, natural, and heritage resources and articulate the community's desires around promoting, preserving, and managing the resources in the context of a tourism-based economy. This approach produced tremendous positive results in sustaining Tourism development in South Indian states. The general goals of CAT plan are:

- Increase public access to the arts
- Enhance tourists understanding with the native or local communities in the area
- Enhance City/District cooperation
- Increase opportunities for small arts and crafts businesses
- Identification of opportunities for and education of the public and local officials about resource preservation, enhancement and the benefits of tourism
- Comprehensive analysis of the need for new facilities
- Preparation of a plan for a broadly defined target audience for tourism promotion and sustaining development.

The project was undertaken as part of the “Atithi Devo Bavah campaign” in three speculative phases. Phase I included the development
of an inventory of cultural resources and an analysis of community needs, trends, and impacts. Phase II was the public involvement phase and incorporated input from public meetings, focus groups, and an advisory committee. Phase III entailed the development of an action plan, with periods and responsibilities for completion.

The scenic beauty, fine art, Indian culture, unique architecture, fine dining and shopping, monuments, pilgrim centres, ethnic places of South India, attract visitors from throughout the world. Controls needed to be designed in the nearby towns, city, areas to help and maintain the special ambience of the community. The readers of several travel magazines do ratings periodically and provide marketing collateral in their own way.

**Phase I: Initiation and Background**

The Phase I comprises of the following components:

- A description of stakeholder groups
- An inventory of cultural resources
- A discussion of factors that shape the cultural environment
- An analysis of community and regional issues and trends
- A presentation of tourism issues and trends
- A discussion of benefits and threats to the local culture
- An initial analysis of opportunities and obstacles related to developing and protecting local cultures and cultural resources.

**Phase II: Public Involvement**

In Phase II, public meetings and focus groups are to be conducted. There are also a number of meetings of a broad-based advisory committee (CAT Action Committee), comprised of representatives of cultural, arts,
and heritage organizations and the business community. Public meetings are held in local areas.

Focus groups include: heritage/natural resource group representatives, rural and tribal representatives, tourism industry representatives, neighbourhood representatives, local businesses and arts organizations.

Focus groups are comprised of about 8 to 15 community members, carefully selected to represent a range of opinions and expertise. The focus groups conducted special meetings of the local arts Commission's Arts network, with about 30 people in attendance. Each of the groups led to the identification of key issues for maintaining and enhancing the community's cultural and natural resources, while maximizing the positive benefits of tourism.

After the focus groups are convened, the final public meetings are to be held in local area including panchayat level, if need be. The meetings are widely advertised. Participants forms smaller workgroups, which developed strategies around the following issues (which comes out of the focus groups):

- Regional visitor centre with shuttle service
- Appropriate promotion of local area as a tourist destination
- Career track for youth in arts, culture, heritage, and tourism occupations
- Protection of neighborhoods and communities
- Pedestrian enhancements in the local areas
- Local area traffic management.
Goals of the Cat Plan

Based on the input from the focus groups and public meetings, the following six goals were defined.

1. Include local community needs in developing tourism management and development plans.
2. Coordinate planning and develop infrastructure to manage tourism to minimize negative impacts and maximize benefits.
3. Maintain the authentic character of local culture, heritage, and environment as the basis of the visitor experience.
4. Attract and educate cultural tourists who will appreciate and support local heritage and arts.
5. Reduce vehicles and traffic congestion by planning bypass routes.
6. Create a future for youth in local culture and tourism industries.

The goals laid the foundation for the following strategies.

Key Strategies

The strategies are interrelated, with many of them supporting the achievement of more than one of the goals, and are therefore not listed in any order of priority.

1. Market, local areas to visitors who appreciate the region's culture and heritage.
2. Promote local area as a “special” in its own authentic way.
3. Protect the viability and authenticity of local area, both for residents and for visitors.
4. Provide visitor services and facilities in rural and appropriate tribal areas.
5. Educate visitors about the City, District, and Village.

6. Facilitate education and dialogue among the sectors and people who interact with visitors.

7. Coordinate better linkages between the tourism and arts/cultural sectors and among City and County tourism planning entities.

8. Protect neighbourhoods from the impacts of tourism through code enforcement and neighbourhoods driven design standards.

9. Involve the public in tourism planning and marketing.

10. Disperse visitors throughout the city, county, and village.

11. Encourage the tourism industry to support the local community and promote industry contributions.

12. Strengthen alliances between the arts sector and the community at large.

13. Create career-track training, mentorship, and apprenticeship programs for youth, in the arts, cultural, and tourism industries.

14. Assist in development and marketing of locally produced arts and crafts.

These strategies are the result of broad community input and should be viewed as a mandate from the people, organizations, and businesses of the local area. They form the basis for the action plan.

**Phase III: Implementation**

In Phase III of the cultural, arts and tourism planning process, actions were developed to carry out each of the 14 previously identified strategies. Time frames were divided into three implementation phases, as shown below:
I. Immediate (1 year)
II. Short-term (2-4 years)
III. Long-term (5-10 years)

The periods are approximations, which depend, in part, on the availability of resources to carry out the actions. Actions identified for Implementation Phase I could be implemented immediately, in part, because they require little or no additional resources or staffing.

The strategies and actions articulated in the plan represent a comprehensive and crosscutting approach for protecting the multi-faceted culture of the community, while supporting the arts, cultivating and managing tourism. Many different city and district departments, as well as tourism industry entities, non-profit groups, neighborhood associations, and other public and private groups within the community, were identified as implementers. In addition to these implementers, others were encouraged to collaborate in carrying out the plan. The prescribed efforts are interconnected and will require coordination and monitoring among this wide range of parties, as well as legal review by the city or district level magistrate.

For this reason, a three-tiered level of responsibility was recommended. To ensure a broad citizen base of accountability, the plan recommended that the CAT Advisory Committee (CAT-AC) should be maintained to work with city and district staff through the implementation period of the plan to provide continuity, and in the formulation of subcommittees to implement specific action areas of the plan.

This plan recommends the addition of a cultural tourism planner position, to be responsible for coordinating the implementation of this plan and to
serve as the primary point of contact. This person would provide the necessary linkages among identified government departments and other parties, a task that is quite large and currently not within the scope or capability of any existing city staff or department. Additionally, this person would identify and develop opportunities to address the mandate implicit in the plan, that of focusing local tourism efforts toward visitors who are appreciative of the community's unique cultural assets and who will therefore participate as partners in maintaining what residents and visitors alike love about this special place.

The staff project team comprises of representatives from the city and district planning divisions, the local arts commission, economic development planning, city public works department, and the convention and visitors bureau (CVB), have been preserved as a group that cuts across government departments with a cohesive understanding of and commitment to the plan: By meeting on a regular basis and maintaining an awareness of the CAT Plan in their respective departments, this group will ensure that implementation progresses according to schedule.

**Lessons in nutshell for Planning of Tourism**

Some of the lessons that came out of these efforts are listed below. These lessons have broad applicability to planning in other tourism-based communities.

- Visitors want real experiences; if you are true to yourself, you will attract visitors too.
- A broad-based inclusive planning effort is needed.
- No matter what you do, you can't please everyone.
• There is a need for an ongoing effort to implement and update the plan.
• It is important to have designated support staff responsible for monitoring and implementation.
• It is critical to build socio-political support for the plan.

Management of sustainable tourism development relates to minimising the adverse impact of tourism on the culture of a place in the broader perspective. The people of the host destinations have the primary responsibility for the maintenance and preservation of the culture of the place. At the same time, the tourist should also be sensitised to the host community's culture and the way of life of the people. They should develop respect for the local traditions, beliefs and customs. Only when there is a blend of mutual respect, can the experience be a happy one for the tourists and the host communities alike. To a large extent, the responsibility of the host community also extends to creating awareness among those who come into contact with their culture. The host community has to take visible steps for preserving the best in their culture.

The scope of sustainable tourism development is wide and the success for sustaining tourism development, depend on the strategies applied on particular situations. However, Naisbitt, whose book the researcher has referred to earlier, has pointed out that concern should primarily include three major areas:

First is the question of quality. It encompasses the quality of experience for the visitors and the need to improve the quality of life of the host community while protecting the quality of the environment.
Second is the need for continuity. Tourism should focus on the continuity of the natural resources upon which it is based, and on the continuity of the culture of the host community.

Finally, all the stakeholders must ensure that there is a balance between the needs of the tourism industry, the environmental concerns and the economic needs of the local community. Quite often, it is seen that if such a balance is not achieved and if heritage preservation and environmental concerns are pursued only in isolation, they lead to what is called "counter-development".

In a large measure, therefore, the impact of interaction between culture, heritage and tourism will depend on the nature of local cultural and social action. The general process of development also affects cultural moorings. Heritage products are often nurtured with local social care. They tend to be neglected in the process of urbanisation. Local art and craft, which generally maintain such products, become unavailable and the cultural heritage deteriorates. Many of these traditions even, become extinct.

Even if tourism is not always the only or the most important agency for adverse impact on culture and heritage, in any situation like India where heritage is at the core of the tourism product, its preservation even in the physical form should be a major concern.

Therefore, creation of awareness and participation of the local community in the process is of prime importance. The constraints often faced in trying to preserve the physical-cultural heritage can be identified as:

a) funding shortage;

b) controversial social acceptability of the project, that is, contradictions between various groups of interest;
c) lack of synergy with other State or public policies;
d) lack of bureaucratic innovation; and
e) Contradictions between local and national authorities' priorities or between public and private objectives.

Synergy of various sectors is, therefore, a very important part of heritage preservation strategy, in such a situation, the national Government can play a very key role. Mr. Konstantinos Hatzidakis has identified the following role for the Government:

1) creating a platform for the synergy of various sectors;
2) providing an appropriate legal framework to ensure a sustainable development approach;
3) encouraging specific activities through financial or other incentives;
4) promoting training in tourist services; and
5) Providing publicity at national and international level.

Most analyses on the issues of preservation emphasise the importance of Government initiative. The Conference of the Commission on Sustainable Development of the Economic and Social Council of United Nations from 19th—30th April, 1999 also considered that the Government could play a significant role in taking forward the Agenda 21, held in Rio de Janerio, Brazil. They see the primary role of the Government as one of blending of the initiatives of all the players like the NGOs, local incentives and the private sectors. The Commission highlights the importance of capacity-building work, providing institutional legal, economic, social and environmental framework and taking positive steps for creating awareness. The International Council on Monuments and Sites (ICOMOS) also has placed importance on the following principles in relation to Cultural Tourism Charter:
(a) Since tourism is a strong vehicle for cultural action, the State should provide opportunities for the host community and the visitors to experience and understand heritage and culture.

(b) Since the relationship between heritage and tourism is dynamic, and may involve conflicting values, conscious management in a sustainable way is a responsibility of the Government.

(c) The host community and the local people should be involved in planning for conservation and tourism.

(d) Tourism and conservation activities should benefit the host community.

(e) Tourism promotion programme should protect and enhance natural and cultural heritage characteristics.

Management of culture and heritage and tourism sites needs a holistic approach; otherwise, even the best of plans may not succeed. As an important economic sector, tourism is often handled individually though its comprehensive linkages with many invisible sectors create serious management problems.

Impact, positive or negative, needs constant watch for management plans on science museums for science tourism, centres of pilgrimage for spiritual tourism, etc. The policy, therefore, would be to diversify the tourism product in such a way that it supplements the mainstream of cultural tourism.

4.4 GOVERNMENT INITIATIVES IN SUSTAINABLE DEVELOPMENT OF TOURISM MARKETING

The administrative group of Government of India realized that the tourism industry does contribute to the growth of the country not only increasing the GDP rate but also by providing employment opportunities
at different level. The Tenth Plan approach towards tourism had distinct shift from the earlier plans. The Tenth Plan recognized the vast employment generating potential of tourism and the role it can play in furthering the socio-economic objectives of the Plan. The strategic objectives were:

• Positioning tourism as a national priority.

• Enhancing India’s competitiveness as a tourist destination.

• Improving and expanding product development.

• Creation of world-class infrastructure.

• Effective marketing plans and programmes for sustainable development of tourism.

The major components of the Tenth Plan Strategy were:

• To develop a national consensus on the role of tourism in the development agenda of the nation through the National Development Council.

• To create world-class circuits and destinations, eschew haphazard development.

• To augment training facilities in hotel management, food craft and build the capacity of service providers at the cutting edge.

• To remove the barriers to growth to leverage private sector investment.
To provide legislative and regulatory support to protect the tourism industry, the consumer and the environment.

To mobilize public support by creating awareness of the socio-economic benefits of tourism for the host community.

The holistic healing product were packaged and promoted, as going beyond Ayurveda and Yoga, etc. to showcase Health Tourism products of India. The brand for this product was created and destination & sites for holistic healing which is governed by a well-defined set of standards and regulations were developed by the State Governments especially in South Indian states with assistance from the Ministry of Tourism, government of India.

Beach & Coastal Tourism forms the mainstay of international tourism and provides the volumes required for India’s key markets, to create a suitable industry. A number of sites on the Coast of India were identified during the plan period for development of beach resorts. India is a veritable shopper’s paradise and the retail trade provides enormous forward and backward linkages throughout the economy. Recognizing shopping as an intrinsic part of the tourism experience and most valuable contributor to revenues, the strategy during the 10th plan was to encourage the development of dedicated shopping centers for traditional crafts, designed on the lines of ethnic village “Haat” such as Dilli Haat and Shilpagram. Availability of information on where to procure specific crafts and produce reliable unbiased shopping guides was enhanced during the plan period.

The 11th Plan strategy on tourism is to achieve International tourist arrivals of 10 million tourists by the end of the 11th Plan through diversification of source markets increase per capita spending and length
of stay of international visitors and by reducing seasonality. The Plan also proposes to achieve a level of 760 million domestic tourists by 2011 at an annual growth rate of 12% and to increase accommodation units.

During the 10th Five Year Plan, a doubled pronged strategy of upgrading the tourism infrastructure and vigorous marketing under the banner of ‘Incredible India’ campaign was followed to position India as a global brand. The following four-point progress was sought to be achieved to a large extent among the target tourists and in source markets:

- From non-awareness to awareness.
- From awareness to interest.
- From interest to desire.
- From desire to final action i.e. booking a holiday.

The Working Group on Tourism for the 11th Five Year Plan 2007-12, felt that keeping in view all variables in the environment, the product opportunities, the market scenario, the Indian planning and national objectives, following quantifiable goals may be set for the 11th Plan for India tourism in the context of International and domestic tourism.

**Goals set**

Achieve international visitor levels of 10 million tourists in 2011, at the end of 11th Plan.

**Source Markets**

- Diversify principal source markets to include countries such as South Africa, Israel, Spain, China, Japan, S. Korea, Australia, Brazil, Argentina, etc. which offer high growth potential and from where present level of inbound tourist is below par.
• Concentrate on countries like South Africa, Mauritius, Kenya, Malaysia, Fiji, etc with a large Indian Diasporas for higher touristic arrivals from those countries. Similarly target the PIOs and NRIs elsewhere to create greater resonance in them to visit the country of their origin and discover their roots. Target the ‘Baby Boomers’ group in Europe and North America by creating in them the desire to discover one of the oldest civilizations of the world and to enjoy the plurality of cultural enjoyments, which this country has to offer.

• Maintain and increase per capita spending of international visitors.

• Attract higher quality tourists, increasing per head spending, resulting in higher revenues. Concentrate on cruise tourism and MICE sector which are considered to be higher revenue generating sectors of tourism.

Seasonality

Reduce the seasonality in international tourist arrivals by targeting markets such as Australia, Spain, etc. It should be ensured that the drop in arrivals during ‘lean season’ is not more than 15% of the annual average.

Average Length of Stay

Maintain and initiate measures to ensure that the duration of stay is sustained, if not extended.
Purpose of Visit

Retain focus on Leisure Travelers.

Promote business related travel, including MICE market by promoting Convention Centres of international standards in major cities or at major tourist centers.

Encourage medical tourism, adventure tourism and heritage tourism.

Expenditure

Prepare strategies to increase per capita expenditure on shopping and other non accommodation, non-transportation heads, to match international benchmark of 30%.

Domestic Tourism

• Achieve a level of 760 million for domestic tourist visits by the year 2011, the end of 11th Plan at an annual average growth of 12%.

• Complement international travel with domestic travel so that the seasonality is eliminated.

• Promote greater dispersal of domestic visitations in order to spread the benefits of tourism to all areas.

OTHER GOALS

Accommodation Units

• Increase approved quality accommodation units from the current level of about 100,000 rooms to at least 200,000 rooms by 2011, to meet the increasing demand.
• Set up hotels on the surplus land with Airport Authority of India near International Airports as per the international practices.

• Promote development of budget hotels at the surplus Railway Land at specified Railway Stations.

• Create land banks in the States and encourage Single Window facility for the investors in tourism projects

In order to achieve all these objectives, the Working Group felt that it was necessary that the momentum generated in tourism sector during the 10th Plan period is sustained. The recommendation of the Group is to adopt and apply sustainable practices and principles, and identify and resolve the constraints. The Working Group also felt it necessary that beside development of world class infrastructure and launching aggressive marketing campaigns, access & connectivity to India need be improved; new forms of tourism like rural tourism, cultural tourism, adventure tourism, cruise tourism, MICE tourism and medical tourism are taken up with renewed zeal & efforts; India is made a full year destination rather than a Oct.-March destination by diminishing the seasonality factor and promoting the Himalayas and the beaches during summers and the coastal regions during the monsoons; and India’s competitiveness as a preferred destination is enhanced with rationalization of taxes, liberalization of visa regime, improvement of airports, removing barriers to travel, enhancing tourist safety & security, improving signage’s, etc. To achieve all these, the following six key strategic objectives are recommended:

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I. Positioning and maintaining tourism development as a national priority activity

Provide effective linkages and close coordination between various Departments and Ministries of Government;

Plan and implement a professionally managed integrated communication strategy to increase awareness about tourism and its social and economic impact on the society.

II. Enhancing and maintaining the competitiveness of India as a tourist destination;

Take effective steps for easier and faster availability of visas;

Increase air connectivity and seat capacity from major overseas markets;

Improve facilities and quality of services at international and major domestic airports;

Rationalize taxes;

Remove restrictions like RAP/PAP/ILP.

III. Improving India’s existing tourism products further and expanding these to meet new market requirements;

Develop sustainable beach, coastal and cruise tourism;

Package and market India’s wide variety of traditional cuisines;

Encourage adventure and rural tourism;

Develop and promote round-the-year tourism;

Pursue medical tourism vigorously;

Take advantage of MICE (Meetings, Incentives, Conventions and Exhibitions) segment:
IV. **Creation of world-class infrastructure;**

Identify travel circuits for development as international standard destinations;

Construction and improvement of highways for good connectivity with tourist destinations;

Introduction of special tourist trains and establishment of budget hotels.

V. **Develop strategies for sustained and effective marketing plans and programmes;**

Maintain and develop the tourism brand position established with the ‘Incredible India’ campaign;

Evolve and maintain a system of market research activities in India’s major source markets to continuously receive, analyze and respond to information on pricing, security issues, health, safety, quality of tourism services and products etc.;

Make use of the various technological tools, including the Internet, for advertising for greater and wider impact. Encourage e-commerce portals to extend effective marketing support to small and medium enterprises and also offer competitive packages.

VI. **Develop Human Resources and capacity Building of Service Providers**

Making craft and hotel management education integral to the school system as an early vocational choice.

Create a pool of teachers for hospitality education.

Training of trainees to be introduced at IHMs/FCIs & other major institutes.
Re-work curriculum of existing degree/diploma courses and building an image of the profession.

4.5 Financial supportive programs for tourism promotion in India

Tourism Financial Corporation of India has been organized by government of India for providing financial support for tourism ventures in India. A brief of the supporting financial programs are given below:-

TFCI provides financial assistance to enterprises for setting up and/or development of tourism-related projects, facilities and services, such as:

- Hotels
- Restaurants
- Holiday Resorts
- Amusement Parks
- Multiplexes and Entertainment Centres
- Education and Sports
- Safari Parks
- Rope-ways
- Cultural Centres
- Convention Halls
- Transport
- Travel and Tour Operating Agencies
- Air Service
- Tourism Emporia
- Sports Facilities etc.
Forms of Financial Assistance

- Rupee Loan
- Underwriting of public issues of shares/debentures and direct subscription to such securities
- Guarantee of deferred payments and credit raised abroad.
- Equipment Finance
- Equipment Leasing
- Assistance under Suppliers' Credit
- Working-Capital Financing
- Takeover Financing
- Advances Against Credit-Card Receivables

Eligibility for Assistance

TFCI provides financial assistance to projects with capital cost of Rs. 3 crore and above. In respect of projects costing between Rs. 1 crore and Rs. 3 crore, TFCI will consider financial assistance to the extent of unavoidable gap, if any, remaining after taking into account assistance from State Level Institutions/Banks. Unique projects, which are important from the tourism point of view and for which assistance from State Level institutions/Banks is not available, may be considered on exceptional basis even though their capital cost is below Rs. 1 crore. Financial assistance is considered on similar lines for heritage and restaurant projects. Projects with high capital cost may be financed along with other All-India Financial/Investment Institutions. TFCI considers assistance even if the total cost is less than Rs. 3 crore for existing concerns with satisfactory performance for renovation/up gradation etc.
Norms for Takeover Financing

TFCI may consider financing well-established, assisted concerns having over 3 years' satisfactory track record for takeover of tourism-related project/company.

Norms for Working-Capital Financing

The Working Capital assistance would be provided to concerns in the tourism sector with proven track record of at least 3 years and assisted concerns of TFCI with satisfactory credit record. The working capital limit would be calculated based on the turnover method as may be considered appropriate.

The proposals for ongoing schemes:

1. **Assistance to Hotel Management Institutes in the Country:**
   There are 24 institutes of Hotel Management and 11 Food Craft Institutes in the country under the Ministry of Tourism. The MoT proposes to establish IHMs and FCIs in N.E. region and newly created States to create more employment opportunities. There is need to establish more Food Craft Institutes in the country to meet the growing demand from the hospitality sector. The scheme is proposed to be continued in the 11th Plan.

2. **Capacity building for service providers:** The scheme is an ongoing one aimed to train guides and other service providers in the unorganized sector. The guidelines for the scheme have been revised recently to include NGO’s for conducting the programmes. There is need to continue the training programmes to provide better services to the tourists.
3. **Overseas Promotion and Publicity:** Overseas Promotion and Publicity is an ongoing priority scheme to sustain, increase and to attract tourists from existing major and potential new markets to the country. With the increase in tourist traffic, both foreign and domestic, the tempo of publicity and promotion has to be maintained. There is need for continuous publicity of tourism products in the international markets, especially in the light of competition from neighbouring countries.

4. **Domestic Promotion and Publicity:**

   This is an ongoing scheme to promote tourism products to attract domestic travelers.

5. **Incentives to Accommodation Infrastructure:** Under the ongoing scheme incentive will be in the form of one time capital grant of 10% of the total principal loan taken from designated financial institutions or up to Rs 25 lakhs to one star, Rs 50 lakhs to two star, and Rs 75 lakhs to three star and the heritage category projects whichever is less. Since accommodation infrastructure is the most important factor in tourism development and there is significant gap demand and supply, this scheme is to be continued.

6. **Construction of building for IISM at Gulmarg (J&K Package):**

   An expenditure of Rs 4.00 crore was incurred for this purpose in 2004-05 and an outlay of Rs 6.00 crore is available for 2005-06. Since the building and other infrastructure facilities required for the institute are yet to be completed the scheme is proposed to be continued for first two years of the 11th Plan.
7. **Market Research, including 20 years Perspective Plan:** Under this ongoing scheme, the Ministry of Tourism carries out various studies and survey relating to tourism. Since research work is a continuing process the scheme is proposed to be continued in the 11th Plan.

8. **Assistance for large Revenue generating projects:** One of the highlights of the new tourism policy is the active public and private partnership. Under this ongoing scheme support in the form of grant to act as a catalyst will be provided to large revenue generating projects through the State Tourism Development Corporations, Tourism Finance Corporation of India or the State Industrial Development Corporations and the State Financial Corporations. The guidelines of the Scheme have been revised recently and project proposals are under consideration of the MoT. The scheme may be continued in the 11th Plan also.

9. **Computerization and Information Technology:** This is an ongoing scheme for up gradation of information system and usage of IT in tourism development. The scheme shall continue in the 11th Plan.

**Centrally Sponsored New Scheme s**

1. **Infrastructure Development for Destination and Circuit:**

   The objective of this ongoing scheme is to provide world-class tourist infrastructure facilities at the identified circuits/destinations and rural sites.
2. **Creation of Land Bank for Hotels Scheme**

There is a shortage of hotel accommodation all over the country, and especially in metros, in view of increased growth in tourist arrival and falls far short of the current demand as well as the future demand based on trend in tourist arrival and the spurt likely to take place in connection with the 2010 Commonwealth Games.

**i) Infrastructure development:**

The Ministry has been advising land owning agencies and the State Governments to create land banks for hotels and get the hotel constructed on identified sites through PPP mode based on land cost being Government’s equity contribution. In pursuance of the objective, the MoT has been requesting L&DO of Ministry of Urban Development (MoUD) to identify suitable sites for hotels. This proposal of MoUD presents to MoT, an opportunity to create land bank and promote hotels in PPP mode.

**ii) Equity Contribution to ITDC**

ITDC has overcome from disinvestments scenario and after continuous losses for several years, from 2003-04 have started showing profits but has been unable to invest in upgradation of its existing properties. In the absence of any major renovation in earlier years, ITDC properties are in bad condition and are unable to compete with other hotels in the respective cities. So, to make these hotels up to the acceptable levels, ITDC has worked out a revitalization plan of Rs. 237.85 crore during the 11th Plan. An amount of Rs. 199.15 crore has been earmarked for renovation of the existing hotels. This proposal as a scheme is recommended for inclusion in the 11th Plan.
iii) Assistance to Central Agencies for Tourism Infrastructure Development

The objective of new scheme is proposed to extend assistance to central agencies for the works relating to monuments and other places under the control of ASI, Port Trust Authorities etc. so that world-class tourist facilities would be created in such places. These projects could include illumination and maintenance of important monuments in the country under ASI or infrastructure development for Cruise terminals under Port trust etc. Since, the ownership of these assets lies with the central agencies like ASI, Port Trust Authorities etc. therefore, it is important that these agencies are also made responsible for the implementation of required infrastructure development projects. The existing Centrally Sponsored Scheme of “Product/Infrastructure development for Destinations and Circuits” does not provide for such arrangement where the financial assistance could be extended directly to these Central Agencies who in turn could implement the projects successfully and also ensure its proper maintenance. This proposal is recommended as a new scheme for 11th Plan.

In reality, the role of the Government, both at the Centre and in the States, has been confined all these years to providing assistance to create facilities around the pilgrim centres. Most of the places suffer from a lack of basic infrastructure and amenities. In most cases, these places are managed by non-official Trusts and other bodies, and in general leave much to be desired in their management. In recent times, considering the tremendous public interest involved, there have been many cases of the Government stepping in, to take up the management of such pilgrim places, combining in such management the requirements of both the pilgrim as well as the pilgrim tourists.
A National Policy for management of these centres irrespective of the conceptual problems is, therefore, very inevitable for sustaining tourism development. All the southern state governments must also come out with intensified and coordinated sustainable tourism development strategies, both for short term and long term periods.

**Conclusion**

All the above factors clears that in India tourism has not been given significant importance in South Indian States. However, the 10th and 11th plan seems to be encouraging in promoting tourism and sustaining the tourism in India. This research gives an idea and guidelines to both government and private people who invest in tourism industry. A lot more needs to be done in this industry and thus leaves great scope and potential for the government, industry and people of South Indian States.