CHAPTER V

COMPARATIVE ANALYSIS OF THE SWISS TOURISM AND INDIAN TOURISM
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5.1 Introduction

The comparative analysis/approach has yet to emerge as a distinction, readily recognizable methodology in tourism research despite its application to a wide variety of problems during last three decades. Long debates have occurred over the use of multipliers and other technical matters and broad disciplinary reviews have appeared in the special issues of the Annals of Tourism Research and elsewhere, but within the tourism literature there has been little or no discussion on the merits or otherwise of comparative studies such as is to be found in sociology, political science or planning.

This chapter begins with the addressing the question, what is comparative approach? Followed by various aspects of comparative study with special reference to Indian tourism, which is still struggling to develop and the Switzerland, a developed tourist destination, where tourism plays as a major role in their economy, in comparative manner.

5.2 A Comparative Approach

The question of what constitutes a comparative approach in tourism research has essentially been taken for granted for no definition nor much discussion is evident in the literature. In general, the term is used in papers dealing with analysis of a problem in two or more places, usually, but not exclusively, in a cross-national context. In the words of Warwick and Oshersom “Comparison in its broadest sense is the process of discovering similarities and differences among phenomenon”. This evolves more than mere juxtaposition of case studies, for to be comparative the analysis must at the very least draw out and attempt to account for similarities and differences. Collection
of national or regional case studies which fails to do this are therefore not comparative, even though the different studies focus on same or similar themes, a point recognized by Linda Richter¹ (1989) in her study of tourism politics in a number of Asian Countries.

Comparative research might thus be distinguished not only by the interrelated analysis and interpretation of phenomena in two or more context but also by the purpose for which is undertaken. Some of the earliest applications of comparative studies in tourism were for purely pragmatic purpose, namely to benefit from other countries² experiences to help solve specific practical problems. This was Thompson explicit rational in comparing recreation and tourism in the Colorado Rockies and the Swiss Alps: “without complete and accurate data for the study the rational system, truly definitive evaluation of the proper direction of future development is extremely difficult. On what basis, then, can one construct a rational plan for future? One possibility to be derive alternatives from the study of similar use of recreational resources in an area where successful methods have been developed. Such an area should be one with fundamental similarities to Colorado and one where relatively comprehensive statistical data are available for analysis”.³ Thompson concludes here : comparative study with a list of twenty-five recommendations regarding the future development of tourism and recreation in the Rockies.

Similarly, Chenery sought solutions in continental Europe to the tourism planning issues being faced by London in the early 1970's his aim being: “to establish the pressure being placed on other European capitals by tourism and to discover how the authorities concerned react to them in the planning policies they adopt.” The most comprehensive research programme yet on tourism and Environment, that

³ Thompson, P.T., The Use of Mountain Recreational Resources: A Comparison of Recreation and tourism in the Colorado Rockies and Swiss Alps (Boulder Graddazte School of Business Administration, University of Colorado, 1971), p.7.

In concluding remarks comparative studies offer tourism researcher a way forward in a field still largely dominated by descriptive, ideographic work. These studies have demonstrated the practical possibilities and constrains of transferring experiences and learning from others, something that will undoubtedly become more significant with the increasing globalization of the world economy and the tourist industry.

5.3 Comparative Analysis of Policy Perspective and Administrative Set Up: Swiss and Indian Tourism

Switzerland has always been a country reluctant to adopt governmental, especially central government, measures even to guide let alone direct her economy. To do so is anathema to the Swiss view of federalism, local political power and free enterprise. The development of measures to shape the pattern of Swiss tourism and policies has therefore in the hands of Commission Consulate Federal Pour le Tourisme (CCFT).

The first ever measures were attempts to protect hotels from the effects of First World War in 1915. These led quickly to a vote to allow the confederation to use state finances to publicise Swiss tourism, and Swiss National Tourist Office was set up for this purpose in 1917. In 1922 the confederation voted to help pay for repair hotels, and in 1933 it took over the collection of tourism statistics from the private sector. Faced with a dramatic drop in visitors numbers during Second World War, in 1947 the confederation gave itself powers to assist sectors of the economy, including tourism, mainly through loans and rarely through subsidies. These economic aids were increased in the 1970s. Under the new program LIM was introduced in 1974 to measure for aiding tourism with aim of a regional development investment loan to develop tourism infrastructure. This measure was the first official policy to response to a growing crisis in Swiss tourism in mid 1970s and Federation set up a Federal Consultative Commission on Tourism in 1973, and admitted that the encouragement
of tourism was a Federal task which served the interest of the whole country and not just the tourist regions.

In the history of Swiss tourism policy, Switzerland relies heavily on two reports on Swiss tourism, first the ‘Concepts’ report produced on behalf of the government in 1979, and the second ‘Krippendorf’ report produced by a series of research projects conducted on behalf UNESCO. These two projects set the following main areas of priorities in Swiss Tourism.

- Without relaxation and tourism no healthy society can exist
- Within this overall principal, the importance of tourism was justified under the heading of social, economic and environmental factors.
- In addition to direct economic aid, the confederation tends to see its role as coordinating the policies of the individual ministries.
- Krippendorf report tries to produce a balance sheet of the benefits and dangers of tourism. The main aims were:
  - Self-sustaining growth rather than a continuously developing tourism.
  - Tourism be based on the growth of quality rather than quantity.

To achieve this, report sets these priorities:

Tourism is increased by: extending the season, offering new types of tourist experience; limiting tourist traffic, notably low-spending day-trippers; aiding local suppliers etc. all has been discussed in the Chapter III.

In contrast to Switzerland in India organized effort to promote tourism was started in 1945, under the chairmanship of Sir John Sargent and submitted an interim report in 1946. The committee recommended whole time attention of a separate tourist organization which should take initiative. In the initial years after independence tourism does not figure in plans.

Tourism became a constituent of planning process only during the Second Five Year Plan with a token allocation of Rs.33.6 million for both central and state sectors put
together. The development approach during second plan witnessed the beginning of an era for the development of activities connected with tourism, particularly adventure tourism at Gulmarg and ITPC was also set up in 1966 to develop tourism infrastructure and promotion of tourism.

The approach during the Fourth and Fifth Plans were expansion and improvement of tourist facilities with a view to promote 'destination traffic' as distinct from 'transit traffic'. Integrated development of selected tourist centers like Kovalam, Gulmarg, Goa, Kullu-Manali etc. received much attention and became the symbolic models of resort tourism in India.

The Sixth Plan was a major landmark in the history of Indian Tourism. The first ever Tourism Policy of the country was announced in 1982 which specified the development objectives and provided an action plan based on "travel circuit" concept to maximize for benefits of tourism. In the seventh plan, tourism was accorded the status of an Industry. The National Committee of Tourism was formed in 1986 by the Government of India to evaluated the economic and social relevance of India and to draw up a long term plan of its development and recommended a package of measures for ensuring accelerated growth of tourism.

Another mile stone in Indian tourism came in 1992, when National Action Plan for Tourism was presented in the Parliament. This Action plan sets the following priorities of Indian Tourism: To achieve diversification of tourism product, accelerate growth of tourism infrastructure, effective marketing and promotional efforts in the overseas markets and removal of all impediments to tourism. In the Ninth Plan envisages the government playing a role of facilitator for private sector participation in the development of tourism. The plan seeks to diversify the tourism products by encouraging, rural village tourism, pilgrimage, adventure and Eco tourism, indigenous and health, heritage tourism etc.
In view of its economic and social significance, and the changing economic scenario of the country, Government of India has evolved a new Tourism Policy in 1998. Main priority areas of this policy were:

To employment generation, environmental regulation, development of remote areas and development of women and other disadvantages groups in the country, besides promoting social integration. To achieve this, policy document evolved six broad areas such as welcome (Swagat), information (Suchana), Facilitation (Suvidha), Safety (Surakasha), Cooperation (Sahayog and Infrastructure Development (Samrachana).

To implement this, Central Government has act as coordinator, between state governments and role of private sector, NGOs and within Ministries/Departments/Agencies responsible for these actions.

5.4 Comparisons

• More federalism in Swiss Tourism

In Switzerland each cantons have permanent representatives in General Assembly of tourism, which is the supreme authority and competence to approve all the decisions regarding tourism. Where as in India, we don’t have such direct representative system in Ministry of Tourism.

In India from 1998 onwards we had a separate Ministry for Tourism which looks over all development of tourism, headed by a minister and minister of state for tourism another. While in Switzerland, tourism comes under Department of Environment, Transport, Energy and Communication and headed by president of Switzerland tourism.

• Budgetary Support System

In India, majority of the Budgetary support is dominated by Central Government. But in Switzerland apart from federal support, Swiss tourism gets some amount from Postal bus services, Railways, Swiss Air, Swiss Hotel Association, Private transport
companies, industries taking part in specific projects, donations and commissions on selling tickets of Swiss public transport overseas offices. It comes nearly 31 percent through their own generation system.

- **Policy Formation System**

Switzerland tourism's policy formulation system is based on well researched reports like concepts and Krippendorf, which gives all the necessary directions/guidelines for present and future questions and their solutions. Where as in India, except the National Committee on Tourism in 1986, which gives the serious thoughts in Indian Tourism policy formulation, rest we are just upgrading the old policies without proper serious research.

- **Area of priorities**

Being as a well developed tourist destination, Switzerland tourism has two major priorities:

- Self-sustained growth rather then a continuously developing tourism.
- Tourism be based on the growth of quality rather then quantity.

Where as in India, tourism is still in developing stage and here our priorities are towards the infrastructural development, information, cooperation, facilitation and safety, employment generation and environment regulation in tourism are main.

- **Marketing Priority**

Swiss have identified three types of market representing three levels. They are :

- Steady regulars: Germany, Austria, Schandinavia and the domestic market.
- Expending markets: U.K and Ireland, France, Italy, Spain the Czechs, the USA, Canada and Japan.
- Finally the future/emerging markets: South-east Asia, Australia, Eastern Europe, the Near East and South America.

In comparison to this, we don't have such marketing priorities in Indian Tourism.
5.5 Swiss Tourism Trends

Switzerland is known worldwide as a tourist country. Swiss Tourism had a long and successful tradition, and today the Swiss tourism industry is well known of its high-level resorts with grand hotels, self catering apartments and second homes. In Switzerland trends are measured as the basis of accommodation in figures, not arrivals. Accommodation figure are generally published on the basis of bed-nights. The major Swiss Tourism trends are:-

- According to the sources of the WTO, in 2001, Switzerland have attracted 11 million of tourists and holds the 17th rank in the World.
- In 2000 there were 5800 hotels with a capacity 259700 beds were available for tourists.
- Except the hotels and group accommodation, there is decline pattern is other types of accommodation.
- Bed nights/ bed occupancy in all type of accommodation by countries of residence is dominated by Germans followed by USA, Netherlands and UK.
- Hotel occupancy/ bed nights are also dependent on the Germans followed by USA, U.K and Netherlands are prominent.
- In terms of continent wise Europe (Excluding Switzerland) contributes 72 per cent of total bed-nights, followed by Americans 13 per cent then Asia 11 per cent.
- Switzerland is divided in 12 regions for tourism purpose and it embraces five type of tourist area within its border: First the lake resorts of the Alpine fringe; second the Alpine resorts based in winter sports and summer activities; third big cities; fourth, the Jura with mini Swiss based winter sports, and fifth, the Central lowland or Mittelland.
- The Regional pattern in terms of supply of beds for tourism ; Gririon, Valai followed by Bern and Bernese Oberland are important areas.
- In terms of occupancy percentage wise big cites Zurich and Geneva tops with 68.7 and 62.5 per cent, followed by Garion tops among all the regions with
having the 6 million overnight stays makes him most visited region of the Switzerland.

- By analyzing the regional pattern of bed occupancy (in tourist areas) shows the large cities with the 53 per cent comes top followed by mountain resorts 46 per cent and then lake side zones with 44 percent.
- The most share of foreign overnight stays are in large cities with 77 per cent followed by lake zone with 60 per cent and then 56 per cent in mountain resorts.
- Swiss tourism in highly seasonal. The summer season peak in July and August and Ski season peaks are the Christmas and New year periods.
- Seasonality patterns by country of residence shows that Switzerland is both summer and winter destination for the Germans, Dutch and Belgains, but predominantly a summer destination for British, American and Japanese

5.6 Indian Tourism Trends

Travel and tourism in India is an integral part of Indian tradition and culture. In older days travel was primarily for pilgrimage as the holy places dotting the countryside attracted people from different parts of the vast sub-continent. With the development of traditional industries and trade gave birth to another stream of travelers in India. The Ancient ruler gave due recognition to the there travelers and created many way side facilities. Introduction of pleasure tourism by Mughals bring new dimension in Indian tourism. After Mughals Britishers gave the new thrust and directions to the tourism in India by creating hill resorts, introducing Railways, export and import houses, and construction of circuit houses etc. gave new boost to tourism industry in the country. After the independence, still we are trying to develop the India as a popular tourist destination in the world.

In India tourism trends measured as the basis of arrivals. Accommodation figures are generally published on the basis of room nights. The major Indian tourism trends are:-
• According to the sources of Ministry of Tourism, 2002, India have attracted 2.48 million of tourists in 2001 and gets the 40+ rank in the world.

• In 2000 there were 1295 hotels with a capacity of 72114 rooms were available for tourists.

• The average occupancy was recorded 51.2 percent and with the 54 percent, Five Star and Deluxe category topped in the list.

• The overall room occupancy of approved category of hotels shows, that declining pattern since 1995 onwards.

• Hotel and Restaurant Enterprise survey 1990, shows that there were 1.7 million hotel and Restaurant enterprises in the country. Out of these 55 percent were in rural areas and 45 percent were in urban areas.

• According to this census, the maximum number of hotel and restaurant enterprises were in Tamilnadu, followed by Uttar Pradesh, Maharashtra and Kerala were leading states of the country.

• Analysis of tourist arrivals in India, 2000 from different regions wise shows Western Europe 30.7 percent, South Asia 25.1 percent followed by North America 15.4 percent were major tourist contribution to Indian tourism.

• Growth rate wise North America topped with 21.8 percent followed by West Asia 16.4 percent and Australia with 12.9 percent were prominent among the list.

• Among the country wise analysis U.K. occupy the top position with 13.9 percent, followed by USA 11.7 percent, than Sri Lanka 4.9 percent and Canada 3.7 percent were main contributors to Indian tourism.

• In terms of growth with maximum increases were Australia 23.8 percent, followed by USA 22.8 percent, Canada 18.5 percent and South Africa with 10.8 percent were front runners.

• Indian tourism is also highly seasonal. Due to the intense summers, summers are lean month of arrivals. While peak months are December followed by January, February, November and October are main months.
• Seasonality patterns by country of residence shows that India is predominantly winter cum post summer/post monsoon destination for all major countries except the West Asian nationalities have slightly different pattern of arrivals as compared with general trend (i.e. July is peak season for them).

5.7 Trend Analysis

Geographical location of Switzerland in Europe, aided with natural beauty of Alps i.e. lakes, rivers, glaciers, mountains, valleys and other climatic contrasts with well developed public transport system and quality based tourist infrastructure makes Swiss tourism trends special.

Total arrivals in 1999 were estimated 217 million including 15 million by air and 202 million persons entered into Switzerland by road. The arrivals number includes a very large number of day visitors or those passing through, including goods traffic moving by road. It does not include those commuting to work in Switzerland from neighbouring countries. Without any breakdown and seasons for visiting Switzerland, it is not possible to say why arrivals increased in 2000, but bed nights were down. This could mean either that Switzerland retains its drawing power as a tourist attraction, but that tourists are spending less time in order to save money or, that Germans were staying overnights in greater numbers on their way to Italy rose significantly. Germans are the single largest group of tourists so trends in German tourism have a significant impact on the Swiss market. Without the Germans, Swiss tourism be in an extremely depressed state. Some of the increasing dependence of Germany can be accounted for by the fact that the unification of Germany has increased the total potential market.

Mountain resorts in Swiss Alps account the major share in all accommodation i.e. 35 percent of availability and 38 per cent of bed nights. This is mainly due to year round resorts (summer and winter) are more established in this area. This majority of guests in supplementary accommodation are Swiss. This is mainly because Swiss people have their own second homes like vacation apartments and camping sites.
In Hotel sector small and medium-sized hotels predominates. Due to quality offensive/strong quality service in demand the numbers of hotels had gone down over the years, but the upgrading of hotels in terms of facilities like rooms with running water (with bath/shower) has increased drastically. In seasonality of tourism exact summer peaks depend on the balance of country of residence in any resort as school summer holidays in some parts of Germany and Netherlands mean these visitors arrive in early July and depart by mid-August where as visitors from some other regions and from the UK start arriving in mid-July and are arrived the end of August. The Ski seasons peaks are in the Christmas and new year period, two weeks in February when continent European schools have a one-week holiday. In these peak periods, there are actually accommodation shortages occurs in some areas.

In Comparison with Switzerland tourism, Indian Tourism depicts a different type of trends. The evaluation of International tourism in India has been faster than the global mainly due to the low base and increased awareness in overseas market. The half million mark was crossed in 1976 and decade latter it touches up 1 million in 1986. The excitement of crossing the 2 million mark in tourist arrival was achieved on 19th December 1995. The Analysis of monthly wise arrivals in 2001 gives the clear picture of declining trend of tourist from September 2001 as compared to 2000. This was mainly due to post September 11, events puts the global tourism industry into recession and this was also reflected in Indian tourism industry with a decline of 5.8 percent in year 2001.

The total number of domestic tourism in the country is around 160 million, out of that about 100 million are going for religious purposes. The rest make it a big chunk. Domestic tourism is much larger than international tourism, but the spending power of domestic tourist is low. Except for about a million who stays in five star hotels and spend a lot and may be it has grown to two million now.

Main market of Indian tourism arrivals are traditional regular countries like UK, USA, Sri Lanka, Canada, Australia, Germany and France are prominent. Due to definitional
change in 1998 to include Pakistani and Bangladeshi Nationals in arrival tourist category, South Asia region counts the second 25.1 percent after Western Europe 30.7 percent makes new impact or new trend in arrivals from different regions.

The regional distribution of the operational rooms shows that the South has cornered a major share and the Eastern region the least. The Northern region has the highest share of four and five star deluxe categories and the Southern in the two and three star categories. Among the best tourist performed states, Delhi top the list, being as the National Capital and rest major states are from South except Rajasthan. This is mainly due to Southern states have better infrastructure and better marketing strategy as compare to other states.

5.8 Impact of Tourism on Swiss Economy

Tourism is an important sector for the Swiss economy. During the 2000 it contributed nearly 6 per cent to the Gross domestic product of the country. Expenditure by foreign visitors in the Switzerland added some 13 billion Swiss francs (nearly 45 per cent of the Gross domestic product). Although Switzerland is balance of payments shows a negative net balance for all economic sectors, its tourism balance has always been positive because inbound tourism exceeds out bound tourism. The growth rate for the net travel balance has lower, fluctuated over the year, but in 2000 it has grew 2.2 billion Swiss francs surplus. The expenditure of foreign guests in Switzerland has the same effect on the Swiss balance of payments as the export of goods. 7 percent of Switzerland export revenue comes from Switzerland. However this income surplus has decline from 1994. This was mainly due to expenditure of Swiss tourists abroad was gone up 8.8 billion to 10.8 billion Swiss francs in the same period.

The catering trade as a by element in the tourist industry is among most important sector in Swiss national economy, it is also important buyer of domestic products and an important currency earner. There are some 28300 catering establishments in Switzerland and it comes nearly are restaurant per every 250 inhabitants, with a total
turnover of approx. 23 billion Swiss francs. This extreme highly density of catering establishment does not only bring advantages, it also brings hard competitions which, admittedly, means performance in receipts.

Expenditure by foreign guests staying over night in the tourist accommodation establishments totaled 7.5 billion francs in 2000, of which four fifth were spent by tourists staying in the hotels. Average expenditure of a foreign tourist per over night stay comes near 96 frames and it is maximum is hotels about 315 Swiss francs were there in 2000.

Turning to employment, tourism is an important employer in Switzerland. Approximately every eleventh member of working population is directly or indirectly involved in tourism. In the mountain region, their figure is substantially higher than in urban areas. Accommodation establishment and the catering trade generates the 78 percent jobs (208000) and rest 22 percent (92000) by indirectly tourism related. In order to fill all job vacancies in accommodation establishment and restaurants, Switzerland depends on foreign labour and their share is increasing. This is largely because few Swiss want to work in jobs which are seen as poorly paid and offering poor status and also because Switzerland has a very low employment rate. Among the foreign workers 78 percent were based on permanent and annual permits basis.

Apart from these positive effects, due to static demand of last 20 years caused a number of problems with in the Swiss industry, such as regional imbalances caused by an increasing emphasis on the winter season within a static overall market share. Other issues relate to an increase in self-catering and, in consequence, a lower level of economic revenue, as well as the increased influence of foreign capital, foreign ownership and foreign workers.

The Swiss tourism industry is characterized by a decreasing importance of the hotel sector (capacity 259700 beds), which had previously played such a positive role in creating the strong 'image-factor' of Swiss tourism. This change is partly a result of the growing tendency towards self-provisioning in the Swiss domestic holiday sector,
which contributes to an increasing number of self-catering apartments and second homes. Another season for the restructuring of the production and delivery of tourism services lies in foreign visitor that Switzerland is an expensive country.

The position of the Alpine resorts has been strengthened because of the increasing demand for winter sport activities. However, this raises a different issue: in the regions of rapid tourism expansion, fears are increasing about the danger of a mono structural economy. Changes are apparent in the landscape, in modern and purpose-built chalets, in apartments, hotels and restaurants, in ski-lifts and ski-slopes in high-altitude areas. Agriculture has largely disappearing. There has been a decrease of more than 40% in the number of agricultural enterprises since 1950, and there is an extreme job dependency on tourism. The study done by UNESCO, Man and Biosphere shows that dependency in terms of the ratio of capacity (beds) to local people, which is 13:1 in Aletsch, 3:1 in Grindelwald, 2:1 in Davos and 1:5:1 in Pays-d’Enhaut is alarming except the last destination.

5.9 Impact of Tourism on Indian Economy

Tourism is an industry has enormous economic consequences. It has emerged as an important instrument for economic development and employment generation, particularly in remote and backward areas. It is the world's largest export industry today. The estimated international tourism receipts during 2000 was about US $ 455.1 billion. It was equivalent to about 8 per cent of the world export of goods and 35 per cent of total world exports of services in 1997.

According to the Ministry of Tourism, figures 2002 shows that India have attracted 2.48 million tourists and earned the revenue of 3052.45 million of US $ in 2001. It comes near about one per cent to the gross domestic product of our country. The ratio of gross foreign exchange earning from tourism to GDP in India has been increasing steadily. But in 2001, it was hit back by international slow down of world tourism industry by fear of global terrorism. Although international arrivals are a small proportion (40 per cent) of world but we had world’s longest stay of 29 days.
This is reflected in the perpetration of revenues being higher than percentage of World tourist arrivals.

Today, tourism is the second largest net foreign exchange earner in the country even though the main-stay of the tourism industry in India continues to be domestic tourism. The most significant feature of Indian tourism industry is its capacity of generate large scale employment opportunities. The direct employment in the tourism sector during 1998-99 was estimated about 14.79 million people and it accounted for about 2.4 per cent of the total labour force. This does not include the passenger transport sector.

One job is tourism generates work for 1.35 others. In India this sector represents an indirect source of livelihood for an estimated 1.2 crore people. Tourism is labour intensive, its potential for job creation is 4 times that of the manufacturing industry. The gestation period on investment is also shorter and its ripple effect for wider, than any other industry.

Every rupee invested in tourism generates almost four times its own value. Every rupee spent by the tourist entails a demand on all sectors of the economy either direct or indirectly. The linkages are fairly high in respect of several sectors. The multiplier effect is larger in case of foreign tourist than in the case of domestic tourists. The relative income and employment multipliers are 2.412 and 2.358 respectively.

Apart from income generation and employment, another important feature of tourism industry, which is of particular significance to India, is its contribution to national integration and environment if social and culture lives of people. Over 176 million domestic tourists visiting different parts of the country and the cultural diversity of India.

5.10 Conclusion

Switzerland being a federal state, things tends to be organized along federalistic lines. They have the highly specialized and efficient network of tourism experts that exists
in parliament, in the government, in the administration and in the public law corporations of the federation. Tourism comes under the Department of Environment, Transport, Energy and communication and headed by president of Switzerland Tourism. Each cantons have a permanent representative in General Assembly of tourism, which decides every thing regarding tourism. Apart from federal budget support, Switzerland tourism generates nearly 31 percent of budget from own systems. Being as a well developed tourist destination, Switzerland tourism has two major priorities i.e. self sustained growth rather than a continuous developing tourism and tourism be based on the growth quality rather than quantity. Policy formulation in Switzerland is generally based on the well researched report like Concepts and Krippendorf infact Swiss confederation was the first country in the world, as early as in 1979, to create an all-purpose instrument of sustainable development, known as the Swiss tourism concepts.

In comparison to Swiss Tourism, thought we are also federal state, but we don't have such network of tourism experts in the parliament, no tourism representative in the government and very few people/experts' in working committee of tourism. Our tourism budgeting system is completely dependent on central and state governments budget. In policy formulation, except one committee report in 1986, which gave the serious thoughts in tourism policy and action plans, rest policies and action plans are just upgradation of old with some new ideas, did not work for Indian tourism. Being as a developing nation, tourism in India is still in developing stage and our tourism priorities are towards infrastructural development, information, cooperation, facilitation and safety, employment generation and environmental regulation.

Trend analysis reveals that in Switzerland arrivals are in increasing trend, but bed­nights are down. This is manly due to tourists are spending less time in order to save money or that Germans are staying over nights in greater numbers on their way to Italy rose significantly. Swiss tourism is heavily dependent on German market, all most one-third of all accommodation bed-nights is occupied by them. Due to strong quality services in demand the number of hotels had gone down over the years, but
the upgrading of hotels in terms of facilities has increased drastically. In seasonality context, summer peaks are dependent on the school summer holiday in Europe and winter/ski season peaks are in the Christmas, New Year period and two week in February when continent European schools have one week holidays.

In comparison to Swiss tourism trends we had different trends In 2001, analysis of monthly wise arrivals had gone down form September onwards as compared to 2000. This was mainly due to post September 11, 2001 events and war against global terrorism puts Indian tourism industry down with a decline of 5.8 percent in 2001. Earlier events like earthquake in Gujarat, Kargil war and plague etc. had put Indian tourism image down results low arrivals in compare with previous years. Main market of Indian tourism arrivals are traditional regular countries – U.K., U.S.A., Sri Lanka, Canada, Germany and France are prominent. The Northern region has the highest share of 4 and 5 Star deluxe categories of hotels while the southern region has 2 and 3 Star categories. Among the most visited tourist stats, Delhi tops the list and rest major states are from south except Rajasthan and U.P. from North.

Tourism is an important sector for the Swiss economy. It contributes nearly 6 percent to the GNP of the country and 7 percent of Switzerland’s export revenue comes from tourism. Income surplus from tourism has always been positive because inbound tourism exceeds out bound tourism. Switzerland have very high density of catering establishments, it brings hard competition which, admittedly, means performance in receipts. In employment sector, every eleventh member of working population is directly or indirectly involved in tourism. In accommodation establishments and restaurants, Switzerland depends on foreign labour and their share is increasing. Due to static demand of 20 years, caused a number of problems with in the Swiss industry, such as regional imbalance caused by increasing emphasis on winter season, issues related to an increase in self-catering and in consequence a lower level of economic revenue, increased influence of foreign capital, foreign ownership, foreign workers, environmental stress in high alpine areas are the major threats.
In India, tourism is the second largest net foreign exchange earner and contributes near about one percent of our GDP. The ratio of gross foreign exchange earnings from tourism to GDP has been increasing steadily. In employment sector, every 2.4 member of working population is directly involved in tourism. This does not include the passenger transport sector. Every rupee invested in tourism generates almost four times its won value and every rupee spent by the tourist entails a demand on all sectors of the economy either directly or indirectly. Another important feature of Indian tourist industry is its contribution to national integration and environment of social and culture lives of people. Over 176 million domestic tourists visiting different parts of the country every years makes the better understanding of each other culture promotes the national integration.