CHAPTER 4

INFRASTRUCTURE OF TOURISM IN INDIA

In the preceding chapter, we have discussed the development of training under different plans. We also analyzed the various issues connected with the policy framework of the Government as it concerns the problem and status of this sector in the country. This chapter will throw light on the development of infrastructure of tourism in the country. It will bring out the efficacy and the deficiency of the infrastructure in the country.

For the success of any development programme in the country it is important to provide it with a life support system. In case of tourism this life support system comprises of various infrastructure facilities and services. Infrastructure elements comprise of the system of services and institutes which are necessary for the operation of a tourism destination. The term tourism infrastructure, means the development of the accommodation sector, transport system, tourists sports, travel agencies, tour operators, the entertainment industry, arts and crafts, the souvenir industry and so on. Basically infrastructure includes all forms of construction on and below ground required by any inhabited area in intensive communication with the outside world and as a basis for extensive
human activity within. Though the key to successful tourism is the quality, location and perception of the natural resources, the support services can enhance or detract its appeal. The estimation of the basic infrastructure required for tourist expansion accordingly becomes the key economic factor in proceeding to the active phase of implementation. This infrastructure will be either specially tourist in nature eg:- transport, or more general such as energy producing units and will in any case relate with the type of tourism envisaged. The requirement for infrastructure vary from area to area i.e. the requirement of infrastructure for a mountain resort will be different from a tourist destination at some cultural attraction. In tourism the requirement of infrastructure is for both tourists and local residents as the tourist attraction is open for all, this requires careful planning and co-ordination among the various organizations which are a part of infrastructural development program. Without this co-ordination of different elements of infrastructure may infringes upon other resulting in wasteful expenditure.

A major prerequisite for achieving and sustaining the growth rate is strengthening of the infrastructure in terms of accommodation; transport surface and air, wayside facilities equipments and accessories for meeting special interest of the visitors. Growth of inter regional and intra regional tourism can
contribute as a driving force towards building the infrastructure. Investors of any one country know the preference of the local people while on visits to another county. At every destination where there is intra regional traffic, there could be a scope for joint ventures. In every event supportive infrastructure is absolutely essential as inadequacies in the sector will pose a major constraint.

The speed with which effective transport and telecommunication linkages can be developed is particularly important. It is seen that the tremendous progress in transport and telecommunications have contributed in no small measures to the dynamic of the economy of Asian tigers. A modern surface transport system can provide a well developed facilities for the tourism power house of the region. A distinctive hopeful trend in the regional cooperation is the South East Asian participation in the highway projects in India and other parts of the sub-continent. Rationalization thus offers promising opportunities for infusing greater dynamics into the economies.

Infrastructure in respect of tourism is the sum total of development which makes an area accessible and also habitable catering to the tourists requirements. Various modes of transport airport terminals and support facilities such as water, power and sanitation are basic components of such infrastructure. Besides
hotels, restaurants, shops and places of entertainment are essential though they are classified as superstructure. Infrastructure is generally provided by Government. But the scenario is changing in Asia and elsewhere, where airport are being developed with private participation. Roads have private equity. Privatization has made its way into power and communication projects of worse; the superstructure is primarily the concern of the private sector. All these areas are open to regional co-operation and partnership.

All the states have started taking part in almost all sphere which are related to the welfare of the public. Tourism is no exception to his. The state creates services which are indirectly useful to the tourism industry. It encourages and supports the private sector and creates a few pilot schemes. The importance of tourism in the national economy is gaining place in almost all the countries of the world. It is an expanding industry. Expansion of tourism in creases the level of employment by creating new jobs. Construction of new buildings is one of the part of tourism activities which constitute a capital investment and provides a number of jobs. Thus tourism is a public utility infrastructure. The public authorities have an important role in the creation of necessary infrastructure for tourism. Tourism infrastructure consists of all the units that exist for handling tourist traffic. Tourist demand causes the creation of
transport and communication facilities, urbanism, irrigation etc. resulting in a general economic improvement or benefit to all the inhabitants. Intervention by public authorities to support and promote national tourism, has assumed a completely new appearance over the last few years. Tourism infrastructure is usually understood to include.

Supply of Network and Mains: - This includes water, electricity, gas, telecommunications, sewers, garbage etc.

Basic public Utilities and Services: - This is the administration of hospitals, religious places, health, education, culture, commerce, police etc.²

To meet the need of tourist, it is not enough to see that they reach their destination comfortably and quickly and are suitably housed and fed. They make trip for a particular purpose and the country should provide full and satisfactory services that are required to fulfil the purpose of the tourist visiting that country. These services should be provided in such a way that the tourist should not feel inconvenience and the quality should be at least of that standard which the tourists enjoy in their own country.

Although we know the importance of tourism in India, but the fact is far more bitter that the Government have not taken serious
steps to improve the state of infrastructure in our country, as a result we lack far behind from other countries in terms of quality and quantity of infrastructure as it should have been in a large country like India.

The lack of attention of the Government towards the development of infrastructure of tourism led to a drastic loss in the tourist inflow in India in the years 1991-94. The Parliament Committee Transport and Tourism pointed out that the decrease in the expenditure on development of tourism infrastructure from Rs 19.10 crores in the budget estimate of 1991-92 to Rs 13.60 crores in 1993-94 was not commensurate with Government policy of attracting more tourists. The actual expenditure in this regard during 1991-92 was Rs 18.64 crores and for 1992-93 it was only Rs 14.82 crores. As a result between January 1992 and 1993 foreign tourist inflow dropped by 15.5 per cent from 180,000 to 150,000. And to add insult to injury, the US Government issued a travel advisory, warning its citizens against travelling to India, particularly New Delhi. Although this was a hard blow to Indian honour, a lesson must be learnt that without arrangement of proper infrastructure no country could gain slightest benefit from the tourism industry. Tourism in itself means relaxation, comfort, happiness, and if we cannot satisfy these basic requirements due to which people really undertake tourism we
cannot gain any benefit from this industry neither this industry can be promoted without fulfilling these basic needs of the people. In the pages that follow we have dealt with the classification of tourism infrastructure in the country.

Developing countries all over the world are not able to extract enough benefit from this industry in spite having a lot of potential for tourism. Same is the case with India. India is one of the countries which has the best potential for the tourism industry. India provides attraction for every kind of tourist and for every age group. Its potential varies from desert to seas, mountains to plains, forests to adventure, medicine to sports etc. There is no end to its potential. But the sad thing is that India is not even among the leading 15 countries which have the highest tourist inflow. The basic reason for this draw back is that India has failed to provide the basic infrastructure required for the promotion of an industry like tourism.

There are a number of areas into which infrastructural development can be classified for example transport, communications, accommodation, banking facilities and social infrastructure etc. One of the most important aspect of infrastructural development is the development of the transport facilities in the country.
This is the very basic requirement to start a tour i.e. how to be transported from one place to another. There are different forms of transportation all over the world. The spirit of travel have lived down ages. History have the record that people use to travel earlier for different purposes for eg:- in search of knowledge, trade, commerce to have new experience, to meet relatives and friends for religious reasons etc. But thir mode of travel was far more different than the sophisticated travel in the modern today. Earlier people use to travel by carts, horses, on foot, in caravans etc. But as the time changed and the need and importance of travel was recognized more and more sophisticated means of travel were developed like railways, buses, cars, jets etc. In the next few paragraphs reference has been made to how the railways affected the tourism industry.

The introduction of railways in the nineteenth century was a crucial landmark in history. The first rail link between Liverpool and Manchester was started in the year 1830. Although the railway network in the beginning was responsible for carrying goods from the industrial centers to the centers of trade and commerce, it had, however, initiated the process of carrying the passengers which later on became a mass movement.  

The birth of the organized rail travel however came in he year 1841, Thomas cook who later on came to be known as one of the
greatest travel organisers of the times and in fact, a pioneer. Thomas Cook broached the idea of "Group Tourism" to his friends and a few weeks later the idea culminated into collecting as many as 570 passengers who made a journey by the Midland Counties Railway at a specially reduced return fare. From the year 1848 to 1863, Cook conducted circular tours of Scotland with almost 5000 travellers a season. By the year 1855, Thomas Cook had extended his field of operations to other countries in the continent organising the first all inclusive tours to the Paris exhibition in that year.4

East was far behind in catching up with the leaders in the area of railroad construction. India took up the construction of the railways in the same century. The contract for the actual construction was awarded to an English company, Messrs Faviel and Fowler. It was on April 16, 1853 that the first train in the east took off from Bori Bunder in Bombay to Thana, covering a distance of 33 kms5. The Railway system in India has grown into the worlds second largest system under one management. From than on new trains and special incentive tours are being added by the railway authorities in India to promote tourism in India by rail.5

Indian railways has special tourist trains, like Palace-on-Wheels, Royal Orient, Rajdhani, Shatabdi with special seasonal fares and India rail pass. Tour operators primarily responsible for
organised tours do make use of conducted rail tours. If tour operators have a spread of offices in the region they could offer a variety of packages which include pilgrim spots of almost all religious faiths in the region.

Not only from the point of view of international tourism but also from the point of view of domestic tourism railways have gained equal importance, as million of people travel every day on rails. Now the middle class people have also realised the importance of travel. They also undertake travel at least once a year to relax and to escape from their daily routine. In this regard Indian Railways has a major role to play as these people have fixed amount to spend on themselves, travelling by rail not only proves to be cheaper but also comfortable.

Our railways always takes special interest in promotion of tourism in our country. For example A very special package to woo tourists was announced by Mr. Shanti Narian member (Traffic) Railway Board on exclusive train to celebrate the millennium. These special trains were fully air conditioned running on the New Delhi-Agra- Jaipur-Khajuraho sector. Two other trains were introduced, one leaving Chennai to cover Mathupalyamooty Mysore-Bangalore and back and the third train covered the tourists of Eastern region from Calcutta to Puri. Each of these packages was of five days
duration Millennium celebrations was held on board these trains as they travelled for five days.

The Fairy Queen, the oldest working steam locomotive in the world, had began its tourist season from Oct. 30, 1999 and during the next four months it had lug tourists between New Delhi and Alwar nine times. The weekend packages were priced at Rs 10,000 inclusive of all expenses.

The Karnataka Government also launched the much awaited “Palace on Wheels” on October 2nd. The train covered major tourist destinations, including Srirangapatnaun, Mysore, Belur, Halebidu, Hampi, Badami, Aihole, Pattadapal, castle rock and Dandeli, in a round trip from Bangalore to Bangalore. The package is estimated to cost $150 to $200 a day.

Royal Orient Express, which is Gujarat’s answers to Rajasthan’s Palace on Wheels commenced its first journey of the season from Delhi cantonment railway station on Wednesday 26th September 2001. But the main concern of the officials of the Tourism Corporation of Gujarat Limited (TCGL) was the cancellation of the reservations by the foreign tourists. The TCGL Managing Director Mr. Atanu Chakravarty said that beside their efforts to sell the package to foreign tourists efforts on equal front were also made to sell the package to domestic tourists who were planning to go
aboard. The saloon train made a rather disappointing start after its launch on Feb 1995 with its occupancy at 25 percent in the first year. The occupancy fell to nearly 15-20 percent in the next few years. However after coaches were republished in 2000 and the corporation tired up with some leading tour operators in Europe things started looking up. The Indian Railways takes away 72 percent of profit under the revenue sharing agreement. While the travellers on Palace on Wheels get to see mainly Rajasthan. The Royal Orient offers both Rajasthan and Gujarat in an attraction package.

Besides the various efforts made by the railways the fact remains the same that our railways needs a major overhauling including repair and replacement. Admitting to a groups of newsmen that the Indian Railways needed a major overhaul our railway minister reiterated the Union Government stand that safety and well being of the railway passengers were not negotiable. A sum of Rs 17,000 crores has since been earmarked in the current financial year for safety measures. Mr. Minister said that the ministry had already singled out some 500 such rail bridges which were not completely suited for train movement. Over 25,000 kilometres of railway tracks out of the total 62,000 km were also in immediate
need of either repair or replacement. After railways another important means of transport is the road transport.\textsuperscript{10}

The unprecedented boom in the tourist movement in the twenties can directly be linked with the introduction of the private motorcars. The motorized private and public road transport and the improved road conditions led to the tremendous growth of travel the provision of good motor roads and the road services were important factors in the development of both domestic and international tourism.

Travelling by roads have its own charm, international tourist wants to travel by road as they want to know the country properly and domestic tourists travel by roads because they want to enjoy every bit of their journey. But despite of the fact that road travel had gained a great deal of importance still our government is not taking enough interest in building new roads. As compared to other competitor countries who are giving great deal of importance to the building of roads to promote tourism, India is lacking for behind.

Although various roadside motels and restaurants and dhabas are being developed so that the travel by road becomes more interesting but still efforts are needed in regard to basic amenity i.e. the condition of the roads. Many states in South-Indian and Himachal Pradesh have given special importance to the
development of roads. Various taxi both Government owned and private are available all over India, so that the tourists may not face any problem in their visit. Booking for the taxi are made in advance and tourists are advised to book a taxi from government owned travel agencies so that they cannot be cheated and can enjoy their trip to the fullest desire. Then comes the question of the development of sea transport.

Although sea cruises are famous all the world. But in India there sea cravers have not gained any popularity. The reason being that international tourists do not find Indian sea cruises equally interesting and enjoyable as in other parts of the world and secondly because the major Indian population who undertake tourism is not wealthy enough to afford such cruises, except people from upper strata of the society. After sea cruises in the past days air transport has also acquired an important place.

The late twentieth century period can be termed as a period which is responsible for introducing a phenomenon called ‘mass tourism’. The pursuable period of growth however has been post 1950, with the tremendous increase in speed, safety and comfort provided by the new civil Aircrafts like Douglas DC-6s and DC-7s and super constellations, there was a noticeable increase in the long distance international as well as interregional tourism. The
most dramatic event which introduced an entirely new dimensions of speed, comfort and efficiency to air transport took place in 1958 with the advent of jet air crafts in the civil aviation industry.

Civil aviation in India came into being in 1927, with the appointment of Ltd. Col. F.C. Shelmerdine as the first Director of Civil Aviation. A nucleus of four controlled aerodomes at Karachi, Delhi, Allahabad and Calcutta was set up in 1931 and a foundation for Air Traffic Control services was laid with the apartment of four Indian Aerodrome officers specially trained in United Kingdom at these four Airports.

As early as 1929, the entirely Indian owned company, Tata Sons Limited (later known as Tata Airlines) had submitted plans to the Government to operate air services between Karachi and Bombay. This proposal did not however find immediate favour with the Government Tata sons limited were later granted a route from Karachi to Madras via Ahmedabad, Bombay, Bellary to connect imperial Airways U.K.-India services to Karachi. The company commenced operations on the route on 15th October 1932, without any subsidy from the Government. This Airlines which later became the Air India made a very modest start with the Puss Month and one Leopard Month and a small establishment of 2 pilots, 1 Engineer and 2 Apprentices it was developed into a well knit organization by
the year 1939 and was India's premier Airline company at the time of Nationalization of Airlines in 1953.\textsuperscript{11}

As far as India is concerned our National Carrier is facing a lot of problems infect it had reached to the state of bankruptcy. A very important reason for this condition of Air India is the political interference. Mr. V.J. Deka regional secretary of the Air Employees Guild told Times of India that Air India is more likely to die a natural death in a year and a-half if it is not infused with fresh funds, no matter weather they are Government or private. According to aviation experts Air India requires additional capital at least to the extent of Rs 500-1000 crores\textsuperscript{12}. The ups and downs which our National carrier has faced in terms of monetary gains or losses since 1991-2002 are as follows:-

<table>
<thead>
<tr>
<th>Year</th>
<th>Rs in Crores</th>
</tr>
</thead>
<tbody>
<tr>
<td>1991-92</td>
<td>145.84 (gain)</td>
</tr>
<tr>
<td>1992-93</td>
<td>331.14 (gain)</td>
</tr>
<tr>
<td>1993-94</td>
<td>201 (gain)</td>
</tr>
<tr>
<td>1994-95</td>
<td>41 (gain)</td>
</tr>
<tr>
<td>1995-96</td>
<td>272 (gain)</td>
</tr>
<tr>
<td>1996-97</td>
<td>297 (gain)</td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th>Year</th>
<th>Profit/Loss</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997-98</td>
<td>181 (gain)</td>
</tr>
<tr>
<td>1998-99</td>
<td>174 (gain)</td>
</tr>
<tr>
<td>1999-2000</td>
<td>-38 (loss)</td>
</tr>
<tr>
<td>2000-2001</td>
<td>-51 (loss)</td>
</tr>
<tr>
<td>2001-2002</td>
<td>-23 (loss)</td>
</tr>
</tbody>
</table>

**Source:** Times of India, New Delhi

The table clearly shows that since 1995-2001 Air India has been under tremendous loss. As a result it had to raise its price pattern which had a negative impact on arrival of tourists in the country which led to the situation of decline of the tourism industry. Infact this loss was mainly the result of political interference in the industry. Unlimited people were given back door entries and besides this many profit making roots of Air India were given to Indian Airlines.

A major set back which the Air transport industry had to face recently was the outcome of the attack on the world trade centre on 11th September. As a result various flights were cancelled all over the world because United States of America had locked its airspace. The outcome of this attack was even more severe as around 70,000 workers at U.S. Airlines had to loose their jobs in less than a week.
In London, British Airways announced on 20th September that it would cut 7,000 jobs and reduce operations by 10 percent because of an expected slowdown in air travel following terror attacks in the United States. Delta Air Lines Inc. issued a notice that it was reviewing all of its costs and urged its workers to curb their spending. In Frankfurt of Lufthansa issued its second profit warning saying it could no longer meet its target for 2001 earning. Similarly in Zurich Swissair said it had lost around 65 million Swiss francs in the week since the attack13.

The result of this attack on World Trade Centre were equally bad in India as well. Indian Airlines had imposed a surcharge on passengers fares from October to offset the increased burden of insurance premium, a fallout of terrorist attack in the United States14.

Besides this passport verification was tightened as a result issuing of passport had now become a very difficult and painstaking procedure. Another step taken was that now there was airtight security on all airports in India as a result tourists have to go through a lot of checkups and procedures. At this stage the Bureau of Civil Aviation security (BCAS) had ordered that every airline will now have to fly sky marshals. Earlier only a few selective flights of Indian Airlines which were deemed sensitive after the Kandahar
hijacking in December 1999 carried Air marshals. In addition to the transport infrastructure, the communication also plays an important role in the development of tourism industry.

Transporting of information from one place to another is another important ingredient for a successful tourism industry. There are a lot of tourists who come to India from various parts of the world i.e. far away from their own homeland to a new land in search of relaxation, adventure, change, meditation, medication, knowledge etc. leaving behind their parents, friends and other dear and near ones. It is here that communication is needed so that the tourists can inform their loved ones about the destination their location and their well being so that people are not worried about them and also because they can get full information about their house in some other country and can enjoy their holiday to the fullest. So for this reason it is important that proper telecommunication system and proper internet facilities at low cost should be provided in every star hotel so that tourists who cannot afford five star hotels can also get these facilities. Proper telecommunication services should be provided on motels so that tourists can also contact their family and friends even if they travel by road. Accommodation and hotel management also forms a significant segment of tourism infrastructure.
Special measures are taken by the Government to provide proper accommodation facilities with all the basic needs for the tourists of all categories. Proper measures are taken to provide accommodation at reasonable rates, in this regard. The Department of Tourism is laying special emphasis on the creation of facilities for domestic tourists and is particularly keen that there should be more movement of people from one region to another. To provide budget accommodation for domestic and foreign tourists Yatri Niwas, Tourist complexes, Tourist Lodges, Tourist Hostels/ Homes are being provided at a number of places in the country. During 1997-98 an amount of Rs 13.43 crores was released to state government for creation of budget accommodation in the country\textsuperscript{16}.

Recognising the importance of well knit network of wayside amenities to keep pace with the fast developing highway tourism in the country, the construction of wayside facilities on the roads leading to or connecting important tourist, cafeterias restaurants, motel, public conveniences etc. During 1997-98, an amount of Rs 3.23 crores was released to state Governments for creation of wayside amenities in the country\textsuperscript{17}. In the next few paragraphs we will discuss a few different types of accommodation facilities available in the country.
Time share/Apartment hotels were constructed in a bid to increase budget/moderately priced accommodation. The Ministry of Tourism formulated guidelines for the approval of Time share/Apartment hotels. This concept is approximately 30 yrs old and has been operating successfully throughout the world. In our country it is likely to attract a large number of middle class foreign tourists apart from catering to the needs of domestic travellers.

Then comes the 'Heritage Hotels' this concept was introduced with a view to convert the old palaces, havelies, castles, forts and residences built prior to 1950 into accommodation units as these traditional structures reflected the ambience and life style of the bygone era and are immensely popular with the tourists. The scheme is aimed at ensuring that such properties, landmarks of our heritage, are not lost due to decay but become financially viable properties providing room capacity for the tourists. The heritage hotels are classified in the following categories:-

'Heritage', this category covers hotels in residences / havelies/ hunting lodges / castles / forts / palaces built prior to 1950 but after 1935.

'Heritage classic', this category courses hotels in residences/ havelies/ hunting/ loges/ castles/ forts/ palaces built prior to 1935 but after 1920.
'Heritage Grand', this category covers hotels in residence/havelies/hunting lodges/castles/forts/palaces built prior to 1920.

Till the end of September 1998, as many as 48 properties have been classified as Heritage hotels providing a room capacity of 15948 rooms. Guidelines have also been formulated for conversion of Heritage properties into Heritage hotels, and their approval at project planning stage. At present, 50 heritage properties are approved as projects which on completion would add 945 rooms in the heritage category. The Ministry of Tourism through an advertisement campaign has invited attention of all owners of havelies/old buildings far converting them into Heritage properties.

Paying guest accommodation and guesthouses are another important reasonable accommodations. As envisaged in the National Action plan for the tourism, two new schemes of paying guest accommodation and guesthouses were introduced under the paying guest accommodation scheme. House owners having potable rooms of reasonable standards are approved and enlisted as paying guest accommodation. Regional committees consisting of representatives of central Ministry of Tourism, State Tourism Departments/Corporations, tour operators, travel agents, hotels and the district
administration were set up to register such accommodations. So far 1440 premises providing 5313 rooms have been approved\textsuperscript{18}.

Now comes the second type of infrastructure which also have a very important role to play in the development and promotion of tourism in the developing countries like India and that is second infrastructure. In the above paragraphs. We were discussing the economic infrastructure for the development of tourism industry. Below we will portray the significance of ‘Social Infrastructure ’eg:- education, health, sanitation, culture, environment etc. etc.

In developing countries like India the professionalisation of education is far behind as compared to other developed countries. This means that we lack human resources with a scientific and systematic study in the field of tourism management. As a result despite of our hard efforts sometimes the tourists are dissatisfied with our services which effect the inflow of tourism. This is one of the most important reason why India despite of its invaluable treasures in the field of tourism is not even among the top 15 countries of the world which attract tourists in largest number. The basic reason being that India the inflow of tourism is more but the inflow of professionals is very less.

The biggest problem that India faces is the apprehension about the law and order. There are fear in the minds of tourists
about the law and order situation in our country. There are two most
important aspects of law and order and that are safety and
'security'. If law and order of a country is weak it will increase crime
which would have a direct effect on tourist inflow. For eg:- In
Kashmir terrorism has affected the tourist inflow to a great extent.
Not only this the communal violence in India is another great
hindrance in the inflow of tourist. The communal violence of Gujarat
not only affected the inflow of tourists but also harmed many of the
historical building and monuments. The attack on Indian parliament
on 11th December are all examples of how weak our law and order
is. So the greatest requirement of present hour is that our
Government should take strong steps to ensure peace in the country
and also ensure safety and security of the tourist, otherwise the
inflow of tourist will keep on decreasing. The problem of law and
order is the biggest problem faced by the south East Asian
Countries.

Another factor which hinders the growth of tourism in India is
the lack of availability of equipments and appliances needed for the
promotion of tourism. Indian's physical feature makes it a country
rich in natural resources needed for adventure tourism. It has high
peaked Himalayas, vast oceans, rivers, and lakes, seas, forest,
rocky mountains etc. But despite of having so many resources for
promotion of adventure tourism we lack in the sophisticated equipments which are necessary for the promotion of adventure tourism. Adventure tourism so far has been the most neglected aspect of tourism in India. Himalayas are famous all over the world but we cannot open them for the mountaineers as we cannot provide them with proper equipments. Same is the case with water sports but lack of proper equipments is the biggest hindrance in their promotion. Not only equipments could provide complete help even if they are made available we lack properly trained professionals and guides who know how to operate these equipments and machinery. So to exploit this field of tourism and to make the best possible utilisation of the resources it is necessary for our Government to take some strong step in this field.

Another important social infrastructure is the finance. Finance is the heart of every economic activity. The availability of finance and its proper utilisation is the solution for a large number of problems that we face in the field of tourism. As a result of these problems our profit chart is also falling down, profit works as an incentive for people to undertake a business, it is also a parameter of judging success of a business and is the only way of telling the world your position in the market. But in India despite of innumerable resources in the field of tourism our position is not
rising in the world scenario for promotion of tourism. The basic reason of this downfall is that the Government allocations are inadequate as compared to the increase in tourism services.

Marketing strategies are also an important part of social infrastructure. But it is sad to known that we lack in proper marketing strategies. The marketing strategies in India are lacking in their spirit. Marketing of services is the most difficult task as services are intangible products, so convenience and satisfaction of the customer is the most important aspect of the marketing strategise. The most important thing about services is that they are always treated on personal rapo because customer will always go there where he is treated the best. That is why it is always said that customer is always right. Japanese say that customer is God because the future of business is in the hands of the customer. As far as marketing is concerned it is always important to give the factual picture of tourism because people undertake tourism to relax and enjoy false picture can create a negative impact in the mind of tourist and as a result will also degrade the position of the country in the world chart. It should always be remembered that services are sold on trust.

Culture and tradition also forms a significant part of social infrastructure. As we know that India is a vast country it has a huge
culmination of people with different culture and tradition. Infact in India a vast variety of culture and tradition exist which forms an important attraction for tourists from all over the world. So it becomes our duty to preserve our culture and tradition as it has become an important form of tourism in today's world. Tourists from all over the world love to learn about the old culture and traditions of the world and India luckily is one of the countries where oldest culture and tradition can be found. So culturally also India can attract a large number of tourist, if we are able to protect our culture and tradition.

Another very important aspect of social tourism is environment. Environment also forms a very important part of tourism. Infact environmental preservation has become an important area of concern the world over. Every country who has realized the importance of tourism has also realized that tourism can even have negative impact on the environment of a place so steps should be taken to prevent environment pollution at every cost. In India government is taking special measures to avoid any damage to environment through tourism. Present tourism scenario have shown that people like to visit pollution free places and cities as they want to live and enjoy the healthy environment and this is the main reason for the increase of tourists in hill stations, villages, seas etc.
as they want to escape every kind of pollution and enjoy their visit to the fullest.

**The economic and social infrastructure are the two most important ingredients of the tourism industry without which no tourism industry can survive. And the progress of this industry largely depends on the quality of infrastructure provided by a country. So it is important that our government should pay extra attention towards the development of both economic and social infrastructure in the country so that the proper exploitation of the various resources of tourism in India could be done.**

Since most of the tourist attractions and delivery system are within the purview of state/UT governments, a large part of the Central Government investment for the improvement and creation of tourist facilities is channelised through the State Governments on a cost sharing basis. The State Governments generally meet the cost of land and its development while the Central Department meets the cost of construction etc. This method of central assistance has been continuing since second five year plan and is quite popular with the State Governments. It is found to be very useful in achieving a coordinated development of tourist facilities. The scheme assisted through this method includes the following:-
Construction of budget accommodations, tourist complexes, Yatri Niwa, wayside amenities, forest lodges, rented accommodations, tourist reception centre etc.

Refurbishment of monuments and heritage buildings. Development of special tourism areas, pilgrims centers and other centers identified for intensive development. Development of adventure and sports tourism facilities.

Sound and light shows and flood lightning monuments.

Promotion of fairs and festivals, rural craft meals and production of literature and publicity material.

A new method of funding by way of grant-in-aid towards project cost was introduced during 1992-93. As per the scheme, 28 percent of the project cost is provided by the Central Government and 12 percent by the State Government. The balanced 60 percent has to be raised as loan from the financial institutions or banks. This method of funding is applicable to bankable projects requiring large investments. It is expected that the State Governments would be able to mobilise more resources from financial institution for investment in tourism projects through this method. In the initial years the State Governments did not show much interest in this method of funding, as they were generally not interested in availing
loan facilities for putting up developmental projects. It was therefore, proposed to reallocate a major parts of the funds provided for the scheme to normal funding schemes. The remaining budget was proposed to be used to meet the committed liabilities in respect of already sanctioned projects. However, some of the state governments became aware of the significance of the scheme and came up with new projects for financial assistance. The scheme is, therefore being continued along with the normal funding schemes. All bankable projects with substantial financial requirements are funded under the normal scheme. Now in the next few paragraphs we will learn about the procedure for central financial assistance.

The State Governments desirous of availing the central assistance prepares a list of projects proposed to be taken up during a particular year and discuss the same with the Central Departmental of Tourism during the beginning of each financial year. On the basis of these discussions, a number of projects which conform to the norms of approved schemes and are useful from the point of view of tourism are short listed or prioritized.

The State Governments/union territory administration are required to submit the project proposal in prescribed 'C' form along with the following documents.
A certificate to effect that the developed piece of land is readily available and the same is in possession of the State Government (State Tourism Department) and the land/little of the land will be transferred in favour of Government of India free of charge and free of cost. The certificate should also indicate the exact location of land with site measurement, name of the place and district etc. along with an undertaking in prescribed format from the State Government, as given in 'C' form.

Blue prints, drawing and details of the proposed facilities to be created with rate per sq. meter and estimated cost of each of the facility.

Estimates, prepared/vetted by the CPWD / state PWD (Approved Civil Engineering Wing), as the case may be.

Location map of the proposed project along with tourist map of the state.

Description about the tourist centre along with tourist traffic for the last three years, facilities if any, already available and full justification for creation of the proposed facility.

The projects and proposals received with the above details are scrutinized with references to the norms of approved schemes, their
desirability and availability of resources. The projects satisfying the existing guidelines are then approved for financial assistance.

The actual releases against the sanctioned projects are made in three to four instalments. The first instalment is normally relieved as an advance and the subsequent instalments are released on submission of utilisation certificates in respect of the funds already released. The total release made to any state government in a year thus depends upon the efficiency of that state in executing the project. In the next few lines we will learn about the criteria for the grant of assistance.

The criteria for the grant of assistance to the state government for the development of tourism include the following.

The demand criteria i.e. the number of popular tourist destinations in the state/UT and volume of tourist traffic to them.

The supply criteria i.e. the feedback received from the overseas offices, travel intermediaries and tourists regarding shortage of tourist facilities in respective centers.

Post performance and capacity criteria i.e. the capacity of the state/UT to absorb assistance.

The unique attraction of the state.
The destinations and circuits identified in the National Action Plan for intensive development of tourism.

Now let us have a look on the development of some of the tourists destinations. The National Action Plan, 1992 envisaged the intensive development of some of the tourist circuits and destination in coordination with the State Government and the private sector. A number of new circuit's and destinations were thus identified and emphasis was given for the development of these circuits and areas. Some of these areas are as follows.

Bekal in Kerala was identified as special tourism area and a development authority for the Bekal Beach has been set up. The State Government also established a Bekal Resorts Corporation. A Master Plan for the development of the area has been prepared and the land acquisition as well as the development work had been taken up.

The Government of Maharashtra constituted an administrative body under the chairmanship of Chief Secretary of Maharashtra for the development of Sindhudurg as a special tourism area. The State Government also declared a stretch of 84 kms between Sindhudurg and Vijaydurg as special tourism area and a concrete plan for the development of the area has been prepared.
The Puri Konark Beach was initially identified as a special tourism area. However, due to the non clearance of the project by Ministry of Environment and Forest in the specified area, the State Government identified an area south of Puri for the establishment of the special tourism area. The Central Department of Tourism has prioritized a project for the preparation of the Master plan of Puri special tourism area.

The State Government of Tamil Nadu constituted a State Level Authority for setting up a special tourism area in the Mutthukadu-Mamallapuram Beach. The State Government is yet to prepare the Master Plan for which the Central Department of Tourism has agreed to provide financial assistance.

In the next few paragraphs an effort is made to highlight some of the other budgetary support available to tourism.

During 199-2000 an amount of Rs 10.17 crores was released to State Governments for creation of budget accommodation in the country this step was taken mainly to promote youth tourism in India, as well as, so that people can avail good accommodation facilities at cheaper rates.

Recognising the importance of a well knit network of wayside amenities to keep pace with the fast developing highway tourism in
the country, the construction of wayside facilities on the road leading to on connecting important tourist centres has been taken up for implementation these include tourists reception centres, cafeterias, restaurants, motel, public conveniences etc. During 1998-99 an amount of Rs 3.75 crores was released to State Government. For creation of wayside amenities in the country, but during 1999-2000 this amount was raised to Rs 4.00 crores.

The mainstay of Indian tourism is cultural tourism around the magnificent monuments and heritage centres located in different parts of the country. Both domestic and foreign tourists visit these monuments and derive intense pleasure by experiencing the journey back to the ages. With a view to retain the glory of these monuments and to provide visitor facilities around them, the Department of Tourism has taken up a scheme for the refurbishment of movements and improvement of their environment. This scheme was started during 1995-96 and a sum of Rs 1.22 crores was released during the VIII plan period. During 1998-99 this sum was raised upto Rs. 1.75 crores.

In order to ensure integrated development of the infrastructural facilities including basic amenities in the identified tourist/ pilgrim centres, it has been decided to provide financial assistance to the state/union territory Government for the
implementation of composition projects in 60 selected centres. The maximum assistance will be rupees one crores, subject to matching contribution by the State Governments. And it will be provided at the rate of Rs 50.00 lakhs over a period of two years. The Department of Tourism has decided to set up a 'Pilgrim Tourism Development Board', to advice the Department in all matters relating to pilgrim tourism. During 1999-2000, financial assistance has been provided to pilgrim centres in Rajasthan, proposal for pilgrim centres at Khatu Syamji (Rajasthan), Paner (Maharashtra) are under consideration.

As a part of the policy for the diversification of tourism product of India special attention is being given for the development of eco-tourism and adventure tourism in the country. The Department has also formulated a set of guidelines on safety and quality norms on qunatic tourism. Central financial assistance is being extended to various State Governments. Such as Gujarat, Kerala, Tamil Nadu, West Bengal etc. For development of various eco-tourism projects in the country.

The Ministry of tourism is also continuing to provide financial assistance to state/union territory Government to put up infrastructural facilities for trekking, rock climbing, mountaineering, aero sports, winter/water related sports, trekkers huts, wildlife viewing facilities etc. Trekking equipments were provided to State
Government of Uttar Pradesh during 1999-2000. During current financial year proposal for financial assistance for Himachal Pradesh, Sikkim etc. are under consideration. Financial assistance for provision of water sports equipments consisting of kayaks, canoes, paddleboats, fiber glass boats, haver crafts, water scooters etc. is to be extended to Andhra Pradesh, Dadra and Nagar Haveli, Keral, Madhya Pradesh, Mizoram, West Bengal, Arunachal Pradesh, Skikim etc. During 2000-2001. In most of the cases balance funds were released during 1999-2000 on completion of the projects. The promotion of destinations like Patnitop (Udhampur District, Jammu and Kashmir), Samasar (Doda District, Jammu and Kashmir), Auli (Garhwal Hills, Uttar Pradesh) for winter sports have also been taken up.

During 1999-2000, regular heliskiing aspirations took place in Manali region, Government of Himachal Pradesh and the organisers were extended required assistance. Similarly Department of Tourism extended support for successful organisation of Himalayan run and trek, an annual event in Darjeeling (West Bengal) during November 2000. Special efforts were made by the Department of Tourism to promote inland water tourism by providing necessary infrastructural facilities. Financial assistance is to be extended for construction/procurement of Malabar Dhow, Double Hull Boat,
construction of Jetty, Cruise Vessels, Modular Kabana Boats, etc. to Kerala, Andhra Pradesh, Dadra and Nagar Haveli, Tamil Nadu etc. For promotion of water sports activities in the country, various proposals such as construction of water sports complexes at West Bengal, purchase of water sports equipments for Andhra Pradesh, Madhy Pradesh, Pondicherry, Mizoram, Sikkim, West Bengal etc. and river rafting equipments for Arunachal Pradesh, Sikkim etc. scuba diving equipments for Lakshadweep are under consideration.

In order to make some of the tourist destinations more attractive for the tourists, the Department of Tourism in collaboration with the Archaeological Survey of India (ASI) has formulated schemes for SEL/flood lighting of monuments. The Department of Tourism provides financial assistance to the State Government/Union territories to meet the equipment cost of such facilities. During 1999-2000 funds have been released for SEL shows at Khajuraho, Anandpur Saheb and the balance of the first instalment of financial assistance is to be released for SEL show at Srimanta Sankardeva Kalashetra (Assam), Thirumal Nayak Palace (Tamil Nadu); proposals for sound and light show at Buddhist place Thotta Konda (Andra Pradesh), Rock Carden (Chandigarh) and Katra (Jammu and Kashmir) are under consideration.
The Ninth Himalayan Tourism Advisory Board (HINTAB) meet was organized at Darjeeling (West Bengal) during May 2000. Major decisions taken are as follows:

A core group has been constituted for coordination and development of tourism and promotion of ecological environment in the Himalayan region. The first meeting of large group was held at New Delhi and besides various other promotional measures, a decision to draw action plan for implementation of eco-tourism policy and guidelines was also taken.

A sub-committee has also been constituted to frame operational guidelines for eco-tourism promotion and guidelines on safety, rescue measures and insurance of tourists and all India slogans for popularising eco-tourism as well.

- State Governments to prepare Master Plan in collaboration with forest department and increase the awareness of ecological preservations among local inhabitants.

- State Governments should take special steps to strengthen the infrastructure in Himalayan region.

- Principal Himalayan Mountaineering Institute to submit detail proposal regarding permission to run courses for foreigners.
State Governments have been impressed upon to include incorporate eco-tourism in their curriculum to inculcate ecological awareness from school days.

These were some of the important efforts made by the Central and the State Governments to strengthen the tourism infrastructure in our country. The table down below will show the percentage distribution of expenditure by foreign tourists in India and Investment requirement for integrated tourism development in India (1996).

PERCENTAGE DISTRIBUTION OF EXPENDITURE BY FOREIGN TOURISTS IN INDIA

<table>
<thead>
<tr>
<th></th>
<th>Non-Package</th>
<th>Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodation</td>
<td>33.5</td>
<td>30.71</td>
</tr>
<tr>
<td>Food and Beverage</td>
<td>20.5</td>
<td>18.53</td>
</tr>
<tr>
<td>Entertainment</td>
<td>2.6</td>
<td>9.29</td>
</tr>
<tr>
<td>Shopping</td>
<td>24.8</td>
<td>15.63</td>
</tr>
<tr>
<td>Internal Travel</td>
<td>13.6</td>
<td>19.06</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>5.0</td>
<td>6.78</td>
</tr>
</tbody>
</table>

### INVESTMENT REQUIREMENT FOR INTEGRATED TOURISM DEVELOPMENT IN INDIA (1996)

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Project</th>
<th>Central Government</th>
<th>State Government</th>
<th>Financial Institutions</th>
<th>Private (Rs in crores) Total Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Mega Projects</td>
<td>1000</td>
<td>500</td>
<td>1000</td>
<td>2500</td>
</tr>
<tr>
<td>2.</td>
<td>Airports</td>
<td>1000</td>
<td>-</td>
<td>1500</td>
<td>2500</td>
</tr>
<tr>
<td>3.</td>
<td>Air Services/Air Strips</td>
<td>100</td>
<td>100</td>
<td>1800</td>
<td>1200</td>
</tr>
<tr>
<td>4.</td>
<td>Water Transport</td>
<td>-</td>
<td>-</td>
<td>150</td>
<td>100</td>
</tr>
<tr>
<td>5.</td>
<td>Railways</td>
<td>500</td>
<td>-</td>
<td>-</td>
<td>500</td>
</tr>
<tr>
<td>6.</td>
<td>Road</td>
<td>1000</td>
<td>-</td>
<td>-</td>
<td>7000</td>
</tr>
<tr>
<td>7.</td>
<td>Road Transport</td>
<td>-</td>
<td>-</td>
<td>200</td>
<td>150</td>
</tr>
<tr>
<td>8.</td>
<td>Integrated Infrastructure</td>
<td>1000</td>
<td>500</td>
<td>1000</td>
<td>-</td>
</tr>
<tr>
<td>9.</td>
<td>Acc. &amp; Restaurants</td>
<td>50</td>
<td>50</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>10.</td>
<td>Pilgrim Centers &amp; low period Acc.</td>
<td>50</td>
<td>50</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>11.</td>
<td>Extra partnership development</td>
<td>500</td>
<td>-</td>
<td>2000</td>
<td>-</td>
</tr>
<tr>
<td>12.</td>
<td>Cultural tourism</td>
<td>125</td>
<td>100</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>13.</td>
<td>Marketing</td>
<td>750</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>14.</td>
<td>H.R.D.</td>
<td>100</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

205
In conclusion it can be observed that infrastructural development both economic and social has a pivotal role in the policy framework of tourism development in the country. If in spite of all the efforts made India still has only a miniscule share of the global and even regional traffic it is because of a singular lack of awareness about the gains to tourism among planners and decision makers and indifferent and inconsistent efforts towards development of competitive tourism products and services. These coupled with infrastructural inadequacies and ineffective marketing have inhibited India’s tourism growth. The lack of development of infrastructure has been additional barrier.

At 2.29 million tourist arrivals (including Pakistani and Bangladeshis) in 1996 India’s share of the world tourism market has been less than half a percent (0.39%). The average duration of stay of a tourist is 29.8 days. This light average is on account of the low

<table>
<thead>
<tr>
<th></th>
<th>Research computerization</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td></td>
<td>25</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>25</td>
</tr>
<tr>
<td>16</td>
<td>Incentives</td>
<td>1250</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1250</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>13450</td>
<td>1250</td>
<td>12200</td>
<td>4450</td>
<td>31350</td>
</tr>
</tbody>
</table>

**Source:** Report on South – Southeast Asian Convention on Tourism; 25th 28th November 1997, Hyderabad; organized by confederation on Indian Industry, New Delhi; Table XVIII.
budget young tourists and Indian ethnic visitors with foreign passports. The major trends seen in Indian tourism in last few years is that people coming to India on pleasure have increased and there is emphasis on cultural and outdoor holiday attractions. And it is expected that there will be an increase in the number of business travellers and women travellers in next few years and so personal security and safety will be the prime concerns for the tourists.

It is seen in this chapter that a lot of improvement is required as far as tourism infrastructure is considered special attention is required for social infrastructure specially law and order because safety always comes first. As far as India is concerned we are lacking far behind in our infrastructural facilities as compared to our other competitors. So it has become very important for the Government to prepare proper plans and policies for conducive development of infrastructure in India. This will help a great deal in the proper development and steady growth of the tourism industry and would prove to be an important step towards capturing the world market. In the next chapter an effort would be made to examine the tourism marketing in India.
REFERENCES:


2. Singh Ratandeep; Dynamics of Modern Tourism; Kanishka Publishers, Distributors, New Delhi; 1996; p 115


4. Ibid; p 11

5. Ibid; p 13

6. Hindustan Times; 28th October 99; p 5

7. Ibid.

8. Times of India, 9th July 2001; p 4

9. Times of India, 26th September 2001; p 5

10. Times of India, 25th September 2001; p 1

11. Courtesy Air India Department of Tourism and Public Relations.

12. Times of India; 9th September 2001; p 3

13. Times of India; 21st September 2001; p 3

14. Times of India; 24th September 2001; p 5
15. Times of India; 27th September and 30th September 2001; p 3


17. Ibid; p 11.

18. Ibid; p 22.


20. Ibid; p 8.


22. Ibid; pp 16,17,18.

23. Ibid; p 18.