CHAPTER FOUR

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The Chapter Contemporary Indian Tourism brings into light the stages and growth of development of Indian Tourism. An attempt has been made to identify the Governing bodies planning out the policies for present, future growth and promotion of Tourism in India particularly in Uttar Pradesh.

The administrative authorities revealed all the facts about the past and present picture of Indian tourism at the time of interview conducted by the author. Indian tourism worked under the ministry of transport but the growth could not be achieved by working together. It was recognised in 1958 that there should be a separate Tourism ministry and thus tourism department was formed. In 1967 the Department of Aviation & Tourism working under the ministry of civil aviation was separated and a new ministry of Tourism was established. Tourism offices were established in India for domestic and overseas promotion. In 1966 India Tourism Development Corporation Ltd. was established in Delhi by amalgamating three separate corporations i.e. hotel, transport and tourism.

At present the department of tourism which was part of ministry of commerce and tourism in 1989 has been formed into a separate ministry of tourism effective from 21.11.1990 under the
Chairmanship of Dy. P.M. assisted by State minister. 1991 was observed as Tourism year for growth and promotion of tourism and to attract inflow of tourists to India.

Tourism in India: Geography of India

India is land of contrasts - from tropics to snows. It is vast, varied & strikingly beautiful. The second most populous and the seventh largest country in the world. India has the most ancient cultural heritage. More than six hundred and sixty million people diverse in many ways inhabit over 32,87,782 square kilometres of the Indian soil. It has a land frontier of 15,200 k.m., and a coastline of about 6000 k.m. The variety of its scenery, its intensive and equally varied agriculture, its extremely diversified industry, its big cities and thickly populated areas, its vast open country side, its ports, its variety of languages and finally its manifold relations with other nations of the world all of these make India an exciting and fascinating destination (Matty, )

In the words of Max Muller - "If we were to look over the whole world to find out the country most richly endowed with all the wealth, power and beauty that nature can bestow - in some parts a very paradise on earth - I should point to India. If I were asked under what sky the human mind has most fully developed some of its choicest gifts, has deeply pondered over the greatest problems of life and has found solution to some of them which well deserve the attention even of those who have studied Plato and Kant - I should point to India." (Kaul, 1985)
Due to historical reasons, India started taking interest in the modern concept of tourism rather late in the day. The economic & social advantages of tourism which being fully exploited by many countries, especially in the west, came to be recognised in India only in the sixties. Although considerable time and attention were devoted to the development of tourist traffic immediately after independence, it was only about fifteen odd years later that tourism received the priority it richly deserved.

Early history of Tourism Development in India

Tourism cannot be isolated from history much less in a country like India whose cultural heritage is a wealth of attractions. Throughout the ages many races and people who came either temporarily into contact with India or settled permanently within its borders, contributed to its richness. India's glorious traditions and rich cultural heritage are linked with the development of tourism. Its magnificent monuments, geographical position i.e. varied climate ranging from the extreme cold in high altitudes to the hot summers in the plains, the natural surroundings, the architectural master pieces, the music, dance paintings, customs and languages all these go to make India a tourist paradise (Bhatia, 1985). In India, the importance of tourism had been recognised even before the second world war. The intervention of war, however, put a stop to the tourist promotion activities of the Government. The first effort to promote Tourism in India was made in the Year 1945 under the
chairmanship of Sir John Sargent, the then Educational Adviser to the Government of India.

The main objective of the committee was to survey potentialities of developing tourist traffic in the country. The committee submitted their interim report in October 1946 were unanimously of the opinion that it would be in the Interest of India to encourage the tourist traffic both internal and external by all possible means. Promotion of tourism would result in a substantial addition directly and indirectly, to India's revenue and that if properly organised the business would benefit greatly by an influx of tourists. One of the major recommendations of the committee related to the setting up of a separate representative organisation of semi-officials. The committee initiated on matters such as publicity both in India & abroad, providing suitable literature, guide books, folders, provision for training of guides, liaison with other Government departments responsible for providing facilities required by tourist, Liaison with travel agencies, hotels, catering establishment coordination with air and train services, Provision of international hotels as per the standard, convenience and comfort.

The recommendations of the committee had far reaching effects on tourism as it developed during the subsequent years specially after India attained Independence. They formed the guidelines for the establishment of tourist organisation in the country soon after Independence.
Development after Independence

The first step of development of tourism in India was initiated in the year 1945. A separate tourist organisation should be set up at the centre with regional offices in metropolitan cities of Bombay, Delhi, Calcutta and Madras as per the committee recommendation. A tourist publicity cell in Indian Embassies and consulates all over the world was also recommended. A separate Tourist Traffic Branch was set up in the Ministry of Transport in the year 1949 with the main objective of development of tourist traffic in India. Tourist traffic Division expanded considerably during the year 1955-56 the head-quarter establishment was increased from one branch to four branches. The four sections looking after various subjects were (i) Tourist Traffic section (ii) Tourist Administration Section (iii) Tourist publicity section (iv) Distribution section.

Tourist Information offices were also set up in India and abroad to supply up to date information about places of tourist interest. The functions of tourist offices abroad includes acquainting the potential visitor about the various tourist attractions and facilities available in India through publicity, public relations and sales promotion. These offices in India were at Delhi, Bombay, Calcutta and Madras. The first office was opened at New York in the United States abroad. In Europe the first office was opened in London, then in Melbourne, Colombo etc.
Formation of Tourism Ministry

It was on 1st March 1958 that a separate tourism department was created in the Ministry of Transport to deal with all the matters concerning tourism. The new department was put under the charge of the Director General who had under him one Deputy Director General and four Directors each in charge of Administration, Publicity, Travel Relations, Planning and Development.

By the Presidential order dated 14th March 1967, the Department of Aviation & Tourism which was under the Ministry of Transport & Civil Aviation was formed into a separate ministry designated as the Ministry of Tourism civil aviation with two constituent departments; (a) Department of Tourism (b) Department of Civil aviation. The Ministry was put under the charge of a full time minister. It was after nearly 18 years that Tourism was accorded a separate entity and came independent of Transport. The Union Ministry gives advice on civil aviation and tourism matters, coordinates civil aviation and tourism programmes and provides financial and other assistance. Thus, it mainly guides, assists and coordinates. The ministry formulates national policies of civil aviation and tourism with the assistance of expert committee and the Board.

Department of Tourism

Department of Tourism was the next step in the development of Tourism industry. The Department of Tourism now became an attached non participating office of the ministry of Tourism.
civil Aviation headed by the Director General of Tourism. The DGT carried an ex-officio status of an Additional Secretary to the Government of India. Although an attached office, the department is both a policy-making and an executive organisation and corresponds directly with the other ministries & departments of the central Government and the state Governments. The Director General is assisted by one Additional Director General, one Joint Director General, a Deputy secretary and five Deputy Director Generals. The functions of Department of Tourism are both promotional and organisational which are conducted by seven divisions namely (i) Planning & Programming (ii) Publicity & conference (iii) Travel trade & hospitality (iv) Accomodation (v) Supplementary accomodation & wild life (vi) Market research (vii) Administration.

The Tourism offices are established in important cities in India. Four of these offices are located at Bombay, Delhi, Calcutta and Madras. Remaining offices are at Agra, Aurangabad, Cochin, Jaipur, Khajuraho & Varanasi. In North Eastern region offices have been opened in Gauhati & shillong. Two more offices are likely to be opened at Imphal and Itanagar.

For overseas promotion, the Department has eighteen offices. The offices located at New York, Los Angeles, Chicago & Toronto cover U.S.A., Latin America, Cannada and Carribbean Islands. In Europe the offices are located at London, Geneva, Paris, frankfrut, Stockholm, Viena and Milan. Two offices at Melbourne and Perth have also been opened. The office in Tokyo covers,
Japan, Philippines, Hong Kong and Thailand. West Asia is covered by a tourist office located at Kuwait. The publicity work of overseas office is directed in close collaboration with Air India under the scheme known as operation scheme.

The Jha Committee

On the recommendations of adhoc committee on Tourism also known as the Jha Committee (1963), which recommended that the public section should assume a more active and positive role in promoting tourism, the Government of India set up in 1965 under the Department of Tourism 3 separate corporations viz. Hotel Corporation of India Ltd., India Tourism Development Corporation Ltd. and India Tourism Transport Undertaking Ltd. These corporations were set up under the provisions of companies Act 1956. The main functions of these corporation are to construct & manage hotels in public sector, produce material for tourists publicity and to provide transport facilities to the tourists.

The Government later decided to merge these undertaking into one composite undertaking for the purpose of securing co-ordination in the policy and efficient and economic working of the three corporations.

Formation of ITDC

Accordingly the Government set up in October 1966 a public sector undertaking namely the India Tourism Development Corporation Ltd. in Delhi under the aegis of the DOT by amalgamating the erst-while three separate corporations. The unified corporation started functioning with effect from October
1, 1966. Four Hotels, Ashoka and Janpath Ltd. Lodhi & Ranjit were amalgamated with ITDC from March 1970. The amalgamated company known as ITDC Ltd. came into being with effect from March 28, 1970. The ITDC has provided a wide range of services essential for promotion of Tourism viz. construction and management of hotels, tourist, bungalows, beach resorts guest houses, provision for transport facilities, accommodation, cultural shows, music concerts shopping facilities, Provision of publicity services to assist India's promotion overseas, as a tourist destination and projecting the national importance of tourism at home.

From a small beginning in the year 1949, the tourist organisations as it stands now has passed through various facts. Today there has been tremendous amount of work which has helped in strengthening the organisation. The appointment of various expert committees, advisory committees, councils and boards from time to time has also helped the organisation grow tremendously. (Bhatia, 1985, Annand, 1976).

Seperation of DOT from the Ministry of Commerce and Tourism

The department of tourism which was earlier part of Ministry of commerce and Tourism has been formed into a separate Ministry of tourism with effect from 21.11.1990. To give a new impetus to the tourism related to activities and give a boost to tourism in particular the ministry of tourism decided to observe 1991 as 'India tourism year'. In the tourist generating overseas markets, Department would observe 1991 as 'Visit India year'. It aims at
developing the product of future growth of tourism, creating awareness of the socio-economic benefit of tourism and removing bottlenecks in promotion of international tourism in a concerted manner. 18 extension circuits to the existing circuits have been identified for promotion in strengthening infra-structure. A list of 46 fairs and festivals has been drawn up to be promoted in collaboration with the state Governments.

The highlights of promotional activities under taken overseas were:-

1) Electronic media campaign launched in the major tourist generating markets of USA U.K., Europe, West Asia, Japan, Australia and Southeast Asia were continued this year also. The electronic media campaign was also backed by aggressive print advertising armed at selected target markets.

2) The support extended last year to wholesale and tour operators overseas had yielded good results.

3) Special publicity material such as Brochures, Posters, films, lapel pins etc., were produced on the turnkey basis to promote Indian Tourism year 1991.

The important activities undertaken for infrastructure development are, wild life tourism, yatri Niwas, Social tourism, Adventure and sports tourism, mountain resorts and winter sports, floodlighting/SEL shows, transport at selected centres, infrastructure development at tourist centres, beach tourism, tourism planning at selected Buddhist sites.

The integrated development of tourism at national and inter
national levels is achieved through the activities of Department of Tourism, Indian Institute of Tourism and Travel management, National Council for Hotel Management and Catering Technology, The Institute of Hotel Management, and the foodcraft Institute and, last, India Tourism Development Corporation limited.

Besides promotional activities, the Department of Tourism has also seriously launched a diversification programme which includes development of Beach tourism conventions, conferences, participation in trade fairs, exhibitions, advertising in print, TV/Video production of tourist literature, Trekking, Mountaineering and Adventure sports, Buddhist circuits etc. The department of Tourism is laying special emphasis on creation of facilities for domestic (Buddhist) tourists.

Present Working of ITDC

Established on October 1, 1966 ITDC has completed 24 years of its operation. Over the years it has emerged as a major public sector undertaking in the area of tourism related services. It has further widened its operations through rendering of technical consultancy and management advisory services to joint venture companies and private sector hotels/restaurants within the country and abroad. ITDC earned a net project (after tax) of Rs. 442 lakhs in 1990-91 as against Rs. 998 lakhs during 1989-90. The profitability of the corporation has suffered substantial decline due to serious setback experienced by the hotel industry on account of disturbed conditions within the country and Gulf crisis. The consultancy
assignment entered into by ITDC abroad during 1990 include signing of an agreement with the National Institute of Tourism of the Republic of Cuba for the promotion of infrastructural facilities; The DOT continues to be a member of following three major organisations concerned with promotion of tourism (i). World Tourism Organisation (WTO) and World Tourism Organisation Commission for South Asia with its headquarters in Madrid, (ii). Pacific Asia Travel Association (PATA), San francisco (iii). International Congress and Convention Association (ICCA), Amsterdam. Under the project UNDP/WTO- Training in Tourism for South Asia Association for Regional Cooperation, WTO in collaboration with UNDP and Government of India, Department of Tourism organised training courses in New Delhi.

For the first time, the WTO held its 39th Executive Council meeting in Goa from December 6-8, 1990. India became member of the Executive council last year against the floating seats in an open election. India was unanimously elected chairman of the council for the year 1991.

Department of tourism had negotiations with various foreign countries under, the cultural Exchange programmes. The standard clause on tourism was incorporated in the cultural exchange programme. The Indo-Yugoslav, Indo-Portugal, Indo-Syria, Indo-Spain Protocols are under process.
Organisational chart of the Ministry of Tourism
(Department of Tourism)

Secretary
|
Director General and
Ex-Officio, Additional Secretary

Chairman (HRACC)  Director(M)  Additional Director  Joint Director  Joint Director
|                                |                                |                                |                                |
1. Hotel & Restaurant Div. | 1. PSU |                                |                                |
2. HRACC               | 2. Parliament Section          |                                |                                |
3. Adventure & Domestic Tourism + TMP (including Goa Water) | 3. Admin. I/ Establishment |                                |                                |
       Mountaineering in Sitting in Taj National | 5. Tourism Year 6. Budget & Accounts Section + Cash |
       Chilling in Kashmir) | 7. All Union Territories (including Andaman and Lakshadweep), Kanas Youth Conference |
4. International Relations and Conference Park & CECF Japan | 8. Bilaterals & International Project and WTO |
5. Travel Trade 2. HMC & Tourism Division Service, including charters |
6. Assistance for Development of International Tourism

The Department of tourism has its own organisational Management. This organisation functions according to the guidelines of ministry of tourism. The major activities of the organisation are promotion and publicity abroad with the object of promoting travel to and within India, compilation collection