Chapter - 2

Tourism Industry in India
In previous chapter discussed the origin of tourism in the world. The present chapter makes an attempt to trace out the growth and development of tourism industry in India. India was initially infatuated by the manufacturing industry. This infatuation had perhaps, been caused by the Industrial Revolution having virtually bypassed India before independence (1947). It was only natural that we wanted to catch up on the opportunities that had been denied to us. The emphasis on setting up manufacturing industries in the post-independence era was natural. Nehru called such factories and dams the new temples of India.

As any economy matures, in the process of development, it makes a transition from agriculture to manufacturing and from manufacturing to services. In different stages of economic growth, the relative importance of these sectors changes in terms of employing.

* The source of reference of this chapter are indicated in detail in the Bibliography appended at the end of the thesis.
people and their relative contribution to GDP. Tourism has thus assumed significance today.

Within the Asia Pacific region, the Indian subcontinent is accordingly well poised to take advantage of the boom in the tourism sector.

The tourism industry is undergoing a sea change with the revolutions in communication and information technology. Everybody in the tourism industry will have to change and rediscover their place in the light of the technology revolution. The role of services including tourism will accordingly undergo a big change in the present cyber world. The 21st century is the century of tourism magic, the most potent internet of publicity and reward. Therefore, in the new millennium, most of the countries, including India, would be spending millions of dollars for the revamping of the existing facilities and/or the creation of new ones.

India is a vast country with a history that goes back 5000 years. Its vast geographical diversity, rich culture and heritage, fair and festivals, snow capped lofty mountains, vast coastline, and other singular attractions that span the entire country offer tremendous potential for
Indian tourism. India, a low cost destination, continues to exert its mesmerizing pull not only on the foreign tourist, but the Indian tourist has also been bitten by the travel bug. India's share in world tourism, which is a meager 0.2% as of data, is expected to touch 1% to 2% by the year 2005. As per the Hospitality and Tourism Industry (HTI) projections the rise in foreign tourists to India is expected to touch 5 million and the domestic tourists are projected to touch 90 million.

Currently, 89000 hotel rooms are required to support this growing boom as against the availability of approximately 60000 rooms. Accordingly the availability of rooms has to be stepped up fast. By mid decade the demand for hotel rooms is estimated to be in the region of 100000 rooms.

Tourism is also one of the biggest employment generating industry. According to PATA (Pacific Asia Travel Association) tourism directly or indirectly accounts for more than 10% of the worlds' employment today.

The hotel and tourism related industry has been reckoned as a high priority industry for development by the government and assumes importance for its immense
potential to earn foreign exchange and is also least import intensive. In fact tourism is India's largest foreign exchange earner after readymade garments and jewellery, with earnings of $2928 million in 1995-96.

Tourism provides investment opportunities to domestic, private and foreign investors. Significant policy initiatives, such as, welcoming of private sector, foreign and NRIs investments, setting up of the Tourism Finance Corporation of India (TFCI) renders financial assistance and caters to a variety of investors needs. Also the Investment Facilitation Cell acts as a nodal agency that interacts between the investor, the state governments, the premier financial bodies and the relevant ministries.

Today, the world economy is transiting towards services. The global export of services is rising faster than the export of goods. India is unfortunately still over committed to manufacturing. With the enormous lead that the West has in manufacturing, it is virtually impossible for India to catch up. Today, with large number of relatively cheap, educated and skilled workers, India's comparative advantage lies in services, not in manufacturing. India can grab the opportunity and carve a niche for herself by directly leapfrogging to services. India has not fully realized the potential of the service sector as yet.

The Tourism industry's foreign exchange earnings in India are around $3.2 billion. Tourism would be the highest foreign exchange earner if we view in terms of net
value addition. In gems and jewellery it is less than 30 per cent whereas in tourism it is more than 90 per cent. It also has one of the best employment multiplier when compared with other industries. Tourism generates a high order of job opportunities, as it provides direct employment to 9.1 million people and indirect employment to another 12.4 million. But these statistics do not appear so impressive when viewed in the global perspective and compared with the scale of other countries as evident form the graph below.

Tourist Arrivals and Receipts from Tourists - 1996

Source: Report, World Tourism Organisation - 1996
In 1986 Tourism was declared an Industry by the Government of India. It is eligible for approval of direct foreign investment of 51 percent equity since July 1991. A series of incentives have been notified from time to time to facilitate the growth of tourism which in many parts of world is the largest industry.

India at present is estimated to absorb only 2.4% of its work force in the tourism industry. However, tourism provides an immense potential as an instrument of employment generation and poverty alleviation.

The foreign tourist arrivals to India grew from 1.82 million in 1992-93 to 2.33 million in 1996-97, registering an average annual growth rate of 6.37%. In the next two years the growth rate declined to 1.49% with an estimated 2.40 million foreign tourist arrivals recorded in 1998-99. Of the 625 million world tourist in 1998. India received a meager 2.36 million or 0.38% of the total world tourists arrivals and only 0.62% of world tourist receipts. Compared to other countries in the region, India's performance in tourism has been rather poor so far.

Domestic tourists (excluding religious pilgrims) who stayed in accommodation establishments increased from
109.2 million in 1993 to 159.9 million in 1997, registering an annual rate of growth of 10%. That growth rate declined to 9.35% in 1999 although an estimated 175.4 million domestic tourist visits were recorded. The foreign exchange increased from Rs. 6,060 crore in 1992-93 to Rs 10,231 crore in 1996-97, achieving an annual growth rate of 13.99%. The growth rate decreased to 10.99% in the subsequent two years while earnings in 1998-1999 were estimate at Rs. 12,604 crores. The tourism sector provided direct employment to about 14.79 million people during 1998-99.¹

Unfavourable conditions of political environment and insecurity, would lead to the decline of foreign tourists arrivals and income from foreign exchange would also be adversely affected.

According to analysts the aftermath of terrorist attack on World Trade Centre, would have caused a loss of more than $ 200 million. Accordingly, Indian Ministry of Tourism endeavoured to create confidence and to provide the required peaceful atmosphere in India, for attracting foreign tourists in large numbers The Government of India

¹ Mid- Term Appraisal of 9th plan 1997-2000, Govt. of Inida Planning Commission.
also established a special tourism task force to meet the problems arising after the terrorist attack in the United States of America. The Department of Tourism, Government of India has formulated a five point programme for the promotion of tourism in the country. The details of this programme are given below:

(a) Propagate India as a safe and secure destination.

(b) Help in initiation of a great reform movement in India-a sort of new renaissance which would make India more creative and constructive and bring about a work culture of the highest class; also project India as a unique country which provides opportunities for physical invigoration, mental rejuvenation, cultural enrichment and spiritual elevation, and generate conditions in which India attains a great reputation for ethical trade and business practices.

(c) Break new grounds in the East and South Korea, Japan, Taiwan, Singapore, and Australia.

(d) Set-up marketing in the Western and Northern world.

(e) Give special boost to domestic tourism, and use the new facilities and infrastructure created in this regard
to serve as a backbone for international tourism in times to come.

The number of foreign tourist arrivals and foreign exchange earnings during the period 1995-2001 is given below

**TABLE**

**Performance of the Tourism Sector**

<table>
<thead>
<tr>
<th>Year</th>
<th>Foreign Tourist Arrivals (in Lakh)</th>
<th>Percent Increase</th>
<th>Estimated foreign exchange earnings (in million US$)</th>
<th>Percent Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995-96</td>
<td>21.9</td>
<td>-</td>
<td>2,714</td>
<td>-</td>
</tr>
<tr>
<td>1996-97</td>
<td>23.3</td>
<td>6.6</td>
<td>2,878</td>
<td>6.1</td>
</tr>
<tr>
<td>1997-98</td>
<td>23.7</td>
<td>1.6</td>
<td>2,914</td>
<td>1.2</td>
</tr>
<tr>
<td>1998-99</td>
<td>24.0</td>
<td>1.1</td>
<td>2,993</td>
<td>2.7</td>
</tr>
<tr>
<td>1999-00</td>
<td>25.2</td>
<td>5.0</td>
<td>3,055</td>
<td>2.1</td>
</tr>
<tr>
<td>2000-01</td>
<td>26.8</td>
<td>6.0</td>
<td>3,168</td>
<td>4.3</td>
</tr>
<tr>
<td>2001-02</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Apr Oct)</td>
<td>12.3</td>
<td>-6.3</td>
<td>1,636</td>
<td>-1.3</td>
</tr>
</tbody>
</table>

There has been a decline of about 20 per cent in the foreign tourist arrivals and 16 percent and in the foreign exchange earnings through tourism in the two months of
September and October 2001. In the aftermath of the terrorist attacks in USA in September 2001, a programme to meet the adverse conditions arising out of this incident has been drawn up and is being implemented as mentioned earlier.

**Scope of Tourism**

**Eco tourism:**

Eco tourism is defined as responsible travel to natural areas keeping in mind the wellbeing of local people and their environment. It is an amalgamation of interests arising out of environmental, economic and social concerns. Tourists tend to tamper with the surrounding flora and fauna and leave behind considerable miscellaneous unsanitary litter. Appropriate action should be taken to forestall this. Today conservationists, economists and tourists alike have awakened to the realization that you can't save nature relying wholly on the local people. They are no doubt the traditional and time honoured custodians.
Government and non-government agencies are waking up to the need to work closely in partnership with local people on the issue of conservation. The Ministry of Environment and Forests issued guidelines under which all tourism projects in hills and forests have to get environmental clearance. A recent example of such close monitoring is the ban on construction activity within 500 meters of high tide line on the coasts.

The WTO in its projections for the year 2000 had estimated that around 1000 million people will be involved in global tourism. The number is likely to increase. India's share in the traffic will be around 2 to 2.5 million tourists or even more. Of these around 17 or 18 percent only will be environmentally conscious as past trends indicate. It is the increasing trend in the number of tourists that the World Travel and Tourism Council is concerned about and has issued guidelines focusing on being sensitive to conservation aspects, protecting threatened areas, species and scenic esthetics, conserving energy and reducing and recycling waste.

Eco-tourism is a complex and multi-disciplinary phenomenon. There are many facets that have to be
addressed if it is to be successful for those involved i.e. the consumers, managers and native people. Detailed and systematic inventories of touristic attraction of a country should be elaborated by keeping in mind that these inventories are different from those of an essentially scientific interest. The Canadian Environmental Advisory Council (CEAC) definition of eco tourism is that eco tourism is an enlightening travel experience which also contributes to the conservation of the eco system beneficial to the host communities.

**Heritage tourism:**

This is a new kind of tourism that has come up in recent times. The concept of Heritage tourism emerged to aid and facilitate the curious guest's keenness to get acquainted with India's great traditions. It was realized that the historic homes could be maintained only with their appropriate reuse. The large palaces of Maharajas set the trend by becoming five star hotels. The main charm is the individual attention and personalized services. The ambience is perfectly reflected through special photographs and family memorabilia. Families in residence
for centuries now welcome you to their homes as guests. The homes are modernized to meet the needs of today's International traveler, with adjoining bathrooms, running hot and cold water, modern plumbing, even perhaps a swimming pool. This kind of tourism was developed mostly for the international tourist who wanted to get the feel of traditional India.

**Adventure Tourism and Holiday Tourism:**

India's vast geographical diversity provides immense potential for adventure tourism. All tastes are catered to and there is something for everyone. From the gentlest to the fast paced, for the beginners to the experts. Besides this the prices here are lower as compared to international standards.

Travel agents and tour operators very often specialize in certain fields, offering package deals for groups as well as individuals. Mountaineering, trekking and rock climbing, ballooning and hang gliding, camel treks and desert safaris, white water rafting and river exploration are some of the exciting possibilities. Apart from this there are sports like skiing, scuba diving and underwater coral
viewing, angling, wild life and bird watching, golf, tennis, badminton, polo, swimming and motor rallies amongst other sports. For the tourist in search of sun, sea and surf, there are beach resorts on the western and eastern coasts.

**Mountaineering:**

Scaling the Himalayan Peaks - the greatest adventure of all. The mighty mountains stretching across the northern borders of India have hundreds of peaks, many yet unscaled and inviting the intrepid mountaineer. The states of Jammu and Kashmir, Himachal Pradesh, Uttar Pradesh and Sikkim offer bases for mountaineering expeditions.

There are agents who can make all the arrangements for groups or individuals including food, transport, porters, camping equipment, etc. The best season for mountaineering is from May to October and six months notice is required to book a peak.

**Trekking:**

The spectacular Himalayas are the abode of snow and evoke unmatched feelings of reverence and excitement and offer wonderful bevy of trekking routes. Peninsular India
offers natural beauty of another kind for trekking. The Western Ghats, the Aravalli Hills, the Satpura range and the Nilgiri mountains have a rich heritage of flora and fauna, each with a special lure of its own. Treks can be taken along the remote areas or the route pilgrims have trekked year after year to remote shrines in the mountains.

The season for trekking is April to June and September to November with regional variations. No system of permits exists in India but trekkers should not enter any restricted areas.

**Rock Climbing:**

Especially popular in the foothills of the Himalayas wherever there are rocks and hills, stiff climbs and sheer mountainsides - rock climbing is a popular sport.

**Balooning:**

In its infancy this sport is available only in Delhi. The Baloon Club of India at Delhi's Safdarjung Airport is the takeoff point and has its headquarters within the complex.

**Hang Gliding:**

Recently introduced in India Hang Gliding is available at Pune, Devlali, Mumbai, New Delhi,
Chandigarh, Shimla and Bangalore. Kangra and Kasauli have also developed as major hang-gliding centers.

**Camel Treks and Desert Safaris:**

The great Indian Thar Desert provides the scene for exploring the old desert routes on camel back or for the less intrepid in camel carts. Jeep tours can be taken over remote desert tracks that are rarely taken by tourists. Jodhpur, Jaisalmer and Bikaner are the starting points for such tours with stops at villages en route.

**White Water Rafting and River Running:**

The mighty Indian rivers tumble and crash through the mountains to form white water rapids and terraced cascades. This is a paradise for the white water sportsmen. Ladakh and Zanskar valley in Kashmir, Lahul valley, the Garhwal Hills and Sikkim are some popular areas. The Indus, Zanskar, Ganges, Ravi, Beas, Chenab and Teesta are rivers with both rough and calm waters for both experts and beginners. These rivers are excellent for canoeing and kayaking.
**Winter Sports:**

Gulmarg in Kashmir is India's most popular and developed ski resort with most modern equipment. There is an institute of skiing and mountaineering which offers training courses. The Gulmarg - Khilanmarg route is a great experience for ski mountaineering enthusiasts. Kufri also offers skiing. Along the Rohtang pass skiing is possible in summer also. Shimla offers ice-skating, figure skating and speed skating.

**Motor Rallies:**

Throughout the year many rallies are held whose dates can be obtained from the nearest tourist office. The Himalayan car rally attracts international participation and goes through the mountains of Himachal Pradesh and Uttar Pradesh.

**Beach Resorts:**

The extensive coastline of India has excellent virgin beaches unspoilt as yet by man. The best developed beach resorts are at Goa, Kovalam and Mahabalipuram. Excellent water sport facilities are available at these three centers.
There are other resorts in smaller cities along the coast of India.

**Scuba Diving:**

The best spot for scuba diving and snorkeling is at the Andaman Islands, which has a vast plethora of coral and marine life that is equally interesting to the tourist and naturalist. This clear water permits exciting under water photography for enthusiasts.

**Wildlife Tourism:**

The Indian subcontinent provides vast variations in geography and climate, which results in diversity in habitats and wildlife. The Himalayas offer a wide spectrum of landscapes and wildlife. Tropical forests in its eastern extremity contrast with pine and coniferous woodlands of western Himalayas. Natural cover varies with altitudes and these evergreen forests are bounded with high alpine meadows nearer the snowline and temperate forests of short stout trees in the lower elevations. In the foothills are the deciduous trees, with shrubs, bamboos, fern and grass. The northern plains, the course of holy rivers, the
great Thar Desert and the Sundarbans, the marshy swamplands, the volcanic rock of the Deccan plateau all provide fascinating habitats that sustain over 350 species of mammals, 2100 kinds of birds - local and migratory, nearly 350 species of reptile and countless insects. India currently has around 80 national parks and 441 sanctuaries dotted around the country. While some are inaccessible others have excellent facilities for the visitors. The thrill of spotting herds of wild elephants, deer, a rhino or even a tiger in its natural environment is very difficult to match.

Infrastructural Facilities for Development of Tourism

Accommodation

The prime and paramount factor that facilitates tourism is accommodation. The success or failure of tourism industry mainly depends upon the availability and quality of accommodation facilities. Tourists have become highly conscious of better comforts and hygiene. In the words of Charles Kaiser and Helberg, "accommodation facilities are the places where tourist stop and cease to be travellers and become guests. The level of satisfaction by
an area's accommodation facilities will, in a large measure, determine the total success of tourism programme."

Keeping this in view the Government of India has taken efforts to develop accommodation facilities.

Accommodation facilities can be broadly grouped into hotels, motels, inns, guesthouses, establishments with bed and breakfast, holiday camps, paying guest accommodation, shelters, etc.

For better comfort and conveniences and to meet the needs of the foreign tourists the Department of Tourism, Ministry of Tourism and Civil Aviation, Government of India have a system of categorizing the available accommodation as per certain criteria to measure the standards and enforce control. The approved hotels are of international standard and have a stamp of official recognition. The progressive increase in the number of approved hotels and rooms is indicated in the table below.

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of hotels</th>
<th>% growth rate</th>
<th>No. of rooms</th>
<th>% growth rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1975</td>
<td>231</td>
<td>-</td>
<td>14814</td>
<td>-</td>
</tr>
<tr>
<td>1976</td>
<td>252</td>
<td>9.09</td>
<td>15841</td>
<td>6.93</td>
</tr>
<tr>
<td>Year</td>
<td>Value</td>
<td>Value</td>
<td>Value</td>
<td>Value</td>
</tr>
<tr>
<td>------</td>
<td>-------</td>
<td>-------</td>
<td>-------</td>
<td>-------</td>
</tr>
<tr>
<td>1977</td>
<td>281</td>
<td>11.50</td>
<td>17379</td>
<td>9.71</td>
</tr>
<tr>
<td>1979</td>
<td>313</td>
<td>1.95</td>
<td>18751</td>
<td>0.73</td>
</tr>
<tr>
<td>1980</td>
<td>348</td>
<td>11.18</td>
<td>21581</td>
<td>15.09</td>
</tr>
<tr>
<td>1981</td>
<td>363</td>
<td>4.31</td>
<td>22300</td>
<td>3.33</td>
</tr>
<tr>
<td>1982</td>
<td>405</td>
<td>11.57</td>
<td>29332</td>
<td>31.53</td>
</tr>
<tr>
<td>1983</td>
<td>425</td>
<td>4.94</td>
<td>30779</td>
<td>4.93</td>
</tr>
<tr>
<td>1984</td>
<td>427</td>
<td>0.47</td>
<td>31402</td>
<td>2.02</td>
</tr>
<tr>
<td>1985</td>
<td>511</td>
<td>19.67</td>
<td>32609</td>
<td>3.84</td>
</tr>
<tr>
<td>1986</td>
<td>459</td>
<td>-10.18</td>
<td>30200</td>
<td>7.39</td>
</tr>
<tr>
<td>1987</td>
<td>534</td>
<td>16.34</td>
<td>34574</td>
<td>14.48</td>
</tr>
<tr>
<td>1988</td>
<td>575</td>
<td>7.68</td>
<td>36666</td>
<td>6.05</td>
</tr>
<tr>
<td>1989</td>
<td>647</td>
<td>12.52</td>
<td>42415</td>
<td>15.68</td>
</tr>
<tr>
<td>1990</td>
<td>694</td>
<td>7.26</td>
<td>44405</td>
<td>4.69</td>
</tr>
<tr>
<td>1991</td>
<td>747</td>
<td>7.64</td>
<td>44495</td>
<td>0.20</td>
</tr>
<tr>
<td>1992</td>
<td>798</td>
<td>6.83</td>
<td>47407</td>
<td>6.54</td>
</tr>
<tr>
<td>1993</td>
<td>881</td>
<td>10.40</td>
<td>51153</td>
<td>7.90</td>
</tr>
<tr>
<td>1994</td>
<td>912</td>
<td>3.92</td>
<td>55455</td>
<td>8.41</td>
</tr>
<tr>
<td>1995</td>
<td>980</td>
<td>7.45</td>
<td>57386</td>
<td>3.48</td>
</tr>
</tbody>
</table>
It will be observed from the above table that the number of approved hotels has gradually increased over the years from 231 hotels in 1975 to 1333 approved hotels in 2001. The number of rooms has also increased from 14814 in 1975 to 73462 in 2001. The analysis also highlights that the growth rate of registration of hotels was 7.00% during 1975-2001 and the growth rate of number of rooms was 7.40% in the same period. The uptrend in registered hotels and rooms has been maintained since then. The success of tourism, thus, depends on proper coordination among the components and constraints of tourism trade.

The pre-budget economic survey of 1997 had endorsed a tourism-friendly budget when it called for efforts "to sustain and intensify to make India an all season attractive tourist destination in the world."
Department of Tourism accordingly declared tourism as a priority sector for foreign investment through provision of incentives and setting up of investment facilities cell to provide information about opportunities.

The Economic Survey (Ministry of Finance) acknowledges that the earnings from tourism are a major component and inadequate infrastructure a main impediment to the accelerated growth of tourism. Though the government has not formally declared hotels to qualify as infrastructure for the benefit of tax holiday as in the case of telecom, the Finance Ministry decided to give a deduction of 50% of profits in respect of new hotels which are located in hilly regions, rural areas, a place of pilgrimage or a specified place of tourist importance. The hotels will also be exempt from the levy of expenditure tax.

According to the latest estimates, there are 60000 rooms in about 12000 hotels in the approved category in the country. Of these motels account for 20000 rooms and the remaining 40000 will benefit from tax cuts. Those exempted from expenditure tax will be entitled to the concession for a period of 10 years.
Another concession that directly benefits the hotel industry is the reduction of import duty on specified equipment required by them from 35% to 25% and on specially food items used by foreign tourists from 50% to 25%.

In addition, the tourism and travel sector would be eligible for several other concessions extended to all industries such as:

(i). reduction in the rate of surcharge in corporate tax from 15% to 7.5%;

(ii) lowering of the corporate rates as an incentive for further investment to 35% in case of domestic companies

(iii) lowering of the tax rate on royalty and technical services from 30% to 20%.

(iv) reduction in the peak rate of customs duty from 50% to 40%

(v) reduction in the duty of capital goods from 25% to 20%. In addition to these the hotels and other sections of the industry going in for state of the art technology will get full exemption on computer software.
Contribution of Railways to Tourism

Discover India with Indian Railways is the slogan.

Railways were established in 1853 and are now in the 145th year of existence. The railways are the nation's lifeline and prime carrier of men and material. It is the world's largest network under single management with a travel route of 62500 kms, 7000 stations and provides employment to 1.8 million people.

Rail Tourism

To develop rail tourism the Indian Railways have come up with various methods and innovative ways to promote travel by rail. They are:

- Launching of eight new exclusive super luxury tourist trains on the Palace on Wheels pattern to operate on popular tourist circuits.
- Improving Hotel infrastructure at 100 railway stations in places of tourist interest.
- Discover India Indrail passes for use from half-a-day to 90 days.
• Network of General Sales Agency (GSAs) around the world.

• Superfast inter-city Rajdhani and day return Shatabdi trains.

• Rail holiday package tours.

The Indian railways have embarked on the launching of eight super luxury trains designed like 5-star hotels on wheels. Operating on a 7-night itinerary traveling between 2000 to 3000 kms each and covering 7 major destinations having the theme of traveling by night and sightseeing by day. These trains will be fully air-conditioned with 14 saloons, 2 dining cars, a lounge-cum-bar, a baggage car, a staff car and two power cars.

To explore the splendors of India, the railways have designed the 'Indrail pass'. Passes can be purchased by foreign nationals and non resident Indians (NRIs) in US dollars, pound sterling and other convertible foreign currency in cash, travelers cheques and credit cards. These passes are sold by GSAs (General Sales Agents) abroad. In India they are sold at the International Tourist Bureau (ITB) at New Delhi railway station and 20 other major railway stations.
The International Tourism Bureau (ITB) deals with foreign tourists intending to travel by rail in India. It provides assistance to foreign tourists and NRIs related to bookings, reservations, itinerary planning and other inquiries through its tourism guides and staff conversant with foreign languages.

Indrail passes are issued to foreign tourists enabling them to travel as they like from any station to the destination of their choice to any point by rail within the period of validity of the passes.

The ITB arranges accommodation in retiring rooms and Rail Yatra Niwases as also bedrolls in trains on demand.

Information can also be obtained from Agra, Ahmedabad, Aurangabad, Banglore, Mumbai, Kolkata, Gorakhpur, Jaipur, Jodhpur, Jaisalmer, Chennai, Puttaparthi, Rameshwaram, Secundrabad, Trivandrum, Vadodara, Vasco-da-Gama, Vijaywada and Varanasi.

100-hotel Project: Indian railways have formulated a mega project to set up 100 railway hotels at stations of tourist importance to provide the infrastructure inputs needed for implementing the tourism action plan of the
Government to attract over 5 million tourists. This scheme has a potential of adding 10000 hotel rooms in the organized sector in the country, attracting an investment of Rs.10000 crores on infrastructure development and generating direct employment for 30000 people and indirect employment for twice the number of people in related activities. This scheme has been planned in the joint sector with organizations in the private and public sectors.

Railways are also to set up Catering and Tourism Corporation as part of its promotional campaign of tourism the government has proposed to set up the Railway Catering and Tourism Corporation (IRCTC). The corporation is expected to provide necessary control and direction to the catering services on trains as well as stations.

Aviation and Tourism- A close linkage is planned between aviation and tourism in another four years. It is assumed that the number of international travellers arriving into India would be over 5 million. The question posed before the ministers, business delegations and individual promoters by overseas travel operators is 'how
reliable and stable is the domestic network of air services and how easy is the seat availability on flights to India from the existing and potential markets.

An international business traveller plans his or her itinerary well in advance and would like to be assured that there would not be any last minute changes. As many as 97% of the foreign visitors travel by air making civil aviation a prime influence on the course of tourism growth. This makes both these sectors - railway, and aviation - far too interdependent.

The liberalization of civil aviation policies in India marked by licensing of private airlines to operate on routes served for 40 years by the state owned carriers was prompted by the demands of tourism. According to the World Tourism Organization of which India is a member, travel and tourism account for 12% of consumer spending with air travel about a quarter of this expenditure. Despite the synergies, there can be conflicts between aviation and tourism policies as for instance over the question of protection of a national airline in the context of growing tourist traffic. The keenness shown by air carriers of several countries to operate flights to India or to increase
frequencies for their existing services only heightens the potential of the Indian market.

Tourism related civil aviation development is not limited to licensing of operators for serving shorthaul routes. Airport development, upgradation and expansion of services, replacements and renewals are part of infrastructure requirements.

The economic objectives of tourism policies involve the growth of national incomes, employment, foreign exchange earnings, regional development and government tax revenues. In each of these aspects the civil aviation sector has a pivotal role. Precise evaluation of the economic benefits from increased tourism arising from the adoption of more liberal aviation policies will be possible if the database is strengthened. Doubtlessly there is a need to increase international seat capacity to India. The target of 5 million is far too modest for a country with wondrous tourism product and capacity expansion will have to be provided for. Air India has been planning to induct new generation medium capacity long-range aircraft into its existing fleet. At the same time, principal domestic carrier, the Indian Airlines has several incentives for visitors from
overseas. On discounted dollar fares the traveller can journey to any part of the country by IA's fleet or aircrafts. No less than 25% of the seats on all domestic services are reserved for foreign tourists.

Airport and airspace congestion, passenger facilitation, environmental issues and constraints of resources are problems affecting the tourism and aviation sectors. These are likely to aggravate as increased leisure time and disposable income increase of the people the world over. Air transport has contributed most to business travel and to conference tourism as well.

Perspective Plan for Airport Development: There is urgency for expansion of airport infrastructure to keep pace with the annual rise of 12% in domestic traffic and 9% in the international traffic. The development of airport today is influenced by customer needs and commercial objectives, as the government policy is not to give budgetary support to this sector. Just as airlines struggle to break even, airport face a similar problem. So, It is imperative that the development of airports have to be market oriented in terms of better customer service. It is necessary to operate airports as self-sustaining commercial
entities except for airports serving socio-economic considerations, as in the North-East, Jammu and Kashmir, Lakshwadweep, etc. Of the 122 airports, barring seven domestic and five international, none were breaking even. In future, AAI (Airport Authorities Of India), as a policy, would not expand financially unviable airports, given the recent National Airport division's loss of Rs.60 crore. For modernization and expansion of airports, the plan budget of the Ninth plan had been increased to Rs.2500 crore.

Telecommunications And Tourism: From the plain old telephone services to multimedia, the telecom revolution, in its rapid pace, has enveloped the tourism sector as any other economic activity. The use of hand free tools gifted by the telecom industry has grown phenomenally in the tourism sector to the extent that any establishment that fails to be one up loses to its competitors. Even the plain old telephone has its uses in marketing as shown in the London survey of eleven airways using the instrument for special service. The survey ranked British Airways number one in this regard. A caller could get not only all information about flights, connections and seat availability but also a whole lot of information useful to the traveller.
like car rentals, hotel bookings, theatre shows and museum timings. The survey ranked Air India the last of the eleven a call to its service got a taped message directing that the query be addressed to another number.

High incidence of Internet access is illustrative of another instance of the great impact of telecommunications. The greatly publicized information super-highway is accessible to anyone with time, interest and curiosity. With customers becoming ever more demanding, hospitality services too offer a range of services by Internet. Travel agents and airline offices are increasingly linked by the electronic information distribution systems like Galileo, Abacus, Sitar, etc.

The electronic card door keys have become common in major hotels in all big cities. Besides, all executive suites have facilities to dispatch and receive fax messages ensuring complete privacy. Another travel aid is the satellite phone. Pioneered by the London based International Mobile Satellite Organization (Immarsat) these instruments are to be installed on long distance express and mail trains of Indian Railways. This follows the success of satellite telephones that were experimentally
fitted to two Rajdhani Express trains in 1995. This has become so popular that it has been decided to equip all the eleven Rajdhani trains with satellite phones as well as any new train that enters the service. Hospitality services are not the only beneficiaries of these aids but also at times the cause of their creation. Since there has been a telecom revolution today tourism's growth is greatly conditioned by the web and the net.

**Role of Travel Agents and Tour Operators**

Modern travel agency business is not mere ticketing and reservations but covers a wide spectrum of activities including travel guidance, planning, pricing, accommodation, local travel and sight seeing, insurance, provision for foreign exchange and the like.

Airlines, hotels, car-hire credit card and insurance companies, banks and other engaged in travel and tourism need distributors; the passengers need specialists to provide advice and make services available. The unique feature is that the agent gets his remuneration through commissions from producers of services and provides them free of cost to the passenger. The job of travel agent in the
beginning consisted merely arranging simple reservations in some form of transport and arrange tickets. Since then, the business has undergone a series of changes.

In India, the organized travel agency system came into being in the late 1940s. In 1951, 12 agents got together to form a trade organization, Travel Agents Association of India (TAAI) to ensure fair play and standardized service. By the end of 1994, there were about 720 IATA (International Air Travel Association) approved head office locations, a total of some 850 branch offices. 50% of IATA head offices are concentrated in Mumbai and Delhi; one-third of the balance has their offices in four cities of Chennai, Bangalore, Kolkata and Ahmedabad. There are no official figures but industry experts' say that there are over 3000 non-IATA agents in the country. On the whole, travel agency is as yet a highly fragmented business, with sharp imbalances in its spread areas of over congestion and large stretches of inadequate representation.

**IITM-Training Manpower for Tourism Industry**

The Indian Institute of Travel Management (IITM), established in 1983, by the Ministry of Tourism, Government of India, is filling the vacuum for an institute that develops manpower exclusively for the tourism industry. The institute has successfully undertaken major
initiatives for developing human resources required for the tourism industry.

The institute took its shape after the National Committee of Tourism, which comprised members of Parliament, recommended that an institute catering to the requirements of tourism industry be setup immediately. The purpose of the institute is to provide academic opportunities to graduates and undergraduates directly and in collaboration with the leading institutes and universities, for successful careers in holiday and leisure management, tour operation, transportation, accommodation and interpretation services. The institute is working with the objective of total professionalism of human resources engaged in business of tourism through award of diplomas after graduation, specially designed practical training and field research, foreign language training programmes, executive development programmes for retired defence service personnel, workshops, seminars and conference, tourism orientation talks at school and college levels and tourism promotion competition among young generation.

A student who graduates from IITM is absorbed in the middle level executive positions in travel agencies, with
tour operators, transport companies, hotels, domestic and international airlines, cargo services, besides getting into government jobs.

The institute is also offering courses in computer applications and software studies, basic course of air travel fares and ticketing, basic course on airlines, travel agencies and tour operation management, basic course in air and sea cargo service management, basic course on computer application in travel and tourism industry, diploma in tourism and travel management and foreign language.

Apart from IITM there are other institutes like The Institute of Hotel, Cargo and Tourism Management (IHCTM), one run by World Tourism Organization and various other private institutes catering to the needs of the industry.

**Promotional Measures to Accelerate the Growth of Tourism**

**Need to promote Tourism Industry in India**

It is only rational that for earning more foreign exchange, creating more employment and accelerating the rate of growth of the economy, India needs to look at the services sector in general and the tourism industry in particular.
One of India's biggest problems is to find ways to employ its citizens. We have the largest number of unemployed persons in the world. Germany has about 45 lakh unemployed, the USA has 80 lakh unemployed. The corresponding figure for India (estimated by CMIE) is 380 lakh. Travel and Tourism directly creates employment opportunities in hotels, airlines, travel agencies, passenger ships etc., and in industries like construction, telecommunication, manufacturing and retail trade, as a result of the spread effect. Most important from India's point of view is the fact that these employment opportunities will be created in the small and medium segments of industries and dispersed throughout the country. In India, travel and tourism are still considered an elite 'five star' activity, though WTO has recognized the importance of this sector for poverty alleviation by job creation. We also need to note the wide belief that is tourism is likely to be the leading job creator in the next decade, in the global economy.

India is a poor country. Capital is in short supply. Investments needed to create employment in the tourism industry are less than that required for instance by
agriculture. G. Sundaram has estimated that the capital-labour ratio per million rupee of investment at 1985-86 prices in the hotel and restaurant sector is 89 jobs as against 44.7 jobs in agriculture and 12.6 jobs in the manufacturing sector. It is apparent that the investment required to create one job in manufacturing is around Rs. 79,000. It should be evident that Tourism holds out great promise for the country to create additional jobs at a much lower cost and consequently ease the country's unemployment problem.

The secondary and tertiary effects of Tourism also cannot be ignored, such as purchases of Indian goods and handicrafts by tourists, and increased appreciation of our art, culture and cuisine. The Transport industry is also directly benefited. Considering that all of these have a multiplier effect, India can generate Rs. one lakh crore per annum from tourism alone, in valuable foreign exchange.

Addressing a session on "India: The Millennium Destination for the International Traveller" at the India Economic Summit 1999 being jointly organized by the World Economic Forum and the Confederation of Indian Industry (CII), Mr. M P Bezbaruah, Secretary, Ministry of
Tourism stated that there was a need to strengthen the partnership between the Government and the Industry to promote tourism in India. He also urged the private sector to contribute in a big way to promote education and training for this critical sector, which is poised to grow very perceptively in the new millennium. In future there is a need for greater collaboration between the Government and the industry with the private sector as the dominant partner.

Mr. P R S Oberoi, Chief Executive Officer and Managing Director, East India Hotels in his address stressed on the need for greater integration of the tourism industry and to have a common agenda for the promotion of tourism in India. Instead of blaming the Government for the present state of affairs, there was a need for the various segments of the tourism sector to come together and educate the MPs, State Legislators, Chief Ministers, Central Ministers and other associated Ministries on the issues facing this sector.

A two day SAARC seminar on 'Hygiene Management in Hotels' was recently inaugurated by the Director-General of Tourism, Mr. Ashok Pradhan, to discuss the
importance of hygiene in hotel industry. In his inaugural address, Mr. Pradhan emphasized the importance of hygiene management in hotels for promoting tourism. He commended the efforts of the Hotel Association of India (HAI), in taking the initiative.

Participants, including those from Bhutan, Nepal and Sri Lanka, discussed various issues like standardization and quality control, environmental issues, appropriate science and technology, pest control through innovative technologies, food safety legislation, bacteriology and its importance in food hygiene and concepts of healthy hotels.

"A healthy hotel or a healthy resort in a healthy city or a healthy village is an ideal destination," said the Association president Mr. S.S.H. Rahman. Stressing the importance of hygiene, Mr. Rahman said every year millions of people criss-crossed the international borders, eating in hotels and restaurants, run the risk of being exposed to food born diseases.

For promoting "Tourism Vision 2020" confederation of Indian Industries (CII) has recommended rationalization of taxes on the tourism industry. The measures suggested include abolition of hotel expenditure tax on foreign
exchange payments abolition of state luxury taxes and uniform rates on actual room rates charged and rationalization of State food and beverage sales tax. CII has also suggested that tourism should be declared an infrastructure industry in order to allow access to benefits such as low cost capital, thus putting it on a level playing field with international competitors.

On the importance of access, both in traveling from abroad to India and to destinations within India, CII has recommended rationalization of visa procedures and boosting the civil aviation industry. India has visa requirements for almost all countries, which discourages tourism. CII suggests that visas be abolished for the main source markets. A second list of countries that qualify for lenient visa requirements should also be drawn up, along with a third list of stringent visa requirements. Further, the domestic civil aviation needs to be boosted considerably in order to improve accessibility of tourism destinations. The taxes on domestic aviation and on fuel needs to be reduced, and the compulsions to fly unprofitable routes should be done away with.
The government is exploring avenues for involving the various government offices abroad in the promotion of India as a tourist destination.

The first Secretary level meeting of the inter ministerial co-ordination committee on tourism felt that a joint effort should be made by the various government agencies to promote India as a year round tourist destination. It was suggested that apart from using the facilities available with the various Indian High Commissions and the embassies, the offices of India Trade Promotion Organization (ITPO), Indian Council of Cultural Relations (ICCR) and the various boards promoting different aspects of India should be roped in to promote India tourism.

The Confederation of Indian Industries (CII), in association with the Ministry of Tourism, Government of India and Directorate of Tourism, Government of Uttar Pradesh proposed convening an "India: Tourism & Heritage - Challenge 21", a unique conference to generate national consensus on policies and strategies to promote inbound as well as domestic travel and tourism. The two key sub themes for the new century are as follows:
(a) A concrete plan to develop the city of Agra as a tourist destination of international stature

(b) Public and Private cooperation in tourism and in the creative development of our heritage assets.

This conference aimed to bring together decision makers, international and national organizations, companies, agencies and citizens who can play a crucial role in achieving the ultimate objective of tourism satisfaction to the customer along with sustainable development of the recipient country India in the 21st century.

The Ministry of Tourism has launched Tourism Awareness Programmes in collaboration with Pacific Asia Tourism Association (PATA) India Chapter and the Industry. The programme has been well received by the industry and the consumers.

The Ministry of Tourism, Government of India is promoting India as a major tourist destination through its tourist offices abroad and Missions. The Ministry is also participating in international meetings/exhibition, fairs and festivals, seminars, etc. Recently, Ministry of Tourism has launched a multimedia CD-ROM on Indian Tourism.

79
Sustainable tourism is promoted through all these efforts. The Environmental pledge is printed in every brochure produced by the Ministry of Tourism.

An overall picture of Tourism Policy of India may now be presented. The Official tourism policy of India and its implications have been described below in some detail. This has been prompted by the motive of underlining that India is fully aware of the importance of promoting tourism and the manner in which it could be legitimately and hopefully achieved. It will also throw light on the problems to be encountered and met. Such an approach would also provoke one to ask the relevant question as to the extent to which the policies formulated have borne fruit. Frankly, Indian tourism in not as yet a success story that would give one due pride. But it has to be, naverless, admitted that there is adequate awareness of the importance of promoting Indian tourism and that a serious attempt is being made in this direction in an enlightened manner. Our polices have borne fruit in initiating an upward trend though the ultimate goal is as yet at a distance. Also we can derive profit from the experience of our more successful neighbours. Indian tourism needs to gain more momentum to realize its full tourism
potential. To say the least the future is promising because it is universally recognized that India is a prospective tourist paradise. It is on the right track and in view of this the prospects look promising.

Tourism emerged as the largest global industry of the 20th century and is projected to grow even faster in the 21st century. India has also immense possibilities of growth in the tourism sector with its vast cultural and ancient heritage, varied natural attractions, but so far it has played a comparatively small role in the world tourism scene, nevertheless accelerating. A New Tourism Policy, which builds on the strength of the National Tourism Policy of 1982, but which envisages new initiatives towards making tourism the catalyst in employment generation, financial gains, environmental re-generation, development of remote areas and development of women and other disadvantaged groups in the country, besides promoting social integration and universal brotherhood is, therefore, vital to our economy. It would also lead to larger foreign exchange earnings and create conditions for more Foreign Direct Investment (FDI).

Our mission is to promote sustainable tourism as a means of economic growth and social integration and to promote the
image of India abroad as a country with a glorious past, a vibrant present and a bright future. Policies to achieve this will be evolved around six broad areas such as Welcome (swagat), Information (suchana), Facilitation (suvidha), Safety (suraksha), Cooperation (Sahyog) and Infrastructure Development (Samrachana). Conservation of heritage, natural environment, and development and promotion of tourist products would also be given importance.

Indian tourism policy has emerged out of the confabulations between the Central and State Governments. It has also taken note of the approach trends in other parts of the world and by international institutions and agencies. It has also been influenced by our obvious natural potential and cultural background. The current limitations have also been kept in mind. It is necessary to spell out India's overall policy because it is in this light that State governments in the public sector and Indian private entrepreneurs in the tourism sector are formulating their action programmes. Obviously, this constitutes the backdrop for evaluating the scope and character of the tourist promotion in Uttar Pradesh, the main objective of the present thesis.

The objectives of tourism development are thus to foster
understanding between people, to create employment opportunities and bring about socio-economic benefits to the community, particularly in the interior and remote areas and to strive towards balanced and sustainable development and preserve, enrich and promote India's cultural heritage. One of the major objectives is the preservation and protection of natural resources and environment to achieve sustainable development.

Given the low cost of employment creation in the tourism sector and the current low level of exploitation of India's tourism potential, the new tourism policy seeks to increase the inflow of foreign tourist arrivals and facilitate domestic tourism in a manner that is sustainable by ensuring that possible adverse effects such as cultural pollution and degradation of environment are minimised.

The New Tourism Policy also aims at making the stay of foreign tourists in India, a memorable and pleasant one with reliable services at predictable costs, so that they are encouraged to undertake repeated visits to India, as friends. This would be in tune with India's traditional philosophy of giving the highest honour to a guest (Atithi debo bhava).
The Government will aim to achieve necessary linkages and synergies in the policies and programmes of all concerned Departments/Agencies by establishing effective co-ordination mechanisms at Central, State and District levels. The focus of national policy, therefore, will also be to develop tourism as a common endeavour of all the agencies vitally concerned with it at the Central and State levels, public sector undertakings and the private sector.

It will be the aim of government to encourage peoples participation in tourism development including Panchayati Raj institutions, local bodies, co-operatives, non-governmental organisations and enterprising local youth to create public awareness and to achieve a wider spread of tourist facilities. However, focussed attention will be given for the integrated development of identified centres with well directed public participation.

Partnership of public and private sector is deemed as essential to the success of India tourism. A constructive and mutually beneficial partnership between the public and the private sectors through all feasible means is an absolute necessity for the sustained growth of tourism. It is, therefore, the policy of the Government to encourage emergence of such a
partnership. This will be achieved by creating a Tourism Development Authority consisting of senior officials of the Government and tourism experts and professionals from the private sector.

(a) **Role of the Government**

Tourism is a multi-sectoral activity and the industry is affected by many other sectors of the national economy. The State has to, therefore, ensure inter governmental linkages and co-ordination. It also has to play a pivotal role in tourism management and promotion. The specific role of the Government will be to:

i. provide basic infrastructural facilities including local planning and zoning arrangements;

ii. plan tourism development as a part of the over all area development strategy;

iii. create nucleus infrastructure in the initial stages of development to demonstrate the potential of the area;

iv. provide the required support facilities and incentives to both domestic and foreign investors to encourage private investment in the tourism sector;
v. rationalise taxation and land policies in the tourism sector in all the States and Union Territories and in respect of land owned by Government agencies like Railways;

vi. introduce regulatory measures to ensure social, cultural and environmental sustainability as well as safety and security of tourists;

vii. ensure that the type and scale of tourism development is compatible with the environment and socio-cultural milieu of the area;

viii. ensure that the local community is fully involved and the benefits of tourism accrue to them;

ix. facilitate availability of trained manpower particularly from amongst the local population jointly with the industry;

x. undertake research, prepare master plans, and facilitate formulation of marketing strategies;

xi. organise overseas promotion and marketing jointly with the industry;

xii. initiate specific measures to ensure safety and security of
tourists and efficient facilitation services and

xiii. facilitate the growth of a dynamic tourism sector.

(b) Role of Private Sector

Tourism has emerged as the largest export industry globally and all over the world private sector has played the lead role in this growth. The private sector has to consider investment in tourism from a long term perspective and create the required facilities including accommodation, restaurants, entertainment facilities, shopping complexes, etc. in areas identified for tourism development. Non-core activities in all airports, major stations and interstate bus terminus such as cleanliness and maintenance, luggage transportation, vehicles parking facilities, etc. should be opened up to private operators to increase efficiency and profitability. The specific role of the private sector will be to:-

i. build and manage the required tourist facilities in all places of tourist interest;

ii. assume collective responsibility for laying down industry standards, ethics and fair practices;

iii. ensure preservation and protection of tourist attractions
and give lead in green practices;

iv. sponsor maintenance of monuments, museums and parks and provision of public conveniences and facilities;

v. involve the local community in tourism projects and ensure that the benefits of tourism accrue to them in right measure;

vi. undertake industry training and man-power development to achieve excellence in quality of services;

vii. participate in the preparation of investment schedules guidelines and marketing strategies and assist in database creation and research;

viii. facilitate safety and security of tourists;

ix. endeavour to promote tourism on a sustained and long term perspective;

x. collaborate with government in the promotion and marketing of tourist destinations;

(c) **Role of voluntary efforts.**

Voluntary agencies and volunteers have to contribute their
expertise and understanding of local ethos to supplement the efforts of other sectors to provide the human touch to tourism and foster local initiatives. All such efforts shall be encouraged.

Tourism Development Fund and Resources for Development

It would be the policy of the Government to facilitate larger flow of funds to tourism infrastructure and to create a Tourism Development Fund to bridge critical infrastructural gaps. Priority would be given for development of tourist infrastructure in selected areas of tourist importance and for those products which are considered to be in demand in the existing and future markets so that limited resources are put to the best use.

Foreign Investments and Incentives and Rationalization of Taxes

In view of large investment requirements in the tourism sector and the need for maintaining high quality standards in services, hotels and tourism related industries will continue to be in the priority list of industries for foreign investment.
Export-house status has been accorded to Hotels, Travel Agents, Tour Operators and Tourist Transport Operators. The status needs to be extended to all tourism units irrespective of the annual turnover.

In order to off-set the specific constraints of tourism industry and to put in place the required infrastructure as quickly as possible, particularly in less developed areas, appropriate incentive schemes would be considered. It would also be the endeavour of the Government to persuade the State/UT Governments to rationalise taxes, to put a cap of 20% on all taxes taken together on the accommodation and hospitality units, to allocate suitable land for tourism purposes at reasonable prices, harmonize movement of tourist transport across state borders, etc.

Adoption of New Technologies

Efforts will need to be made to adopt the technological advances in the tourism sector to provide better facilities to tourists and to market the tourism product, for the benefit of all concerned.

Information technology shall be given the pride of place in
the efforts to promote Indian tourism. Every endeavour in this regard would increasingly rely on optimising the use of e-commerce/m-commerce, use of internet for dissemination of tourism related information, increasing use of portals as gateway to accessibility to tourism information, development of Handy Audio Reach Kit (HARK) Tourist Guidance System at important monuments and heritage sites, networking of States, setting of tourist information Kiosks, encouragement to information technology and eco-friendly practices by the private industries and above all keeping abreast with the global technologies for promoting and facilitating tourism. It shall be ensured that Information Technology(IT) and Indian Tourism(IT) become synonymous.

The Central Government will set up a Paryatan Bhawan in New Delhi as a modern Tourist Interpretation Centre to cater to various needs of travellers, foreign as well as domestic and to offer facilities for air and train reservation, money changing counters and information about all tourist centres in the country. The Centre will be equipped with e-connectivity and networking facility to all state tourist offices. Efforts will be made to have similar state level Paryatan Bhawans in state capitals.

The economic and social benefits of tourism and its
importance as an instrument of economic growth have to be fully recognised by all sections of the society. It would, therefore, be the endeavour of the Government to bridge the information gap through proper statistical documentation of the impact of tourism and its wide publicity to create awareness so that the economic and social significance of tourism is well recognised and tourism is given due attention and national priority.

Safety and Security

The safety and security of tourists are of primary importance both from the point of view of tourism development and national pride. It will be, therefore, given high priority in the national strategy for tourism development. Central Government will take up with the State Government to enact suitable legislation on tourist police for protection and security of tourists and for providing institutional mechanism to deal with complaints received from tourists and the industry so as to create a better security perception amongst actual and potential visitors.
Facilitation Services

Tourists have to pass through several Government agencies so as meet the requirement under various laws. These include obtaining visas, undergoing immigration checks, obtaining permits to visit certain areas, payment of fees for certain facilities, etc. The endeavour of the Government would be to improve efficiency in providing such facilitation services and make travel to and within India a pleasant experience. Introduction of issue visa on arrival at least for 15 days at all the airports, computerisation of the system of issue of Visa, streamlining of luggage handling system at airports improving tourist facilitation services at the airport by adopting technological solutions are some of the important facilitation services proposed in this regard.

Tourism Economic Zones, Circuits, and Tourism Area and of Special Interest

Tourism Economic Zones will be created with private participation based on the intrinsic attractions, potential for development and availability of resources in these zones. Air, road and rail connectivity to these areas will be established to facilitate direct and easy access to these zones from
international and domestic destinations. Adequate backward and forward linkages will also be established to ensure flow of benefits to the local community. The development of such zones will be guided by well conceived Master Plans and executed by specific Tourism Development Authorities which will be created by the Government involving senior officers from the Department of Tourism, and other relevant Ministries/Departments of the Government. of India, professionals from tourism industry and representatives of Industry & Trade Associations.

India with vast cultural and religious heritage and varied natural attractions has immense potential for growth in the tourism sector. 25 travel circuits and destinations have already been identified for development through joint efforts of the Central Government., the State Governments and the private sector. State Governments of Kerala, Tamil Nadu, Orissa and Maharashtra and Union Territory Administration of Daman and Diu have also declared Bekal Beach, Puri-Konark, Sindhudurg, Muttakadu-Mamallapuram and Diu as Special Tourism Area for integrated development. Uttar Pradesh has earmarked nine Circuit. Other states have not lagged behind. Steps will be taken to work towards the integrated development of all the tourist
circuits of the country with the involvement of all the infrastructural departments, State Governments and the private sector.

Government would initiate and support special programmes and schemes for the development of tourism in North Eastern States, Himalayan region and islands with a view to achieve overall economic development of the regions, and as part of the strategy for removing regional imbalances.

**Concluding observation:**

Tourism is one of the largest industries in the world. Scores of countries base their economy upon it. Even in India, it is the second largest foreign exchange earner (Rs.11,000 crores a year). We propose to set up a new goal of attracting at least 10 million tourists to India within 5 years, so that we can earn at least 50,000 crore rupees as foreign exchange every year. To be able to implement this gigantic project, the following simple but effective suggestions are reiterated:

Tourism, including hotels, should be declared tax free export processing zones. As foreign exchange outflow is
very negligible compared to inflow of foreign exchange, any hotel anywhere in India comes under the purview of Export Processing Zone.

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.

At present the charges of Indian hotels are much higher than those of other hotels in the world. This is a big hurdle for tourists visiting India. However, thousands of new hotels will be have to be speedily built so that hotel charges will automatically come down and induce the tourists to visit India.

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). 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. These projects should not come under the purview of environmental laws. A separate body should be set up to look into the matter of eco-friendly aspects of tourism. Each new hotel constructed should be obliged to plant and take care of at least 200 new neem trees to help in controlling pollution. These neem trees will be a great boon to the Indian farmers in providing non-toxic and biodegradable natural neem-based pesticides to them.

It would be desirable to setup special communication facilities such as taxi/ bus/train and air services for tourists 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 had from Ministries of Tourism, Railways, Surface Transport and Civil Aviation. Help of important functionaries of eminent travel agencies/hotels
and tourism departments of Central and State Governments can also be used to make these services successful. In addition to the above efforts all the important pilgrim centers should be connected with these services. Special trips should be organised during 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.

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.
It is suggested that a separate Central Tourism Promotion Board be constituted under the Ministry of Tourism which should be headed by a senior officer of Government of India. There should be 4 other nominated members on the Board selected or nominated by the different sectors of the tourism industry. This Tourism Promotion Board would formulate policies and programmes for the promotion of tourism and providing necessary assistance and advice in the development of the tourism industry. The Board would also provide essential facilities to our foreign guests such as centralised money change, bus-rail-car-air facilities and hotel reservation, state tourism counters and tourist guides. In Delhi Shri Madan Lal Khurana is setting up a "Tourism Bhavan" in the central location of Connaught place with 2-1/2 acres of land which will have all the facilities for tourists. Each state capital should likewise setup similar Tourist Bhavan have a similar with all the facilities available.

There should be a special 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 may be envisaged as part of the legislation to deal with the complaints of foreign guests firmly and provide them all types of security. Insecurity in any form would not only mar the interests of the industry but also defame the image of our country. We should take precautionary measures for preventing these types of mishappenings.

It is in the interest of the industry if centres of yoga and naturopathy are set up in the arena of tourism. These centres should be preferably built in the surroundings of the Himalayas which are known for peace, devotion and natural scenery. We have a glorious past and we are proud of our cultural heritage embedded in the teachings of our ancient seers, rishis and wisemen. The three great apostles of peace and non-violence namely. Lord Mahavira and Lord Buddha and Mahatma Gandhi were born in India.

It is on account of our spiritual and moral values, enabling unity in diversity that our cultural heritage is intact despite foreign invasions from time to time, Our ancient legacy in all areas is singularly unique and peerless and should interest foreign tourists.
Keeping in view the modern technological developments and the nature of the cultural heritage of India, all the Guides should be given special courses detailing the historical background of tourist spots. And most importantly their behaviour in dealing with both foreign and domestic tourist should conform to the traditional spirit of hospitality for which India is renowned.

The problem of unemployment is a major problem of India. More than 200 million youths are under the grip of this problem. Government of India has made several programmes for its eradication but has not achieved the desired success so far. Several employment schemes for example, Prime Minister Rozgar Yojana, Antodaya Programme: Food for Labour, Jawahar Rozgar Yojna, Mahila Samridhi Yojna and other schemes are under implementation by Central and State Governments but have not yielded satisfactory results. There is a long queue before the Employment Exchanges, Employment Bureaus, Placement Service Centres and other areas for getting suitable jobs. There is considerable scope for employment generation through speedy development of tourism.
The importance of tourism was realized in India at the very inception of development planning of the country because of our varied and unique range of nature’s gifts and rich and ancient heritage. It was, however, realized that while the potential existed, it would take considerable and sustained effort to facilitate and attract both foreign and domestic tourists in sufficiently large numbers in order to take our legimitated place in the tourist map of the world.

A half century has since elapsed and commendable effort has been put into providing the necessary infrastructure and facilities to attract tourists both foreign and domestic, to avail of the considerable tourist attractions that the country was in a position to offer.

Although tourism as a flourishing industry gained a firm footing in India, there remains much ground to the covered by way of providing adequate and up-to-date facilities comparable to international standards. During the outgoing half century indeed remarkable all round development has been made but to take our legitimate share of world tourist traffic there is still much ground to be covered. It is however, heartening to realize that we have a fairly clear picture of the quantum and quality of
the effort remaining to be made to take our rightful place in the global scenario.

More recently it appears that the tourism bug has bitten Indians. Indeed more and more Indians are taking afancy to domestic tourism but a new trend seems to be emerging. Overseas tours are fast emerging as a growing tendency. Historically, Indians are known for their eraze for migration which has picked up again more recently. Besides migration, they have acquired the characteristics of NRIs. Overseas business trips and for acquiring higher education and technology and even religious pilgrimages (Haj) have also been familiar features. But overseas tourism as such has become the latest craze. Although India is known as a country of mass poverty, there is a perceptible section of the rich and the well to do. It is this class that can offord to take to overseas tours. Tourists Agencies are giving great publicity to overseas tourism and offering attractive overheads package facilities which are being increasingly availed. Thus, Indian tourism has acquired the characters of a two way traffic – domestic and overseas.

Eco tourism is not confined to merely saving natural arboreal coverage (forests) and wild life but also paying full
heed to the needs of human lives dependant for their economic sustenance on forest lands and are which they inhabit. Some critics have expressed the apprehension that tourism now being denominated as Eco tourism could be deceptive unless the scope of conservation is not merely confined to hitherto ‘Protected Areas’, namely National parks and wildlife but unfailingly extended to local populations around Protected Areas. It should be safeguarded that the local population is not uprooted or their living condition are not confined to prohibited areas. Local population constitute an integral part of Eco tourism

As a matter of fact, communities in or near about tourist centres should be rehabilitated so as not to appear as an eyesore to the tourists. Their living and working condition should be improved as an integral part of the programme to develop these locations as centres of tourist attraction. The finances required for their rehabilitation should invariably be met from the financial allocation set aside for the development of tourism. It may be mentioned that the arts and crafts of the local community could very earlier provide attractive souveniers for the foreign and domestic tourism. These arts and crafts should be assisted by the states to develop and thrive.
All the Central Ministers are playing their respective roles in the promotion of tourism. The efforts of the Railway Ministry has been highlighted, for instance Howere one must not fail to mention the specific function of the Archaeological Survey of India (also State Archaeological Departments) in ensuring proper maintenance and professional site management of important tourist attractions.