CHAPTER VI

CONCLUSION: OBSERVATIONS AND EMERGING TRENDS
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6.1 Conclusion and Observations

Tourism has emerged as an important instrument of economic development and employment generation, particularly in remote and backward areas. Being the world’s largest export industry at present it has been enormously consequential. The estimated international tourism receipts during 2000 was about US$ 456 billion. It was equivalent to about 8 per cent of the world exports of goods and 35 per cent of total world exports of services.

In this increasingly urbanised global milieu, mountains are the prime tourist destination, not only because of their scenic beauty and their natural and cultural diversity, but also because they provide opportunities to escape from the stresses of modern life. Today, with the growth of population and increasing demand at individual level for various non-farm items have expanded the demand for goods beyond the traditional technological practices of the montague mountain communities. The lack of adequate linkages with markets outside has also led to the stagnation of farm level activities. This has necessitated the search for non-farm occupations and income. Hence tourism can verily fill that gap because this sector is one of the prime sectors that can generate and support more people in the projects for immediate development of the region.

All resources needed for mountain tourism development however are readily available in the form of healthy climate, mountains, valleys, natural scenery and unique culture of the amiable mountain people. Realising that tourism is a labour intensive, the industry, it can generate a large scale employment in mountainous region, therefore analyzing, understanding the nature of tourism and utilizing this in a proper way is essential. In addition, many a good lessons can be learnt and drawn
when we study the Indian experience and compare it with that of the developed European countries as to how they had developed experience and expertise over produced good results in strengthening economy with minimum environmental costs. The present study is mainly focuses on these perspectives.

The Development of tourism in the Alps formerly started in the early nineteenth century when British mountain climbers came to the mountain villages such as Zermatt, Chamonix and Solden. Mountain huts were built in these mountains and new hotels were created in the villages. Income and employment increased for a long period. This development had a positive effect upon the welfare of these areas. The first winter Olympics at Chamonix in 1923 gave new trend in the Alpine tourism. Soon after these games Winter tourism became more popular in the Alps.

After the second world war, a great increase in income and free time raised the further gain of both types summer and winter tourism in the Alps. The growth of mass tourism in the Alps since the 1950's has economically benefited many communities formerly dependent on non competitive mountain agriculture. Two distinct regional models were emerged from this development.

In the western Alps recent development was concentrated in the large ski resorts at high elevations that are isolated from traditional communities. In the eastern Alps, local investment in year-round recreational facilities produced a symbiosis between tourism and traditional mountain agriculture. Over the years extensive use of the Alpine region for tourism caused ecological problems, such as rise of floods, landslides, avalanches, noise and pollution. Local population in Alpine areas face the threat of becoming more and more economically dependent on tourism, and of losing their cultural identity and their traditional economic base. The decline of agriculture and, in consequence, the lack of attention to preserving and shaping the landscape have impaired the natural scenery etc. are the main concerns.

The story of Himalayan tourism can be summed up in three parts: religious tourism, upper class tourism and mass tourism social tourism. A regional analysis reveals
considerable differences in intensity, forms and traditions of tourism as well as in origin and activities of tourists. While in Nepal and Bhutan tourism is a recent phenomena, it has long historical roots in Indian Himalaya. In India, pilgrimage to the Hindu sanctuaries in high mountain dates back to prehistoric time. During the 19th century the British introduced mountain recreation in the form of climatic in the attraction hill stations. Finally modern tourism has penetrated the mountain valleys since 1974 when restrictions for visitors were lifted in vast part of the India Himalayas. The main precondition for his diffusion were the new roads that had been built after the Chinese aggression of 1962. Although primarily of strategic importance, they literally paved the way for tourists.

Emerging regional trends show the larger countries and economies of the Himalayan region such as China, India and Pakistan, the share of domestic tourism is overwhelming in the total tourism scene. In Himachal Pradesh and the Uttranchal in India, for example 94 to 95 percent of the total tourist flow is domestic. A similar situation prevails in China, where, for the country as a while, the volume of domestic tourism exceeds 300 million compared to around 38 million foreign tourists. In the NWEP and Northern areas in Pakistan, 85 to 90 percent of the total tourist flow is domestic. In smaller economies of the region such as Nepal and Bhutan the concept of domestic tourism is not properly accounted and remains ignored in official statistics. Tourism in these countries essentially means foreign tourists. In 1998 Nepal, for example, received 339000 foreign tourists. Bhutan received about 4000 tourists in the same year.

As compared to Alps, Himalayan mountain tourism is a relatively new industry that has been explosive but (in most areas) uncontrolled, demand-led growth in the past three decades. Tourists have simply arrived in areas formerly visited only by the occasional trader or pilgrim, has caused the ecological problems such as forest degradation and deforestation, pollution due to garbage and littering along trekking routes and campsites, river and water bodies, socio-cultural impacts resulting from tourism have, both positive and negative impact were reported. Awareness regarding
the maintenance and unkeep of cultural and historical monuments, increased pride in one’s cultural identity and re-observation of cultural festivals are some of the positive impacts. Among the negative impacts, in Ladakh religious festivals traditionally celebrated during the winter seasons are reported to be observed during the summers to cater to the tourists. The symbolism of many festivals have been lost. Objects and artifacts venerated for their cultural and religious values are often stolen and sold on the black market. Such cases are reported from all across the Himalayas.

Located in very heart of Europe, Switzerland is ideally to attract tourists from a number of neighbouring countries and long haul visitors or multiple-country tours. Geographically Switzerland’s territory covers most of the central section of the Alps includes four major physical regions of the Alps are the high Alps in southern portion, the calcareous Alps in the central and eastern part, the Alpine foreland includes the low land between Jura and southern High Alps and the Jura in the northwest of Switzerland, each of which have different landscape and tourist attractions. Being a multiculture, multilingual country, Switzerland’s principal attraction is the scenery, coupled in many places with well preserved traditions, both in architecture and folklore. The mountain resorts, the lakes and the culture centers in the big cities are Switzerland’s other landmarks in tourist attractions.

By the end of the nineteenth century, tourism was already as important activity for the Swiss economy. Hotels and railways still recall this epoch. The guests, fortunate people, remained for several weeks in the tourist resorts. The economic crisis of the late 20's and 30's also injured the tourism industry in Europe.

After World War II, and with the general growth of economy, tourism became a rapidly expanding industry. The skiing industry became very popular and many tourists resorts grew rapidly: transport system, apartment houses, services of all kinds were expanding For many mountain areas, tourism and the related building industry supplied new job opportunities. Meanwhile, the traditional farming system became heavily mechanized and, in doing this, lost a lot of jobs.
Today tourism is very important to the Swiss economy. 7 percent of Switzerland’s export revenue comes from tourism. It provides 3,00000 jobs directly or indirectly, accounts for 11 percent of the working population while it contributes 6 percent of Swiss National income. Germans ranked highest (nearly 41 percent) among the countries of residence of inbound tourists in all forms of accommodation. Without German business, Swiss tourism be in an extremely depressed state. Next more important contributor are American and English people.

The hotel industry is the major factor in Switzerland’s tourism industry. As early as 1912 – prior to the outbreak of World War I – there were 211000 hotels beds in Switzerland, and by 2001, this figure had risen to 259700. The number has not significantly changed in recent years, but quality has been widely adapted to the changing demands of tourism. Regional pattern of bed occupancy shows the large cities are on the top followed by mountain resorts and then lake side resorts comes. In the demand side eastern Switzerland, which includes major summer and winter resorts as St. Moriz and summer mountain areas, the valainrs are the most preferred destination in the Switzerland.

The decline in the number of bed-nights is currently a major cause for concern for Swiss tourism. Since the early nineties tourism is remain static or not growing longer. Especially climatic changes are augmenting the uncertainty for the Swiss tourism. The tourists resorts located in the lower Alpine areas are most affected by this new situation. From the environmental point of view, the tremendous expansion of winter tourism has, in some places, threatened the natural balance. Since the early eighties, scientists have pointed out the problems which arises from this unbalanced development, mainly on the increasing expansion of transportation and accommodation capacities.

To overcome from these problems, Swiss confederation was first country in the world, as early as in 1979 to create an all-purpose instrument of sustainable development, known as the Swiss Tourist concept. Such instruments as physical
planning, regional policy, landscape and environmental protection had to be applied in a coherent manner in accordance with planning principals which the government has viewed as mandatory. This made it possible in the eighties and nineties to achieve an acceptable optimum between the positive and negative externalities of tourism development.

Switzerland being a federal state, things tend to be organised along federalistic lines. One advantage of the manageable size of the Swiss political world is the highly specialized and efficient network of tourism experts that exists in parliament, in the government, in the administration and in the public law corporation of the confederation. This ensures that tourism policy views can be taken into account at all levels in the preparation and implementation of matters that impact on tourism. Tourism policy is thus not the preserve of any single political entity. The federal, cantonal and local authorities each look after their own problems in accordance with the principle of subsidiarity. Tourism policy is not therefore determined at a single level. However due to ever greater internationalization, the federal government and its institutions play an increasingly important role in the area of strategic management of Switzerland's tourism policy.

Tourism is not something new for India. India has an ancient tradition of tourism. The ancient rulers gave due recognition the travelers and created roads and many wayside facilities like inns, sarais and dharmshalas for the benefit of tourists. A few centuries ago, the Mughal rulers built luxurious places and enchanting gardens in places of natural and scenic beauty. Creation of master piece Taj Mahal is today honour not in India, but abroad also is a symbol of India, was also built in Mughal times. After the Mughals, Britishers gave the new thrust and direction to the tourism in India. The establishment of Railways, construction of circuit houses, inspection bungalows, forest rest houses provided adequate infrastructure facilities for luxury and wildlife tourism. At the same time many hill stations in Himalayas and other hill areas were developed by English people.
Since the independence, Indian tourism has grown many folds. Today tourism is very important segment of Indian economy, contributing the second largest foreign exchange earner for the country, this sector provides direct employment to about 14.0 million, comes near the 2.5 percent of Indian working population.

The growth rate of Indian tourism has experienced ups and down in last decade. Kargil war, earthquake and war against global terrorism has put the Indian tourism in to recession. Apart from foreign tourist, the main stay of Indian tourism is domestic. The numbers registered 176 million domestic tourist with growth rate of 5 percent annually in 2000.

The north America and western Europe are major contributors to Indian tourism market. These regions contribute above 50 percent of the total tourist traffic to India since 1970 onwards. Among the country wise, International tourist market is dependent on the British and America travelers. Growth wise North America recorded the maximum growth followed by West Asia and then Australia are major gainers. Over the years the tourist arrivals trend to establish increasing trends. However, the factors like global economic situations political stability, tourism facilities, tourism image etc. introduce to trend and produce short time variations. There are also seasonal variations, due to the intense summers in India, summers are lean month of arrivals having lowest in May and peak in December, followed by January, February, November and October.

In accommodation sector there were 1295 hotels with a capacity of 72114 rooms were available for tourists in 2000. the average occupancy of approved category of hotels were on the declining pattern since 1995 onwards due to declining pattern in tourism sector. Tamilnadu, followed by Uttar Pradesh, Maharashtra and Kerala were leading states of the country in hotel and restaurant enterprises.

In 1999 Delhi was most visited place in India followed by Maharastra, U.P., Tamilnadu, Rajasthan, Goa, Karanatka and Kerala were top destination visited by international visitors.
Tourism in India, after independence, could not keep pace with the developments in other parts of the world. The new policy recognises the indifferent approach of the part and pin-points that there was no allocation for tourism development during the first plan. It did get recognition during the second five year plan with a token allocation of Rs.3.36 crores for both central and state sectors put together. The third Five Year Plan mentions the provisions of infrastructural facilities specially hotel accommodation. The fourth Plan for the first time highlights tourism as an important means for foreign exchange, providing employment and promoting international contracts and understanding. The Fifth Plan has very cursory reference to tourism and just recommends a higher allocation for the programme.

It was only during the sixth Plan, the first ever tourism policy was announced and an action plan based on travel circuit concept was drawn but the promotional measures towards tourism development were far from satisfactory, subsequently, the government did realize the importance of tourism and declared the tourism as an industry. In this plan period, the government constituted the first ever National Committee on tourism to study various issues relating to tourism development and suggest measures for drawing up of a perspective plan for tourism development in the country. On the basis of this committee's recommendations, National Action Plan for tourism was presented to the parliament in May 1992. This action plan was a major step forward and proposed to achieve diversification of tourism products, accelerated growth for tourism infrastructure, effective marketing and promotion efforts in the overseas markets and removal of all impediments to tourism.

To keep Indian tourism with changing economic scenario of the country, the Ministry of Tourism has evolved a New Tourism Policy in 1998. This new tourism policy, which builds on the strength of the national tourism policy of 1982, but which envisages new initiatives towards making tourism the catalyst in employment generation, environmental regulation, development of remote areas and development of women and other disadvantaged groups in the country, besides promoting social integration. To achieve this, policy document evolved around six broad areas such as
welcome, information, facilitation, safety, cooperation and infrastructure development. In this connection policy document sets the specific role of government, private and voluntary agencies.

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 bed-nights are down. This is mainly 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 the 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 Surat 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 strong 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 form 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 own 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 generate the better understanding of each other culture and promotes the national integration.

6.2 Emerging Trends

To conclude, the future development of tourism in the Alps will be influenced by two major external effects. First, the EU membership and related processes are likely to be triggered, the most important of which are spatial polarization, co-modification and external control. Spatial concentration in the west, commercialization of supply and greater professional management will increase the pressure on small scale family enterprise. Increasing foreign investments, together with a rising demand for leisure homes, will result in greater external control over the development of tourism. In extreme, there could be a shift towards a spatial separation of the local and the tourism societies, as has already happened in the French Alps.

235
Health, sports, adventure and commercial attractions are the main products which have good prospects for success in the future development of tourism in the Alps.

Like most other high mountains of the world, the Himalaya has a vast potential for recreation. These resources should be optimally utilized because tourism is the only alternative to husbandry as a source of living in extreme mountain environment. But development of tourism has to be planned and controlled by authorities in order to protect the natural as well as the cultural environment from being damaged or ruined. This demand corresponds widely to the idea of sustainable tourism development that seeks to combine the promotion of tourism and preservation of nature and culture.