CHAPTER NO.1
PREAMBLE

1.1.1 Introduction:
Tourism is nothing but a short term movement of people to different locations other than where they normally live or work. The period may be of few days or may be of few months. The main purpose of visit is to enjoy and spend some quality time with their relatives. It also comprises of all the activities relating to a tourist.
Tourism is lot more than only travelling and exploring new place or region. It is having huge potentiality to develop countries economy. It also contributes socially. Tourism is generally based on most of the factors relating to Geography as it is providing various resources to tourism in form of topography, natural beauty, culture, tradition and a lot of other things. Tourism industry is a very labour intensive industry because most of the tourist related activities are done by people only. It is one of the complex and fastest growing industries of the World. It is providing lot of tourist related jobs to the locals and also to outsiders. The services or activities which are associated with tourist are transport, communication, banking, insurance, hotel, resort, tour operator, tourist guide, etc. Tourism can generate huge amount of income to the local economy in the form of payment for goods and services required by tourist during their stay at the tourist centre. Its contribution for generating employment in different services is also quite large. At present we have to concentrate more and more on ecotourism. Focus need to be shifted from traditional form of tourism to a different type and that is to ecotourism because it is the best way to protect environment as well as will help in generating revenue to local people.

1.1.2 Background:
Tourism at present is not only an entertainment activity, but also being recognised as an industry. Tourism is also an activity which not only promotes goodwill and fellowship around the world but also is an asset of education.
Tourism is an inseparable combination of socio – cultural issues. Tourism has known for its potentiality to earn foreign exchange, generates employment, increases tax revenues and promoting various activities like agriculture, transport and communication, hotel and resort, hospitality, banking and insurance, medical, production of fruit, creating craft, industry related to entertainment, retailing and productive services. Tourism does not mean moving out from their place to a
particular centre out of the place where they basically live but also it includes day visiting to various destinations and also for excursions. Travel and tourism is one of the dynamic economic and social activities. Because of Globalization and Liberalization we can see there is huge growth and development of hospitality and tourism industry. There we can see a huge growth in tourism industry. We also can see the movement of international tourist to various parts of the World. They also going to various tourist destinations and their flow of movement has increased more than five percent since 1950. Tourism is helping a lot in various manners to the societies by providing job to people in different service industries which are directly or indirectly connected with tourism. So tourism helping societies also to respond to the various challenges created at national as well as at global level. Tourism has emerged in this decade as central pillar of services economy. To keep the tourism industry for a long period of time there is very much need of proper management along with management of the environment. If this can be done smoothly then tourism industry will actively remain in the globe as one of the best income generating industry. Now a day’s tourism has become an important part of the Indian culture and tradition. The development of tourism especially in India has gone through more than one phase. The initiation has started from the government. The central and state government has done immensely to attract national as well as international tourist to visit to various destinations present in the country. As at the government levels in 1956 first time in India tourism development was planned in a different manner. According to second and third five years plan the focus was given on developing a single unit facilitity. Up to the fifth five year plan everything was only for doing something for the tourism industry which will be more economy generating industry. But from sixth five year plan drastic changes were made in planning procedures. The sixth five year plan was the initial period of a new phase of tourism industry in the country because it was considered as a new era for integrating economy and social structure. It was the time of 1980’s when majority of tourism activities started in India. Due to the initiative taken by the government in form of A National Policy on tourism in 1982, has established. After 1982, in 1988, the government formulated a national committee on tourism and later on in 1992, A National Action Plan was prepared and in 1996, the National Strategy for Promotion of Tourism was also drafted successfully.
For the growth and development of tourism the focus need to be given in the fields like increasing tourist attractions by using own culture and tradition, sensuous beaches, availability of dense forests and wildlife and landscapes for developing eco-tourism, snow clad mountains, big rivers, mountain peaks for growing adventure tourism, technological parks and science museums for developing science tourism, developing centres of pilgrimage of spiritual tourism, heritage trains and hotels for heritage tourism, increasing yoga centres for increasing yoga tourism, ayurveda and natural health resorts for ayurveda tourism, providing world class treatment with very cheap price will encourage medical tourism, providing good sports centres and academy for sport tourism. Secondly the focus should be on to identify thrust areas for accomplishment like development is badly required in infrastructure, developing a quality product, trekking, winter sports, human resource development, facilitating private sector participation. Thirdly need to be focused on boosting tourism. It is basically includes grant of export house status to the tourism sector and incentives for promoting private incentives for promoting private investment in the form of income tax exemptions, interest subsidy and reduce import duty.

The major constraints to attract large number of foreign tourists to India because of poor infrastructure facilities which includes very less number of seats are available in airlines, poor accessibility to various tourist spots, non availability of proper accommodation facilities and very less number of properly trained manpower staff to provide adequate help to the needy tourist. Along with these there is also exist lot of poor services like after visiting to the tourist place lot of visitors complain of poor hygienic conditions, incidents of touting and harassment of tourists in different places in different manner like rape, pick pocketing, chain snatching which contribute to poor visitors experience.

Tourism industry in India is having huge potentialtly to generate employment opportunities for the people and can help in generation of large amount of foreign exchange and can also contribute a lot towards betterment of economic and social condition. Lot of things are done in the country to improve infrastructure of the country by increase of airline services to different locations. Now day’s private airline carriers are contributing a lot to release air traffic and also there is increase of the number of passenger seat, increasing number of trains and their frequency to major tourist destinations, better road connectivity to major tourist centres and improving accommodation facilities by adding heritage hotels to the hotel industry and
motivating people to provide paying guest accommodation and also to tourist to avail the paying guest facilities.

**1.1.3 Definition of Tourism:** Tourism is the totality of the relationship and phenomenon arising from the travel and stay of strangers, provided the stay does not simply the establishment of a permanent residence and is not connected with remunerated activity.

(Source: Hunzikar and krapf, 1942)

**1.1.4 History of Tourism:**

The history of tourism can be divided into seven different stages as:

**Stage – 1: Roman Empire Period:** In the Roman Empire Period (27 BC to AD 476) travel developed generally for the military, trade and political reasons and also to communicate the required message from the central government to different territories those are situated far from the centre. Most of the great places and tombs are created during this period so the artisans and architects are imported from outside to finish the work. In ancient Greece Olympic Games were held so people travel to the venue to enjoy Olympic Games. Wealthy Romans also travel to seaside resorts in Greece and Egypt to spend their free time.

**Stage – 2: Middle Age Period:** During this period (AD 500 to AD 1400) most of the travel was mainly for religious purposes. It had become a very organized phenomenon for pilgrim tourist to visit to their pilgrim destinations like Muslim visit to Mecca and Christians visit to their pilgrimage centre Jerusalem and Rome.

**Stage – 3: Sixteenth Century:** In the sixteenth century, there was growth of trade and commerce in England so it led to growth of a new type of tourists especially who wants to increase their own experience and to improve their knowledge.

**Stage – 4: Seventeenth Century:**

In the seventeenth century most of the sons and daughters of the aristocrat families they travelled to various destinations of Europe. They mainly travelled to the countries like: Italy, Germany and France for a period of two to three years. They mainly loved to go out of their country because they wanted to improve their knowledge and skill

**Stage – 5: Industrial Revolution Period:** The industrial revolution period started from (AD 1750 to 1850) in Europe a huge platform for mass tourism was created. This is the period brought rural people to urban centres and changed their occupation
from primary like agriculture to secondary and tertiary like industry and services. Most of the people during this period engaged themselves in industries which helped them immensely to improve in their income, wealth and education. So due to this most of the people started to visit to various tourist destinations in Europe and especially to the countries like they Germany and England.

**Stage –6: Nineteenth and Twentieth Century’s:** In the Nineteenth and Twentieth century’s, there were huge improvements in various aspects like technological changes. Due to advancement of technology had brought rapid changes like available of cheap form of transportation safe and security provided by the government to tourist helped immensely to develop tourism in various parts of the World.

**Decade 1980s:**
This is the period called boom period in which most of the tourist searched for variety of things from various parts of the World. This is period when new form of tourism like adventure tourism, ecotourism and tourism only for luxury purpose has started. Along with Italy, Germany and France come other countries are also been visited by the tourist during this period these countries are Russia and Czech Republic.

**Decade 1990s:**
In this period due to improvements in various services like Airline, Hotel, Banking and Insurance, Retailing, Communication etc. helped tremendously to tourist to select their tourist destination and book everything through available Internet. This is the period marked package tour culture. People started to visit to various tourist locations from one part of the World to another part of the World.

**Decade 2000s:**
In this decade everything has become smooth and easy due to maximum use of Internet. Internet has helped quite a bit to tourism industry. Due to the advancement of technology and its applications in various fields helped a lot to carryout work without any major problem. Now a day in most of the family has become nucleus and both husband and wife are working in some or other ways and earning handsome income for the family which helped a lot to plan for the short term trip or may be too long trip. This is the period is also called as technical period due to technical advancement.

**1.1.5 Elements of Tourism:**
Elements of tourism are nothing about the varous factors which a tourist considers before travelling to a new destination and they are as follows:
Pleasing weather

A tourist always consider a place with pleasing weather for tourism. If the weather condition is good then the preferences for the place increases. Most of the tourist they like to visit coastal areas because of generally through the year the place remains with a constant weather type. We never select a place with quite extreme type of weather. Extreme type of weather can be seen near to Pole that is North pole and South Pole and also near to Equator. Near to Pole in most of the times we will see very cold chill weather and near to Equator the weather is always stormy. Both these conditions are not good for any tourist to select a place like this. During summer season tourist go to the mountains and prefer to stay on plain in winter. Rainy period is less utilised for tourism. A pleasing weather can be called a place with medium range of temperature remain almost all times and rainfall also get the place only in rainy season along with not coming under high rainfall place or is coming under of low rainfall place. So it is one of the important reasons which play an important role in movement of tourist to different parts of the world. The places which are having pleasant weather. Most of the European countries are coming under this category because of this a large section of tourist visit countries present especially in Europe. If a place is coming under some sort of extreme condition in weather condition then it may be providing a lot tourist but the percentage of people visit to these places are quite less in number. Due to all this majority of World tourist they come to the countries of South and South-East Asia.
**Scenic Attractions:** - Attraction related to beautiful scene and presence of that brings a huge number of tourists to that part of the World. Generally a good scenery consists of good mountain range; hills, waterfall, lakes, forest, glaciers, deserts etc. so to reach to these sites most of the nature loving tourist they plan their visit according to that and come to enjoy the scenery india is a country with presence of huge number of natural centres where one can travel without thinking twice. The presence of very beautiful mountains in North and North-East of the country bringing a large number of tourists to that place. The places which are famous in India for its natural beauty are Kashmir, Darjeeling, Shilong, Leh, etc. Scenic attractions are a prime factor which can help in tourism. A country like India which is full of natural as well as man made attractions can help to bring tourist. There is a need of arracting people through various promotional modes to create a sense of urgency in the minds of tourist to visit India. Due to its vastness a lot of variations can be seen here and that can be more used as a weapon for helping to generate more income from tourist and contribute towards increasing gross gomestic product.

**Historical and Cultural Factors:** - There is large number of tourist is there who love to visit the place which is famous for its history. History and culture influence people enourmously because people love their own culture and also they have interest to know others culture. When we visit to a different country we will communicate with the locals of the country and this helps in exchange of culture and tradition. There are number of hosttoricals places are present in India and in the World. The famous historical places in India are New Delhi, Agra, and Jaipore. In world the historical places are Rome, Athence, etc. We can see a huge number of tourists in the World they visit to various tourist locations which is famous due to its history and culture. Most of the countries which are having some kind of history is associated with the place of the country that is being visited by a large sections of the tourist. This trend that can be seen all parts of the World. It is not only applied to India but the country which is famous for its historical significance.

**Accessibility:** - Accessibility is important factor needed at the time of tourism. First and foremost thing we require for travel is accessibility of the place that has been selected for tourism. The place which gets quite developed in tourism is having a good accessibility with other major centres of the country and also with major cities of the World. A place is quite good in its natural beauty but lacks in accessibility then it is too difficult for the place to be developed as a tourist centre.
The basic requirement for a centre is how good the place in accessibility. There is always scope to develop as a tourist centre if the place is having good connectivity. India is a country with good accessibility to major tourist centres of the country. We also have to develop our connectivity with modern forms of transportation like connecting the places with Bulliet train service, Metro services, Fly overs, connecting bridges, railway stations, quality bus services. If we are able to do this then we develop our tourism sector more than what we see it now and also scope for the tourism sector will grow. We also will generate more foreign exchange through this. It will push our GDP also. If a small country like Thailand can do this why cannot we. Accessibility is one of the important factors which play as important role in tourism. Tourism industry can grow in a country which is able to provide a good accessibility to various tourist centres of the country. Those places in the World are loved by tourist to visit which are having a good accessibility with other important cities nearby to that tourist centre. There are some places are present in the World which is having a lot of good scenery but the place is having very poor accessibility which is not helping the place to generate income from tourist. For example, the tourist places present in North East of India. There are lot of beautiful places are present but there is lack of good accessibility which is mainly creating a barrier to grow tourism in this part of the country. A large sections of the society of people in this part of India depending on tourism for their livelihood but they are not able to generate their income from tourist because a large section of tourists are not able to reach their due to inaccessibility.

**Amenities**: Various facilities are needed must to grow tourism. If it is not there present with the tourist centres then we have to generate such facilities for tourist. The amenities which are requird for the tourist are swimming pool in resorts, hotels, crating neat and clean beaches, boating facilities, surfing facilities, fishing, climbing, trekking are required to be given to the tourist. If these facilities will be provided to tourist then they will be very much obliged and will love to the centre again and again. The massage also will pass from the tourist to others will be of good. This will help in increasing tourism. Along with the above mentioned facilities we also have to provide entertainment centres, theatres, opera centres, etc. it will benefit in a larger way.

**Accommodation**: Accommodation is one of the important factors of tourism. One cannot deny that he does not need any form of accommodation at the
tourist centre. We need accommodation for every budget people. There should not be of one class service is available. We need five stars and also we should have of one star hotel facility to be there. Everybody cannot stay in a five star hotel which is too costly. Very less percentage of tourists is able to bear such cost. Normally tourist stays in either in two stars or in three star hotels, majority stay in lodge. So at the tourist centre we have to create good options for tourists to choose their stay. India has improved a lot in this manner we are providing all types of hotels to our customers. They stay with high priced hotels or with low budget hotels. Generally the tourist comes to the place which is able to provide a good accommodation facility to tourist. Accommodation facilities are very much important when a tourist select a place for the visit. So this plays an important factor because tourist goes to a place with good accommodation facilities. The place which is able to give good staying facilities that can be a good tourist destination.

✓ **Safety and Security:** - Safety and security are vital in tourism. When a tourist is coming for tourism naturally is coming to enjoy and spend in various goods and services. If the place is not able to provide the tourist the needed safety and security then the impact will be quite bad for the place and also for the country. Tourism in Jammu and Kashmir has badly affected after 1995 because of increase of terrorism. There are lot of countries are there where tourist aren least bother to travel as the countries like, Pakistan, Afganistan, Syria and Iraq due to continuous terrorist activities. Safety and security of a tourist depends on how much the place is able to provide to the tourist. Without proper safety and security we can not bring tourist from various parts of the World. So there is very much need of safety and security to be given to tourist if we want tourist to visit our country.

✓ **Other Factors:** - Besides the above factors, hospitality is one such factor among the variety of factors. It is the duty of the tourist centre to give their customer good quality services what they deserve to get. One cannot escape from it. If a place will escape then tourist will escape from the place. We have to give to our tourist a clean environment, welcoming visitors with smile be always friendly with the tourist, be helpful, never misguide tourist, act like a good communicator. If this can be done in a larger perspective then definitely the flow of tourism will increase in our country. We lack in all these factors. We are not able tom satisfy our tourist because of this a
large number of tourists are diverting their place of visit. So hospitality is mattering a lot to increase tourism.

✓ **Guide/escort facilities:** To increase tourism we need support of tour guide. A guide can guide a tourist in a better way. Role of a guide increases at the tourist centre. In most of the times a tourist asks for guide service. Guide can inform about the centres in detail which a person cannot do. They are also trained people and they can speak different languages which become quite convenient for a tourist to understand about something that has been asked for. Help of a guide requires at historical places. At historical centres lot of monuments and historical sites are present which needed to be known and that work is done properly by tour guide. India needs to improve in its guide facilities. There are different tourist centres present in our country where we lack in proper guide. There are also large number of places are there where we can get good number of guides. It is an additional benefit for the tourist centre if it is having quality tour guides.

✓ **Basic medical facilities:** At the tourist centre we need to have a proper health care centre for tourist. Better facilities can give better and immediate services to tourist. So for the convenience of the tourist we need to have good medical centre with advanced equipment. Doctors are also required well in number and also in quality. When there will be emergency services needed by tourist it should be there. If the tourist centre lacks in basic medical services then number of visit will go down. So we need to provide a proper system. Government should have a plan for this.

✓ **Electricity:** supply of electricity to the tourist centre is must. It is one of the basic infrastructural facilities. People need it at the local tourist centre. It is must for everyone. Electricity is coming under basic necessities for a person. It is one of the infrastructural facilities given to people. It is the right of tourist get the basic facility. If the is not able to provide proper electricity facility then it will be too difficult for a country to develop tourism sector. Without electricity we can not develop tourism. So wherever the place is situated there is need of improving electricity facilities. Without developing and improving electricity facilities a place can never be develop as a hot tourist centre of the country. So there is a need of improvement in supplying electricity facilities to the place which can be or already a tourist centre.

✓ **Water:** supply of water is also coming under basic requirements for the people. Just like electricity we also need proper supply of municipality water. At the
tourist centre especially we have supply good quality water. At the tourist point there should have a special provision for water. Water to be supplied to the tourist wheren they want. To survive one needs water so that can be done only through proper water connectivity. A place if lacks in proper infrastructure then it will be too difficult to grow as a tourist destination.

✓ **Communication system:** we need to have a better communication system facility. If the place is poor in communication then it will remain as underdeveloped part of the country. So the country should a better communication system which will help in giving proper information at the right time to the right person. Now in communication India has developed a lot. We have as good as communication system as of developed countries. Better communication can help in developing and growing tourism. Most of the countries who are good in their communication there we also can see more flow of tourist to that part of the World.

### 1.1.6 Benefits / Advantages of Tourism:

Tourism can create lot of benefits to thenation which as follows:

✓ **Economic benefits**

✓ **Socio-cultural benefits**

✓ **Environmental benefits**

✓ **Economic benefits** – Tourism can provide economical benefits to the people of the country. It can create lot of job opportunities to the locals. A larger section of the society can be engaged through tourism sector. Huge number of jobs can be generated through various service related jobs like in banking, in insurance sector, in transport sector, in communication sector, in hotel industry and also can be with tourist guides. Some of the sectors are explored by people but there are ample of scopes are there to create jobs in the above mentioned sectors. We need people to be engaged in services like banking sector because it is the most important service required by tourist all the times. When they go for visit to a tourist centre all sorts of things only can be achieved if we provide to the tourist proper banking facilities. These are the different areas where income can be generated and also employment can be created.

✓ **Social benefits** - Tourism can help society in a broader way. When a tourist come from another country he or may be she carries his or her own culture and tradition. When he reaches to a different country he tries to get to know about the
culture of the destination country. In the process of this there happens exchange of words and knowledge. It also helps to protect the monuments and historical sites of the place. A person comes with certain motive and if it is related to history then the government needed to protect the site for the tourist. In this way we can preserve or we can conserve our culture and tradition.

- **Environmental benefits** – Tourism helps in preserving and conserving environment and also our ecosystem. Government of local body and central government is spending a huge amount to make the place pollution free and to preserve resource. What they are generally doing they are investing to protect the forest resources, mineral resources, water resources, national parks, sanctuaries, etc.

### 1.1.7 Disadvantages of Tourism:

Tourism is also contributing negatively to the society. There are lot of disadvantages are there with tourism sector. These are as follows:

- **Stress on Insufficient Infrastructure**

  Due sudden movement of people it creates huge stress on everything. The stress on infrastructure says about the stress that can be seen with transportation, communication, water supply, electricity supply of the place, proper sanitation facilities etc. may be the situation never happens regularly but due to certain occasions that may happen, suppose India is hosting og big sports events then for this it is required to provide to sports persons the needed infrastructure. They cannot compromise at that time because they are representing a country and for winning they have come. During that time it creates lot of stress on the local people and also on them who are associated with this.

- **Loss of Privacy**

  Due to tourism basically the local people loose their privacy. They are not used to sudden changes which occur due to tourism. They feel like they are loosing their self identity. Due to increase of tourist numbers there also can be seen of increase of hotels, restuarents, bars, theatres, malls, etc. of which local people are not accuanted with such type of environment. They are feeling like lonely. They felt like outsiders are snaching their land.

- **Change of Priorities for Government**

  The local government’s priority is changing day by day. They are loking for the economical benefits that can be generated from the tourist rather than handling the
local issues. They are least bother about the problems of the locals and they are looking for the economical opportunities can be gettable from the tourists. Now government is investing on those projects which can generate more income to them. Their strategy has changed. They make their strategy depending upon what is demanded by tourists. By this they are going far away from the local residents are coming closer to tourist. Locals feel like they are being cheated. What is their right they are not able to get that because of tourist.

➢ **Higher Prices**

The tourist places which are visited most by tourist we see there higher prices are paid by the tourist to get the needed things. Due to high demand of the place automatically the price for all goods and services increases alarmingly. If you are not able pay the cost then you can not be part of the place. All sorts of things like food, beverage, hotels, transport and all other services price is so high. Tourist generally pays the higher price but when it comes to the local people they suffer a lot. The increased price has to pay by the locals. For them a different price has not been kept by the service providers. In most of the times they keep a constant price. Due to this locals get affected badly.

➢ **Local Job Market Affected**

Due to tourism local job market gets affected. In tourist places most of the jobs are seasonal because tourist goes for tourism not for 365 days. Tourism is basically seasonal. Tourist generally visits during tourist season rather than in off season. In every parts of the World the same principle is applied. Tourists go for visit generally in summer and in winter season. They prefer to stay at home in rainy season. Very few tourists go out for tourism in rainy season. So the jobs at the local tourist centres will be based on that only. It means the local people at the local tourist centres get income for few months and rest of the time they remain jobless or they engage themselves in other activities to earn something from it.

➢ **Resources and Land Affected**

Because of tourism lot of land and resources get affected by it. Tourist demands lot of things during their stay at tourist centre. To fulfil the demand of the tourist local people try to collect from the local centres otherwise they have to import from outside. People try to provide the needed things at the local centre by exploiting the available resources and also the land. Natural resources like water, energy and food constantly is demanded by the tourist and also by the local people. These resources
get exploited due to over use of the resource. During tourist season almost all the major centres are filled with tourist and that is the time the demand for these resources increases a lot.

- **Commoditisation**
  Now a day most of the tourist centres are converted into an entertainment centre. People have already forgotten their culture and ready to acquire a new western culture. They are not hesitating to change their culture. The places which were considered as a spiritual or religious centre now has already converted into an entertainment point. Due to this the locals have started to loose their values and also have lost respect for this. Locals feel like if they will not change themselves then they will remain as underdeveloped person.

- **Standardization**
  One of the major negative impact of tourism arises when a tourist waste a lot of thinhs to show his standard or class. They waste in the hotels, restuarents, parks and other visited places only for to inform others about their class and status what they carry. It is quite for the nation if such situation arises. We have to take care of our resources. Resources can not be getting destroyed to fulfil anyones desire. This is a very bad practice which requires to be stopped either through education or by law. If this will persist for a long period of time then it will affect badly our environment.

### 1.1.8 Types of Tourism:

The United Nations in 1997 classified tourism in three categories of tourism:

- **Domestic Tourism**
- **Inbound Tourism**
- **Outbound Tourism**

- **Domestic Tourism**: when a tourist visit within the country is called as domestic tourism. To travel within a country there is no need of any formality to do which is required by a tourist when he or she goes out of the country. For example, when a tourist of India travel within India like from Mumbai to Pune.

- **Inbound Tourism**: when a tourist comes from a different country for the purpose of tourism is called as inbound tourism. For example, when a tourist comes from Australia to India is called as inbound tourism.
Outbound Tourism: when someone moves out of the country from where he lives to another country for the purpose of tourism is called as outbound tourism. For example, when an Indian goes to Japan for tourism is called as outbound tourism. Other than the above mentioned three types or tourism there are also some types of new tourism as follows:

1.1.9 Types of New Tourism:

The new tourism is growing in popularity, which is to rely on initiative, determination and personal energy. The list is by no means exhaustive and new activities can be added as newer products and services are created. Tourism and tourists are of many different types depending on length of stay, mode of transport used, distance covered, purpose of trip and the price paid by the tourists.

Basically the new tourism types can be classified into seventeen types as follows:

- Eco-Tourism
- Medical Tourism
- Island Tourism
- Coastal Tourism
- Heritage Tourism
- Argi-Tourism
- Culinary Tourism
- Geo Tourism
- Space Tourism
- Sex Tourism
- Disaster Tourism
- Dark Tourism
- War Tourism
- Sports Tourism
- Adventure Tourism
- Yoga Tourism
- Ayurveda Tourism
- Ancestry tourism
- Armchair tourism and virtual tourism
- Bookstore tourism
- Creative tourism
Educational tourism
Extreme tourism
Gambling tourism
Garden tourism
Hobby tourism
Pop-culture tourism
Perpetual tourism
Wine tourism
Eco – Tourism :

According to the international eco- tourism society eco- tourism as "responsible travel to natural areas that conserves the environment and sustains the well - beings of local people"

Eco- tourism aims at introducing the environment as resource for tourism and recreation and outline management techniques. Its main aim is in developing relationship with conservation, sustainability, and biological diversity.

There are three important goals of eco – tourism:

• By strengthening protected area management systems there is need of conserving and preserving biological diversity and increase of value of eco – tourism.
• Use of biodiversity in such a way which will generate income, will contribute for creation of jobs, to provide business opportunities and need of promotion of sustainable use of biodiversity.
• Need to involve local community for the eco – tourism development and provide them equal share in of profit and make them to understand their participation in planning and management of eco – tourism business.

Eco – tourism introduces new leisure resource based economies, examines adverse effects on environmental and cultural impacts.

Eco –tourism follow different criteria’s like:

• Green Efforts: It is also called as ‘Ecotels’ in which we can see practice of ecological management. For example recycling of water, energy conservation and composting.
• Sustainability: Sustainability means the lifestyle, which is very much keeping the lifestyle balance of eco –sensitive areas.
• Conservation: Those are being protected areas are always protected for the tourist because most of the tourist visits to those localities which are kept safe and
secure for the tourist. It is very much needed to know the purpose of visit of tourist because that will lead to know the flora and fauna to be maintained and allow species to exist and thrive without interference by human being.

- Public Involvement: It one of the most important parts of ecotourism. Public involvement include whether tourism is helping the local people or not and its contribution towards growth and development of the local area.
- Education: It is very much important to have a proper environmental education in schools, colleges and in institutions. If it will be implemented at the ground level then it will help the community to preserve and conserve the environment and culture.

**Characteristics of Eco-tourism:**

- The flora and fauna and its total bio-diversity needed to be get attracted.
- There is a need of helping and supporting local economy and the environment that persists there.
- Preservation and conservation of natural resources and promotion of need of preservation of environment.
- Need of arrangement of eco-trips to get proper learning experience.
- Destination it’s self generally to natural and unpolluted area.

**Guidelines For Eco – tourism:**

- Learn properly about the destination properly before you visit. Have some knowledge of the local people and respect their culture and tradition. Try to wear such clothes which are socially accepted by the local people. Need to observe local custom and always keep in your mind that you are not the local resident but you are a visitor.
- Do not involve in trying to show your valuables and wealth which may sound extravagant to local culture. Keep everything at home before you leave. Be flexible with your expectation. Always be ready for sudden changes in your trip.
- Always you need to be part of resource conservation and preservation. You have to understand that resource is only used because of your demand. Minimize environmental degradation.
- Bridge the gap of culture and be like a cultural ambassador and mingle be connected with the locals.

**Eco–tourism – The Indian Scenario:**
With the increasing travel and travel related organisations the concept of eco-tourism movement is gathering its momentum. It is the present need of the country. The government of India has drafted a new eco – tourism policy with a specific view to increase the understanding between people and to create employment opportunities and bring about socio–economic benefits to the community particularly those are living in very remote and interior parts of the country. Government is trying to minimize the gap and making sustainable development and preserve, enrich and promotion of heritage and culture of India’s.

Some basic do’s and don’ts of eco – tourism that are required to be promoted in India and these are as follows:

**Do’s**
- Do not throw any product which is non degradable in nature outside such as empty bottles, plastic bags, tins etc. they must be disposed properly only in dustbins of municipality.
- Maintain the sanctity of holy sites, temples, churches and local culture.
- Do not involve in noise pollution.
- If you want to take the photograph then respect other’s privacy and ask well in advance before taking any photograph.

**Don’ts:**
- Do not destroy flora and fauna in form of cutting, seeds and roots.
- Do not pollute streams or springs by washing and taking bath by using detergents or soaps.
- Do not involve in drinking of any alcoholic drink or consuming drugs.
- Do not involve in tempting children by offering chocolates, any food stuff or sweets.
- Always respect local culture and tradition

**Medical Tourism:**
Medical tourism is a type of tourism which can be explained as a rapidly growing practice of travelling across the international borders to obtain low- cost health care and medical facilities. These include complex surgeries in Cancer, open heart or dental care. India’s medical tourism sector is expected to experience an annual growth rate of thirty percentages making it a Rs. 9500 crore industry by 2015. The advantages which are there with medical tourism in India are cheap cost, available of good
technology, better medical facilities, trained doctors and good infrastructure. This type of tourism generally surrounds with patient who has come for treatment. India has already has become one of the most attracted countries because the available medical expenditures are quite low than USA and UK. People are also coming from far away like visiting from Europe and America. Lot of people are also coming from the neighbouring countries also.

❖ **Island Tourism**:
Islands are large littoral areas which are characterised by land-seen interaction. There should be a proper planning of the infrastructure, support services, ecology and development and impact assessment. The tourist who visits to any Island for certain reason other than job can be called as island tourism. The International Union for the Conservation of Nature and Natural Resources has prepared guidelines for the growth and development of tourism in different islands of the World. It is also been mentioned that it should not be different from others. There is need of proper planning and management of available infrastructure, efficient services, ecology and environment management. In the Andaman and Nicobar Island in India, coral reefs, shells and various types of fish under the blue-green turquoise water are a great attraction. People visit to the Island for many reasons. Basic cause is to enjoy in water. This is a place which is covered by water from all sides. So the is also having some importance increases because lot of water related sports also can be easily arranged for the tourist.

❖ **Coastal Tourism**:
Coastal sea-beaches are being developed as a resource for not only one but for many reasons. Coastal environments are limited to its coastal stretch of the ocean or sea. Because of this most of the coastal beaches are being developed to grab maximum income from tourist. It is a combination of three 'S's - Sun, Sand, and Surf. Coastal areas are becoming popular as health resorts, beach resorts and water sports facilities e.g. wind-surfing, snorkelling and scuba diving, etc. coastal tourism hover around coast only. Those are water sports lovers they would love to go to the coast for tourism purpose. Large numbers of foreigners come to Goa only for the reason to enjoy on the sea coast either by playing or by taking Sun bath.

❖ **Heritage Tourism**:
Heritage tourism involves visiting to historical or cultural sites that may include old buildings, railways, battleground, etc. the purpose is to appreciate the work of past
and enjoy the place. In India lot of places are famous for its sculpture like Taj Mahal, Char Minar, Red Fort, India Gate, etc. Those places are famous for the past has been used mostly as heritage sites. Lot of places in India has been converted into heritage sites. These are visited by large sections of the society. Lot of outsiders they come to visit the different heritage sites.

- **Agri-tourism**: Agri-tourism is a style of vacation that normally takes place on a farm. Agri-tourism is considered to be a niche, or uniquely adopted form of tourism and is often practiced in wine-growing regions such as Australia, Italy, Spain, etc. India launched Plantation Trails a cluster of holiday homes in the coffee district of Coorg in Karnataka. It clearly states movement of people to remote and especially to villages to enjoy in a peaceful conditions. These places are always visited by the tourist who is frustrated in the urban areas may be due to pollution or may be due to work pressure.

- **Culinary Tourism**: It can be defined as the pursuit of unique and memorable eating and drinking experiences. It is one of the most popular types of tourism. Sula Vineyards which is situated near to Nasik offers a package tour to the Vineyards, followed by a wine tasting session. It is associated with different kinds of food. If a person goes out of home for the purpose of food which he is not getting at the place he is residing is called as culinary tourism. In the World a large number of people visit to different locations famous for the local food. It can be sweet or meat or sea food. Large number of people love to eat and they fulfill their desire by travelling to other station only for food and beverages.

- **Geo-Tourism**: It is the best practice tourism enhances the geographical character of a place, such as the Niagara Falls in North America. This is associated with rock and rock structure of the place. Lot of geologist they visit to these sites which are having some kind of association with the rock. It is quite important from the geological point of view.

- **Space Tourism**: Space tourism is the recent phenomenon of tourist paying for the flight into the space. The primary attraction of space tourism is the unique experience and thrill of looking at the Earth from space. As of today this form of tourism is quite expensive and very limited. The purpose of tourism is only one and that to go space for visit. It is only
affordable to very few persons of the World. It is too costly and cannot be for everyone. Selected people only get chance to travel.

- **Sex Tourism:**
  This is a type of tourism arises when a tourist travel to another country or visit within the country for sex. Sex tourism is the latest realisation where boys and girls in any age group are forced into sex with foreigners. The market for “sex tourism” has grown dramatically in South east Asia. It is the latest form of realisation where we can see travel to various points in the World only for sex. When a tourist comes in such a motive to different tourist locations then it is called as sex tourism. This is resulting into a cultural shock but it creates huge psychological implications. Now something new type of tourism has emerged that is called as ‘gay tourism’. The best example can be taken here as lot of European and Asian visit to Thailand for sex tourism. For sex tourism Thailand has become World leader.

- **Disaster Tourism:**
  It is the act of travelling to a disaster area as a matter of curiosity. If any person behaves like an inhuman as of only motive is to travel to that place without for anybody’s concern then it is an act of nuisance. In USA, disaster tourism took place in the aftermath of Hurricane Katrina. Visiting to a place which is sevearly affected by some kind of disaster is called as disaster tourism. The place might have suffered due man made disaster or may be due to natural. That is the time the affected people need support. So for them if someone is visiting then no doubt he is doing some noble work.

- **Dark Tourism:**
  It is also called as black tourism or grief tourism, involving travel to sites associated with death and suffering. This includes castles, battlefields, sites of horrific crimes, etc. it is gwnerally happens when someone of our family passed away and we have to travel to that place for condolences.

- **War Tourism:**
  War tourism is a tourism that encourages tourists to visit different famous Warfield and battlefields. For example, Haldi Ghati in Rajasthan. When tourist shows his interest for the place which has suffered due to war is called as War tourism.

- **Sports Tourism:**
  It involves people travelling to different parts of the world to participate or to enjoy different sports as a spectator. For example, recently concluded world cup 20 - 20
cricket match in India attracted lakhs of people from different parts of the world. Not only the sport person who comes for playing is coming under sports tourism but the people who travel with the sportsman to watch their matches are also coming under sports tourism. There are lot of Indian cricket fans are there who generally travel with the cricketers to various countries to see their favourite player and team to play and they will enjoy in the stadium.

- **Adventure Tourism**:
  Adventure tourism involves the travel to remote, exotic and possibly hostile areas, and this type of tourism gains much of the excitement by allowing it's participants to step outside their surroundings. It includes adventure tourism like, tourism for mountaineering, skating, bungee jumping, water surfing, trekking, and scuba diving.

- **Yoga Tourism**:
  When the tourists go on a short visit for practicing yoga is called as Yoga tourism. For the last ten years, international yoga week is being organised at Rishikesh. It has proved to be a boon for the economy at this small town which totally depends on pilgrimage and tourist. For the last ten years international yoga week is being organised at Rishikesh. It is helping a lot to the country’s economy and also to the local people. Now a days lot of people have become health conscious and they want to be fit. For this purpose they are joining Yoga school and travelling either in morning or in evening for yoya practicing.

- **Ayurveda Tourism**:
  Ayurveda tourism is gaining popularity in recent years in India. As a new concept, there are a number of well known Ayurveda centres and resorts too are offering Ayurveda health holiday packages, especially in Kerala. It is a natural healing system that is present in the World for the last 2000 years. Tourism only to get ayurvedic medicine or treatment. It is the oldest form of treatment. It is also quite successful in modern times. Lot of diseases can be cured with this medicine. Because of this we can see a flow of tourism to different ayurvedic centres.

- **Ancestry tourism**:
  It is the type of tourism which includes visiting to a place connected with the birth of a person and finding the place of ancenstry and travelling to that part of the World. A person who wants to know something about his ancestor tries to reach there to know little bit about the past.

- **Armchair tourism and virtual tourism**:
This is the type of tourism can be done not by visiting to the place physically can be reached with the support of internet facilities and also through different books related to the place or can be done by watching television, etc.

- **Bookstore tourism:**
  It is a type of tourism which can be created with the help of bookstores. This can be done by creating different bookstores as point of attraction for tourist. There are lot of bookstores are available with very high quality books in various parts of the World that is needed to be selected for promotion and different promotional measures to be taken to promote the place of attraction.

- **Creative tourism:**
  In this type of tourism generally tourist involves themselves in various cultural activities created for them. In this process they get to know about different cultures of the World. It is asked from them to involve fully to this workshop or any creative activities are done for them. They are asked during the time of holiday to involve fully understanding some other culture.

- **Educational tourism:**
  In this type of tourism a tourist goes out of the place where he normally lives for educational reason. It may be for higher studies or may be for some traditional courses or any other educational related studies.

- **Extreme tourism:**
  In this type of tourism there is very much risk is involved. If a tourist wants to take part in such journey the n the tourist will come under extreme tourism. For example, Bungee jumping, Surfing, River rating are extreme forms of tourism.

- **Gambling tourism:**
  The purpose of visit is only gambling. For example the main purpose of visit to Las Vegas is for gambling at the casinos there.

- **Garden tourism:**
  The main purpose of visit is to enjoy in gardens may be place is known recently or may from past. For example, visiting to Brindavan garden present in Mysore.

- **Hobby tourism:**
  It is a kind of tourism arises with individually or with group of members with similar hobby called as hobby tourism. For example visiting to park, disco centres etc.

- **Pop-culture tourism:**
It is a type of tourism generally generated in the mind to visit the place after watched it in movies, or reading in magazines or listening from others.

- **Perpetual tourism:**
  It is a kind of tourism involved only by rich and wealthy person. They mainly visit to different locations to save taxes and also they have ample of money which they want to spend. They never stay permanently at one place they keep on moving to different countries.

- **Wine tourism:**
  When a tourist visit to a location which is important for wine either may be for production or may be for consumption then it is called as wine tourism. For example visiting to wine festivals.

### 1.1.10 Impact of Tourism on Economy:

Tourism industry is contributing in a broader way in India. The impact of tourism on economy can be seen in a positive way and also in a negative manner. So both positive and negative impacts are explained below:

- **POSITIVE IMPACTS:**
  - **Generating Income and Employment:** Tourism is contributing immensely to generate income and also helping to create employment. It is helping to eradicate poverty by proving various employment opportunities for the people of the country. Tourism industry creating jobs of different services. When people are engaged with various tourist related jobs it is helping them to get income for them and also for their family. Sustainable development also is possible with tourism sector. It contributes 6.77% to the national GDP and 8.78% of the total employment in India. Almost 20 million people are now working in the India’s tourism industry. It is quite good for the country like India where the population is almost 130 crore. We need a sustainable source for employment. This can be gettable only from tourism industry. The contribution of different sectors to the GDP of the country. It is clearly showing tourism is contributing 30% to country's GDP where as the contribution of IT-BPO is little bit more than of tourism sector and it stands at 34%. The contribution of Automobile is 27% and Mining is of 9% of the total GDP of the country. The following fig 1.10.2 shows the percentage of employment in different sectors in India for the year 2009-10.

**Fig 1.1.10.1 Employment percentage in different sectors 2009-10**
The above figure shows the contribution of agriculture in employment provides 56%. The manufacturing sector is contributing 12% in employment generation. The constructional activities giving 12% of jobs, trade is contributing 9% towards employment creation, transport sector also contributing in job generation and it is of 4%. Hospitality, tourism and real estate are providing 3% of job. Education is giving 2% of job and lastly government sector providing 2% of jobs.

- **Source of Foreign Exchange:** Tourism is an important source of foreign exchange earnings in India. This has favourable impact on the balance of payment of the country. The tourism industry in India generated about US$100 billion in 2008 and that is expected to increase to US$275.5 billion by 2018 at a 9.4% annual growth rate.

- **Preservation of National Heritage and Environment:** Tourism is helping to preserve and conserve various historical places with some kind of significance. It is also contributing to declare a place which can be considered as a heritage site.

- **Developing Infrastructure:** Tourism is helping to develop infrastructure of the place. If the tourist centres infrastructure will not be as required by tourist then it will affect the place very badly. So to increase the number of tourist government develop infrastructure of the place and this is helping a lot to the local people because they get benefit out of it.

- **Promoting Peace and Stability:** Tourism industry is also contributing in peace making. When tourist visits to a centre it creates various jobs for the locals and also for outsiders. In the process it creates employment, helping to generate income and also diversifies the economy of the country.
The Multiplier Effect: The money spends by tourist at the tourist location helps to pass from one person to another. It also moves from one section of the society to another section of the society. The impact can be seen in different activities.

Regional Development: There can be seen of development of various regions because of tourist. If the place is a tourist centre but the underdeveloped regions of the country can greatly benefit from tourism development. Many of the economically backward regions contain areas of high scenic beauty and cultural attractions.

Economic Value of Cultural Resources: Tourism helps in bringing money to develop local crafts and culture of the place. So the impact can be seen on local artist and artisans through their income from the place.

Promotion of International Understanding: Tourism can play a major role in connecting different cultural people of the World. All this can be possible when we will come together and will share our culture and tradition. It will help to create international understanding.

NEGATIVE ECONOMIC IMPACTS:

Undesirable Social and Cultural Change: Tourism contributing very badly for the social and cultural change. In most of the times it is destroying the local culture and tradition of the people. It influences quite heavily to change them according to the demand of the time.

Increase Tension and Hostility: this situation may arise at any moment of time at the tourist centre. If both local people and tourist are engaged in bad exchange of words then the effect will generate tension and hostility. It is quite bad for tourism industry where locals and tourist involve in fighting.

Creating a Sense of Antipathy: Tourism gives a less amount of benefit to local community because more than eighty percent tourists are coming with booked advance tour packages. So the money goes in hands of few but majority of locals get least income from them.

Adverse Effects on Environment and Ecology: Tourism is adversely affecting our environment and ecology because the increase pressure on the local tourist centre. Tourist contributes in creation of pollutants and exploitation of natural resources.

Import Leakage: Tourism increases its demand for better standard food, drinks and other goods and services. Local people try to satisfy the tourist by giving the best to them but when became helpless to provide the quality of product
demanded by tourist they face lot of problems. Local people import the desired products demanded by tourist and pay huge. In this process they loosed their currency.

- **Seasonal Character of Job**: the jobs associated with tourism industry are seasonal in nature. Through the year income can not be generated at the tourist station because tourist visits in a particular time and season. They never go out 12 months. It is totally of seasonal in nature. So jobs are also seasonal. One season ample amount of jobs are available and in off season job opportunity becomes quite less.

- **Increase in Prices**: tourist centres are highly priced places of the World. Generally price of various goods and services remain high throughout the year. The price has been increased to get more profit from the tourist. By this way local people suffer a lot because they have to buy by paying high as the tourist are giving for the same product or service.

**1.1.11 Socio-Cultural Impact of Tourism:**

Tourism is an important medium of social and cultural development. There is a close relationship between society and tourism. We also see there is a very close contact between civilisation and tourism. The impact can be seen in two ways like:

- Positive socio-cultural impacts
- Negative socio-cultural impacts

**POSITIVE SOCIO-CULTURAL IMPACT:**

The impact of tourism on socio – culture is follows:

- Exchange of information
- Help to create peace and pride
- Preservation and conservation of national monuments
- Preservation of historical buildings and sites
- Betterment of traditional arts and crafts

**NEGATIVE SOCIO-CULTURAL IMPACT:**

There are certain negative impacts can be seen due to tourism these are follows:

- Zoofication Of Tribal People
- Cultural Shock
- Prostitution and AIDS
- Robbery and Crime
Displacement Of Local People

Zoofication of Tribal People: Due to tourism tribal people who live in remote areas they are get hurt because some tourist who goes to their places they make fun and joke of them. The local people severely affected due to such kind of behaviour. It is quite bad for the local tribal people because without any reason they are been targeted and get insulted by the outside visitors. This should not happen as for the betterement of local tribals their culture and traditions needed to be protected. Nobody should interfere in their life and make fun out of it.

Cultural Shock: Every region follows their culture, tradition, custom, food, cloth and art. When the local people get contact with the tourist they try to change them and behave like they have come from some other parts of the World. Some of the locals suffer badly due to change of culture. Culture of a person now get affected due to increase of tourism in some tourist centres of the World. There is a need of proper measures to be taken by the local authorities to safeguard and protect the culture of the local people. But due to mass influence of media and exchange of information in between a tourist and local has able to change the culture of a person.

Prostitution and AIDS: Tourism oriented prostitution has become an integral part of the economic base in some of the regions of south East Asia. There is increase of prostitutional activities and also there is increase of AIDS in different parts of the tourist centres of the World. This can be prominently seen in some of the South East Asian countries where large sections of the people are involved in prostitutional activities. Due to increase of prostitution it is also contributing towards increase of AIDS patients.

Robbery and Crime: Tourist is vulnerable and fall victims to robbery and crimes caused by local people. There is increase of robbery and crime in some tourist centres due to unemployment. There is a need of proper rules to be followed in this matter. So it is a very bad impact of tourism. People always feel when a tourist is coming he or she may be is carrying a huge money with him or her. They get the feeling it is quite easy to earn money without any hard work.

Displacement of Local People: Local people are displaced because the areas are identified as protected areas for travel and tourism. So local people are badly suffered due to increase of prices of almost all goods and services. Other problems which are associated with tourism are loss of living space, creation of disparities between tourist and locals.
1.1.12 Impact of Tourism on Environment:

Due to tourism activities our environment is not only protected but also badly affected. The impact can be seen in two different ways like:

- Positive Impact Of Tourism On Environment
- Negative Impact Of Tourism On Environment

**POSITIVE ENVIRONMENTAL IMPACT**:

Tourism has some positive impact on environment like:

- Protection of biodiversity
- Application of pollution control methods
- Preservation and conservation of natural resources
- Environmental planning and management

**Protection Of Biodiversity**:

For tourist lot of biologically rich areas are protected to generate income from tourist. Basically the national parks and sanctuaries are being conserved for tourist who helps the local people to grab opportunities.

**Application Of Pollution Control Methods**:

National as well as the state government have started to apply to various methods to protect the surrounding conditions and minimise pollution levels.

**Preservation and Conservation Of Natural Resources**:

There is a great need to preserve and conserve natural resources because most of the natural resources are very small in quantity so there is urgent need to protect it. So government is trying best to minimise the use of exhaustible natural resources.

**Environmental Planning and Management**:

To protect the biodiversity for tourist government is trying to have a proper planning and management of the vulnerable areas and doing it systematically to preserve and conserve the natural resources especially those are scarce in number. This is required to generate income from tourist because tourist will visit to those areas which are rich in natural resources. Government is also taking care on infrastructure. Government is doing positively to attract more and more tourist from various parts of the World.

**NEGATIVE ENVIRONMENTAL IMPACT**:

Tourism has some negative impact on environment like:

- Environmental stress
- Pollution
Loss Of Biological Diversity

Environmental Stress:
The negative impact becomes prominent when the number of tourists is far more than the acceptable limit which is beyond the carrying capacity to cope up with this use. Uncontrolled tourism can create major environmental destruction to number of naturally rich areas. For example, twenty-five years ago Manali which is situated in the state of Himachal Pradesh was a small hill station for the tourist who generally love to spend some time with nature which is now converted into a very congested with large number of hotels and resorts.

Pollution (Air, Water, Soil and Noise):
Tourism industry is called as a ‘Smokeless Industry’ but now a days it has become a major contributor of environmental pollution. Tourism has the maximum potentiality to degrade the environment as it create huge amount of air pollution through the use of vehicles. Increase in the number of tourism contribute towards generation of congest areas and responsible for inadequate sewage disposal system and water pollution. Due to increase of traffic contribute for the noise pollution. Due to improper garbage creation and irresponsible manner behaved by the tourist create soil pollution. Tourists are not using the garbage bins and throw the garbage outside generates pollution.

Loss Of Biological Diversity:
Tourism basically the nature tourism is very much associated with biodiversity and the attractions created by a rich and different environment. There is also can be seen loss of biodiversity when both land and resources are excessively used. Due to excess use of vegetation, wildlife, mountain, marine, coastal environment and water resources there can be seen loss of biodiversity and loss of potentiality of tourism.

1.1.13 Tourism Management:
Tourism management is very much required for the growth and development of tourism industry. Those countries have managed properly this sector have able to generate huge amount of revenues. Countries like Thailand, Australia, USA, UK, New Zealand and Switzerland have managed their tourism sector very beautifully which is contributing a major share towards their country’s GDP. There are certain things to do to manage tourism these are as follows:

• Food Management and Operations focusing on food and beverages.
- Lodging Operations includes hotel operations, lodging management, management of finance and hospitality management.
- Global Tourism includes management of travel and tourism, proper analysis of tourism, focusing on various research methods.
- Event Management includes hospitality sales, catering management and management of hospitality marketing.

1.1.14 Tourism Marketing:
The tourism industry is a combination of product and service. Here one has to sell both a product as well as a service to a customer. This is an industry is getting competitions from all over the World. So the competition is not of a local but a global it demands a separate kind of marketing method for marketing. it requires unique and creative approach. When you want to promote a place for tourism you will face stiff competions from others. So to become successful one has to create a best possible image of the place that is needed to be promoted. There is also required to create interest for the place then only the tourist will visit the place.

When we compare with other product of service marketing tourism marketing is totally different. Here the customer buys different services but gives very little in return. So at the time of marketing there is need of focusing on the memories of the tourist at the tourist placed and also what will be getting when the tourist will visit the place. Advertising required being tourist friendly because we have to bring them to the centre. There is need to focus on eight P's of marketing for tourism. These 8 P’s of marketing are as follows:
- Product
- Price
- Promotion
- Place
- People
- Planning
- Programming &
- Physical evidence

**Product:** The product is the collection of services that have features and benefits. When we consider a standard features and benefits it includes the normal amenities of a hotel room. Good marketing can add some extra features and benefits
like free WIFI services; free car parking, free breakfest and some additional entertainment facilities.

- **Price:** The price has to match the product, but good marketing makes the price seem more attractive. The operator can either add features to the product and keep the price the same or give a discount for the same features. The price always needed to be kept based on the demand and also the services to be provided to the customers.

- **Promotion:** The promotion gives details of the product and the price. The key characteristics of the promotion are the method of communicating the information, the content of the promotion and the cost to the operator. The promotion has a target market, and the method and content of the promotion has to appeal to the people who it reaches. It is very much need of clear of message to be given when we are communicating with the customers. Selection of best media for promotion is must.

- **Place:** Place is the point where demanded services of tourist are provided. Simply it defines exactly at the point of delivery of services to the tourist. In tourism importance of place is quite important because that the point where the tourist has selected for the visit. May be the booking has done through online and all the payments are done well in advance but after reaching to the tourist location one would get experience of the kind of services are given by the locals to them.

- **People:** In tourism people play a very important role in promotion. It matters a lot in tourism industry to satisfy customer. Here the customers are the tourists only. So at time of giving or delivering the services to the customer there is always needed of utmost care to be taken during the time of exchange. If the tourist will get good experience during their visit then good message will spread to numbers. And if they get bad experience at the centre then that also will spread quickly to large sections of the society. If one person quite satisfied with the visit then the person can think of coming to the place once again it reverse will happen if they are dissatisfied with the services provided by the local people.

- **Planning:** The key service component of the tourism experience is planning. There is need of proper planning for tourist. Tourist expects a lot of thing when they purchase from the service providers at the tourist centre. Due to this there should have a strong and positive planning for tourist. Success depends on the way it has been planned. So to increase the number of tourist we need to have proper planning and which should of immediate problem solving. At present if we donot have a proper
planning for the tourist either they are from other states or the tourist coming from other countries then there is quite important to have a proper planning for the tourist which is must for the country if the country wants to create its name on the tourism map of the World.

- **Programming**: programming nothing but adding some extra benefit to the give product of service. We have to create a product which should be different from rest. That can be possible by adding some features in the product or may be the service what we will provide. By this way we can create a special interest in the minds of the tourist or customer to have it.

- **Physical Evidence**: it means the surrounding conditions maintain by the service provider at the time of delivery and also at the point of delivery. Here mainly we see the quality of product and its associated features. The given amenities by the giver. Evidence is just like a proof which is carried by the customer after experiencing it. Always there is a need of best product and services to be given to the tourist because their expectation levels are always remain high.

If these eight P's of tourism marketing to be implemented properly then it will help definitely to increase number of tourists to various tourist centres of the World. If we want to bring more number of foreign tourists then we have to take of the above mentioned eight P's of tourism marketing seriously. The other tourist loved countries have done the same.

1.2 **Problem on hand:**

A research problem is the main organizing principle guiding the analysis of the research. The problem under investigation offers mainly an occasion for writing and a focus that governs what we want to say. It represents the core subject matter of scholarly communication, and the means by which we arrive at other topics of conversations and the discovery of new knowledge and understanding. During research there are some common problems faced by a researcher as follows:

- How and where to start?
- Review related research to help to refine and approach the topic and finding a way to analyse it.
- Sources that can help broaden, modify or strengthen the research work.
- Clarity and precision of work.
- Identification of what would be studied for the research.
Using of key concepts and terms in the research.
Articulating the boundary of study and parameters.
Some generalization in regards to applicability and bringing result into general use.
Importance, benefits and justification of the study of research.
Should not have unnecessary jargon.
Conveyance of more than the mere gathering of descriptive data providing only a snapshot of the issue or phenomenon under investigation.

1.3 Objectives of research:
- To study the development of tourism in Vasai Taluka.
- To study the factors that can attract tourist for its location towards tourist spots.
- To identify the environment of Vasai Taluka and how it helps in the development of tourism in this region.
- To study tourist movements to various tourist destinations present in vasai Taluka.
- To study the tourist motive towards tourism.
- To identify the development of tourism in Vasai Taluka.

1.4 Scope of the study:
- There is a definite scope to collect information on tourism in Vasai Taluka.
- Information will be collected from primary as well as from secondary sources.
- Information can be collected through survey method.
- Questionnaire can be prepared based on the objectives and data can be collected by visiting to the respondents.
- There is presence of large number of hotels which will help me to get accurate conclusion in the research.
- Due to presence of large number of resorts will help me during the time of data analysis and hypothesis testing.
- There is presence of so many tour operators which will help to use the information collected from them during the time of testing of hypothesis.
- There is certain scope to get primary information especially from tourist, tour operators, hotels, resort owners etc.
- Scope to collect secondary information from various government and private organizations.
There are so many tourist centres present in Vasai Taluka which will help definitely during the time of information collection.

Because all the tourist places are well connected it is quite easy to reach out to the tourist centres to collected related data for the research.

People are quite friendly so it will help during the time of data collection.

Most of the locals are educated so it is an additional advantage to get information easily that is required for the research.

When the tourist places are quite developed in accessibility then it will create an advantage to reach their without any problem and carry out research work and get authentic information from exactly from the point of survey.

1.5 Hypothesis:
For the formulation of research problems hypothesis is an important step. Hypothesis is a tentative proposition formulated to determine its validity. The below mentioned hypotheses have been considered to analyse and proving the research work. There is very much need of finding an authentic result of the research. This can be possible by taking some hypotheses based on objectives of the research. So it is needed for the research to take some hypotheses to prove it. To test the hypothesis data has been collected from primary sources. Basically survey method is used to prove the significance level of hypotheses. In total six hypotheses are considered for the research and these are as follows:

\( H_a_1 = \) There is presence of tourist destinations which can flourish tourism in vasai Taluka.

\( H_a_2 = \) There is a positive relationship between location and growth of tourism in Vasai Taluka.

\( H_a_3 = \) There is a positive relationship between environment and growth of tourism.

\( H_a_4 = \) There is a positive relationship between tourist destination and movement of tourist.

\( H_a_5 = \) There is positive motive of tourist towards tourism.

\( H_a_6 = \) There is definite scope for the growth of tourism in Vasai Taluka.

1.6 Utility of the study:

- It will help to know tourism development in Vasai Taluka.
- What is the tourism future in Vasai Taluka?
- It also will help to find out certain advantages which are present in Vasai Taluka for growth of tourism.
- It will help to understand the future importance of Vasai Taluka for development of tourism.
- Flow of tourism to different tourist centres.
- Motive of tourist also to be known.
- It will help to create awareness among others for tourism.
- It will help for future study.
- It will help tourist at the time of decision making when they are planning to visit the available tourist centres of Vasai Taluka.
- The collected information can be used for future development of the area.