Chapter – 6

Conclusions & Suggestions
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Tourism is essentially a twentieth century phenomenon. In early times indeed merchants, missionaries, and explorers travelled long distance by land and sea in pursuit of their vocations and interests. But today, travelling designated as tourism is undertaken by literate masses for acquiring knowledge of how others live and what the different countries look like. It is an exciting hobby. Ours is not a monotonous globe. The natural and geographical, the political, economic and cultural variances are immense. It is this wide and fascinating canvas that attracts the tourists to make their acquaintance of other parts of the world and its native inhabitants. It is undertaken mainly out of curiosity, enhancing ones knowledge and experience and thereby deriving satisfaction and joy. Business could also be combined with it, if so required.
Tourism is essentially the temporary movement of people for holiday to destinations outside their normal place of residence or work. It differs from migration, which is a permanent shift of residence.

Strictly speaking the conventional type of pilgrimage (religious) does not qualify to be called tourism but in India the distinction is being overlooked, because of its scale and also because Indian tourists often include religious places and festivals in their itinerary. However, the Indian tourist industry (private sector) caters to the foreign and domestic tourism and not the pilgrims who come within the purview of the public sector.

It may also be underlined that to-day tourism has assumed a global character. Domestic tourism, that is within the confines of the home country, is being speedily over shadowed by international (global) tourism. This is particularly so in the case of foreign tourists. However, Indian tourists have more recently tended to embark on global tourism, which is possible only in the case of the very rich. Or, when business trips abroad also take in ‘sight seeing’ in the visited country or countries. Global tourism has picked up because of present day travel facilities, particularly by air.
Thus, tourism includes both domestic and international (foreign) tourism. Like wise, tourists include both domestic and foreign tourists. The Indian tourism industry caters to both domestic and foreign tourism but it is the foreign tourist, who receives more particular attention for obvious reasons. The tide of foreign tourists the world over is rapidly rising and the Orient is their main venue. India wants to take advantage of the rising tide and is infact eager to increase its share of the global tourist traffic. It is both economically rewarding and stimulates a national pride because of our immense quality tourism potential. Uttar Pradesh stands out as a tourist’s paradise.

Global tourism tends to bring people resident in different countries and climes, far and near, together to share their respective gifts of nature, flora and fauna, historic monuments, architecture, arts and crafts, varied customs and cultures, festivals, novel delectable cuisine and styles of living. While the differences are noticed, what amazes the foreign tourists is how much there is also common between different linguistic, racial, religious, cultural groups and in respect of economic and political aspirations. This tends to make one feel that despite variations in outward expression the underlying sentiments are virtually the same. Mankind is essentially one human race and
the world a big ‘Global Village’. Today’s tourist is not a mere
globe trotter. He is a potential World Citizen in the making.

In every country there are the rich, the middle classes and
the poor but their relative numbers varies, often conspicuously
from country to country. India happens to be one of the
countries that is endowed with fascinating natural phenomena, a
very ancient and rich heritage, unique arts and architecture and
a democratic cum pluralistic social order but suffers from mass
poverty which makes us hang our head in shame. But while
there is also considerable, if not mass, illiteracy, the country
can boast of intellectuals, technologists, scientists and other
professionals of world class. While we are justified in giving
publicity to our natural potential and ageold and rich heritage,
we are obligated to remove mass poverty and widespread
illiteracy as speedily as possible. The incoming tourist notices
both our plus and minus points which are equally conspicuous.

Frankly speaking, India’s sole interest in promoting
tourism does not arise from an emotional pride in presenting to
the foreign tourist a ‘show piece’. This is incidental. The
principal motive is earning much valued foreign exchange.
Tourism today is a major source of foreign exchange almost
outstripping the traditional sources of precious stones and jewellery and ready made clothes.

While this may be true. It is not a matter of mere wishful thinking. India has taken to promoting tourism seriously both at the centres and state levels. The initiative was obviously taken by the centre. The Central ministers are actively participating in promoting tourism to the extent of their respective compulsive involvement, the stress being on widespread publicity to attract foreign tourists and minimizing bureaucratic routine procedures and formalities on their arrival. One must not fail to mention the specific role of the Archaeological Survey of India (as also State Archaeological Departments) in ensuring proper maintenance and professional site management of important tourist attractions. This apart, the Central Government is simultaneously playing an active role in providing infrastructure, such as adequate and appropriate accommodation and travel facilities particularly by rail and air. While the role of the Centre is crucial, the main responsibility in tourism promotion falls on the shoulders of the state governments. Here we are concerned with the specific role played by the state of Uttar Pradesh.
Before we embark on the task of detailing and critically evaluating the role of tourism promotion in Uttar Pradesh, attention may be drawn to a matter of all India interest. There is apparently considerable international competition, particularly amongst Asian countries in promoting tourism and attracting progressively more foreign tourists. The point to note is that the outlays set aside for tourism promotion is relatively larger in the case of several Far East Third World countries compared to India and what is even more striking is that the cost of various services extended to foreign tourists is also relatively cheaper. These aspects need to be taken seriously.

When a foreign tourist contemplates a visit to the East he or she invariably dreams of seeing the incomparable Taj Mahal, one of the Seven Wonders of the World. The Taj Mahal happens to be located at Agra on the bank of the river Yamuna in India’s Uttar Pradesh. But Uttar Pradesh has many tourist attractions besides the Taj Mahal.

The majestic Himalayas in the north, the unique multi-river system covering the whole of the Gangetic plane from west to east. The rich and abundant flora and fauna, the historical architectural mausoleums and monuments, and the innumerable holy places. Uttar Pardesh is the birth place of
age old Hinduism, Buddhism and Jainism. It is also the venue of the famous Hindu mythologies, the Ramayana and Mahabharata. Uttar Pradesh continues to present till this day its ancient spectacular religious rituals, fairs and festivals. It is the centre of classical music and dance. It was also the adopted home of the Great Moghul rulers and their sophisticated culture which still survives. Uttar Pradesh is a virtual paradise for eco tourism and adventure tourism because of its natural assets.

From the tourist point of view Uttar Pradesh has been divided into nine tourism Circuits, each with its own characteristic features (described in detail in chapter 4 and select features in Chapter 5).

The approach to tourism promotion in Uttar Pradesh is highly commendable and appropriate. Publicity has been given the highest initial priority, as also a sustained one. This has been simultaneously followed up by duly sprunning up of existing centres of tourist interest and also providing new attractions. Also, special programmes (Mahotsavas) have been devised and put in to effect to woo tourists in anticipation of their possible predilections and also exposing them to new vistas. Priority attention has been given to the provision of all essential infrastructural facilities encompassing hotel
accommodation to suit all pockets and road, rail, river and air travel facilities in conjunction with the Central Government. Adequate measures have also been taken for the safety and protection against exploitation of tourists, specially foreigners. While the tourist programmes are largely on conventional lines attention may also be drawn to Uttar Pradesh’s innovative approach as evident from the novel ‘Visit Your Roots’ Scheme described at the end of chapter 3.

The private sector has been appropriately roped in for the promotion of tourism in the state and assumes active participation in providing the required infrastructure and assuming the responsibility of organizing guided tours, while the state offers, inter alia, ‘tourist packages’ and specially designed and organized various Mahotsavas referred to in Chapter 5.

Uttar Pradesh’s official policy was consistent with that of the Central Government which had declared tourism as an Industry and sought the cooperation of the private sector, which was readily forthcoming. Various tax concessions had been announced to make the private ventures more viable. Financial assistance was also extended to the private sector. In turn,
central financial assistance has been accorded to the state, as in the case of the other states.

Uttar Pradesh had also bagged the largest number of foreign tourists visiting India. Its outlay on tourism has also been the highest. Its diverse targets for the future are indeed ambitious and inspiring and one would wish Uttar Pradesh every success in achieving them.

For its appropriate approach and outstanding achievements, it is no surprise that Uttar Pradesh had been, as early as 1997-1998, bestowed the ‘Best Performing Tourism State Award’.

Success in diverse directions has indeed been achieved in Uttar Pradesh. Nevertheless, there remains much to be achieved considering the expected rise in the inflow of foreign tourists in particular. This is undoubtedly achievable in view of Uttar Pradesh’s policy approach, its natural and historical potential and the performance so far. To reach the pinnacle will take time, money and dedication. The potential is there for sure and the state does not lack the enthusiasm or the knowhow. The manner in which tourism programmes are being implemented it inspires optimism. Nevertheless, over confidence is not justified because there remains much to be achieved to provide
the necessary infrastructure to meet the anticipated needs of the expected growing inflow of foreign tourists. Domestic tourism may also pick up.

To conclude, there are many features of the Indian panorama that will greatly impress the foreign visitor or tourist but there are also features that may shock him, for example, defecating in public, religious intolerance accompanied by barbaric violence and mass poverty.

Attention has already been drawn to the shortcomings of our tourist promotion programmes in chapter 5. To recall it needs to be emphasised that compared to our sister nations in South East Asia our outlays on tourism is significantly less. Outlays have to be stepped up to provide the anticipated arrival of foreign tourist in larger numbers, as well as the likely increase of domestic tourists. The infrastructure programmes (residence, that is, rooms and other associated facilities and transport) are needed to be stepped up and expedited. The quality of the services have also to be improved speedily to keep up with international standards.

Another major factor to be kept well in mind is that the services offered to tourist by South Asia Countries is much
cheaper than what pervails here. This is noteworthy because the quality of service offered by them is also superior.

These aspects are to be borne in mind not only by the Uttar Pradesh Government but by all Indian States and the Central Government.

Expansion of essential facilities and of high quality conforming to international standards and at comparatively cheaper rates will enable us to successfully compete against other nations in attracting more tourists and increasing our world share of tourism. At the same time, enhancing foreign exchange earnings and employment opportunities.

Chapter 5 Identifies the problems of tourism in Uttar pradesh. This chapter is based on the results of the survey conducted with regard to:

(a) Problems and difficulties faced by the tourism in Uttar Pradesh such as theft, sanitation, lack of water supply facilities, high coolies rates, parking problems, lack of local transport, lack of lifts and ropeways and enbehaviour of shopkeepers, lack of professionalism, unhygienic conditions, lack of easily accessible information, lack of safety, poor visitor experience, restrictive air transport policy,
multiplicity of taxes and the low priority accorded to tourism;

(b) The problem of tourism agencies/department such as lack of qualified trained staff, dissatisfaction among employees, political appointment of chairman etc;

(c) Difficulties of the local people due to tourism such as high price level during tourist season, high cost of land, lack of training courses to people etc; and

(d) Problems of general nature of tourism such as lack of finance and lack of transportation facilities etc.

Suggestions

The problems identified by the study can be overcome through concerted effort of the Central and State Governments. The following suggestion are offered in this behalf.

1. The functioning of Uttar Pradesh Tourism Development Corporation though satisfactory to a great extent, yet it needs improvement for which few suggestions may be made:
(a) The members of the Board of Directors, should have relevant qualification and experience in field of business/tourism management etc.,

(b) Uttar Pradesh Tourism Development Corporation should exercise proper control on the operating costs so that the losses be reduced and additional profits could be utilized to meet the long term demands of the undertaking,

(c) The Uttar Pradesh Tourism Development Corporation publicity wing which publishes tourism material and advertisements in various newspapers and periodicals should be strengthened in active cooperation with the Department of Tourism,

(d) Professional approach should be introduced while providing the training to its employees. Professionalists should be asked to impart training to the employees in different fields and training programmes should be properly reviewed from time to time, and

(e) Seminars and refresher courses should be conducted for Uttar Pradesh Tourism Development Corporation employees at frequent intervals giving them up-to
date knowledge with regard to professional ethics of newly emerging mass tourism,

2. The facilitation services in the country are quite inadequate. The poor airport facilities are a constraint in the development of tourism. The airport infrastructure services need to be improved and modernized. The Ministry of External Affairs and the Ministry of Home Affairs can consider liberalisation of the system for issue of visa/permit. Streamlining the process of migration/customs clearance. Prevention of touting and misguiding of tourists are also essential.

3. A multiplicity of taxes exists in the tourism sector. The quantum of taxes also varies from place to place. This creates hurdle in packaging of the tourism product and is also irksome to the tourists; it makes the product expensive as well. Uniformity in taxes on tourist transport should be adopted to facilitate free flow of tourist traffic across the State borders.

4. To make effective use of the resources for overseas publicity, the application of information technology
needs to be promoted in the sector. It may be advantageous to strengthen the Government of India Tourist Offices overseas and in addition promote publicity through the internet and television.

5. In spite of the significant role of tourism in employment generation and socio-economic development in the country, tourism has not attracted the desired priority. It is necessary to focus attention on the potential role of tourism as an effective instrument of employment generation, particularly in backward areas.

6. Local people in the rural areas should be encouraged to participate in tourism related projects, which may preferably be formulated by the tourist official in consultation with locals and NGOs.

7. While the image of India in the knowledgeable circles is adequate but we have to build an international communication to market India as a safe tourist destination to counter adverse publicity.

8. We also need to create a better infrastructure in terms of domestic flights, road transport, railway
transport availabilities and maintain its quality all over the country. For example the Railway tracks are needed from Harpalpur and Satna via Mahoba to connect Varanasi with Khajuraho and for Jhansi-Agra-Delhi as the roads are not motorable to drive from Agra to Jhansi-Khajuraho. The entrance fees for the monuments must be reduced by at least 50% to make it more attractive for tourists. Also the LTC for the Government employees should be reintroduced.

9. Tourism, including hotels, should be declared tax free export processing zones because tourism industry is much better than all other industries, except software. Incase of tourism industry foreign exchange outflow is very negligible as compared to inflow of foreign exchange. So any hotel anywhere in India comes under the purview of Export Processing Zone itself. All imports related to tourism industry like hotel equipments and materials, luxury cars etc. should be made duty free within a ceiling of 25% of foreign exchange earned by that Unit. They should be exempted from custom
and excise duties also, as has already been done for units set up in the Export Processing Zones.

10. Suitable plots all over India should be earmarked for the development of hotels and resorts for the tourism industry and a nominal rate (Re.1/- per square metre) should be charged from the enterprises for 99 years lease. These enterprises could be Indian, NRIs as well as foreigners. Emphasis should be given to eco-tourism (eco-friendly tourism).

11. A Tourism Development Board should be set up initially funded through issuing of Rs.5000/- crore Tourism Development Bonds. On the state level, each state should also set up Tourism Development Boards and 50 percent of the luxury tax charged should be given to this Board.

12. These Board shall extent financial, technical and other assistance to those venturing to exploit the hitherto undeveloped tourism spots in the states. The tourism projects should not come under the purview of environmental laws and a separate body should be set up to look into the matter of eco-
friendly units. Each new hotel room constructed should be obliged to plan trees and take care of at least 200 new neem trees to help in controlling pollution. The neem trees will be a great boon to the Indian farmers in providing non-toxic and biodegradable natural neem-based pesticides to them.

13. Special taxi, Bus, Rail and Air services for tourist should be started from the major metropolitan cities and these should be connected with all the historic places. Through this, we can provide good services to our guests. They can see the entire India at one go. In this regard necessary assistance can be taken from Ministries of Tourism, Railways, Surface Transport and Civil Aviation. Services of important functionaries of eminent travel agencies/hotels tourism departments of Central and State Governments can also be used to make these services successful. In addition to above efforts all the important pilgrim centers should be connected with these services. Special trips should be organised on festival seasons. There should be
proper co-ordination among Central and State Governments, public sector undertakings and the private sector. Programmes of seeing monuments, various art forms, handicrafts, folk dances, traditional fairs and cuisines representing Indian culture and heritage should also be included in these services. It would be better if we involve the participation of panchayats, NGOs and local bodies etc. to achieve a wider spread of tourist facilities. It would not only reduce the regional imbalance but also improve the social and economic standards of rural masses.

14. Tourism should be given the status of export industry and all facilities and concessions provided to other industries should be provided to this industry also for its survival and development.

15. There should be separate legislation for the development of tourism with the aim of ensuring social, cultural and environmental sustainability of tourism development and protecting the tourists in the country. Similarly, a regulatory institutional mechanism would be envisaged as part of the
legislation to deal with the complaints of foreign guests firmly and provide them all types of security. Any type of insecurity would not only mar the interests of the industry but also defame the image of our great country. We should take precautionary measures for preventing these types of mishappenings.

16. It is in the interest of the industry if centres of yoga and naturopathy would be set up in the arena of tourism. These Centres should be built up in the surroundings of the Himalayas, which are known for peace, devotion and natural scenery.

17. Setting up of training institutes for Guides Keeping in view the modern technological developments and the nature of the cultural heritage of India, all the Guides should be given special training regarding the historical background of tourist spots. And most importantly they should be given training in human behaviour so that they can impart a feeling of happiness and respect of this great culture of ours.
18. Clear visible road sings in English and Hindi should be pasted on roads connecting all 600 tourist destinations.

19. It is most crucial that tourists visiting India should get hygienic water and food at these 600 tourists spots in the country. Therefore reputed national hotel groups like Oberoi and Taj should be provided free space near these spots so that they can construct proper restaurants and other facilities of international standards. This single act will result in tremendous boost to tourism in India and in gaining tourists positive feelings about India.

20. Each Indian Embassy should have a Tourism Development Officer who can help organise travel and transport at various centre in India.

21. Government in collaboration with reputed film producers like Ramanand Sagar, B.R. Chopra should make documentaries on major Indian festivals including religious festivals and separate films should also be made on major tourist destinations in India. These films should be distributed to all major T.V. stations in the world free of cost and
22. Filthiness and anti-social elements at tourist spots is a major problem faced by foreign tourists these days. To combat this problem hundred crore rupees should be allotted to a hundred major tourist destinations in India for improving their sanitary conditions and providing safety to the tourists. This task should be given on tender basis to reputed private companies only. Reputed local chapter of NGOs should also be involved in these projects and annual prize should also be distributed for their excellent performance in areas of cleanliness and security.

23. The number of US Dollars, a tourist can bring in to India without declaration was 10,000 USD but later on it was reduced to 2500 dollars. Now we suggest it should be restored to 10000 dollars.

24. International tourism in collaboration with other countries on the ‘Golden Triangle’ proposed by Maldives, should be promoted.
25. Tourism organizations all over the world are constantly trying to persuade Governments to increase outlays money on tourism. China spends about 3.8 percent of its budget, Malaysia 5.1 percent, Singapore 9.1 percent and Nepal 12 percent but in the case of India, according to WTTC, it is only about 0.9 percent and according to the Planning Commissions it is merely 0.1 percent. In any case the Government of India should enhance its budget allocation for tourism development.

26. We have a glorious past and we are all proud of our cultural heritage embedded in the teachings of our ancient seers rishis and wise persons. The two great apostles of peace and non-violence viz. Lord Mahavira and Lord Buddha were born here. Our sacred lore is replete with innumerable incidents and anecdotes relating to self-illumined and enlightened sages and other holy person.

27. It is on account of our common spiritual and moral values making our unity in diversity that our cultural heritage is intact despite foreign invasions from time to time. In the past, India was not only
the spiritual Guru for other nations, she was also a model nation as regards economic prosperity and development. Our ancient legacy in all areas is singularly unique and peerless.

28. Tourism is not only an industry, foreign exchange earner, but it also takes the massage of our seers, the characters of our culture and the hospitality of our people to different countries the world over.